

## American Academy of Pediatrics Fetal Alcohol Spectrum Disorders Program

### THE SITUATION:

Fetal Alcohol Spectrum Disorders (FASDs) result from prenatal exposure to alcohol. Lifelong effects may include a range of physical, mental, behavioral and/or learning problems. The American Academy of Pediatrics (AAP) retained Zeller Marketing & Design to communicate the availability of an AAP FASD online toolkit to pediatricians, pediatric nurse practitioners, family physicians and health professionals.

### OUR SOLUTION:

We responded to the AAP RFP and were awarded the project. Zeller then implemented eye-catching, original design concepts with compelling copy. The content communicated a complex topic in an engaging and concise manner. The campaign consisted of print ads, web banner ads, PowerPoint presentations, and more.

### THE RESULT:

The goal was to promote FASD resources as a means to raise awareness in an effort to improve the early identification of children who have or may have an FASD. The AAP was pleased with the creative work and awarded additional assignments to Zeller. The resources we helped create continue to be downloaded and referenced from the toolkit website.

### Diagnose a child with these behavioral symptoms:

- Impaired learning/encoding
- Social communication problems
- Attention deficits
- Distractibility

Answer: **Fetal Alcohol Spectrum Disorders (FASDs)**

Children with impairments in neurocognitive functioning, self-regulation and adaptive functioning may have one of the FASDs and should be screened for prenatal alcohol exposure. However, if **ADHD** immediately came to mind—you're not alone.

Prenatal exposure to alcohol is the leading preventable cause of birth defects and developmental disabilities. In addition to difficulty with attention, lifelong effects may include a range of physical, mental, behavioral and/or learning problems.

FASDs are estimated to affect as many as 40,000 infants annually in the U.S., so 2% to 5% of school children would likely benefit from therapeutic interventions, including special education services. The prevalence of FASDs is comparable to spina bifida and Down syndrome rates.

Pediatricians and other pediatric health professionals can make a difference. Although FASDs can't be cured, early recognition and diagnosis-specific interventions can improve outcomes that last a lifetime.

[aap.org/fasd](http://aap.org/fasd)

The FASD Toolkit is a one-stop clinical resource of compiled tools that range from clinical decision support and communication aids to practice management guides that support quality care in the medical home.



Awareness and identification tools at [aap.org/fasd](http://aap.org/fasd)

Alcohol may cause physical, behavioral and learning problems that start in utero.

### The ABCs of FASDs

Fetal Alcohol Spectrum Disorders (FASDs) are estimated to affect as many as 40,000 infants annually in the U.S., or 1 in every 100 infants; thus, approximately 2% to 5% of school children may benefit from therapeutic interventions, including special education services. The prevalence of FASDs is comparable to spina bifida and Down syndrome rates.



All children are at risk and should be screened



Behavioral health interventions last a lifetime



Clinicians can work with patients/families to improve outcomes



The FASD Toolkit is available at [aap.org/fasd](http://aap.org/fasd)

**“It is a pleasure working with the team at Zeller Marketing & Design!”**

—Josh Benke, Program Manager, Fetal Alcohol Spectrum Disorders