Public Service Announcement

International FASD Awareness Month

Start Date: **September 4, 2025**
End Date: **September 30, 2025**
Nunavut-wide **150 sec**

September 9 is International Fetal Alcohol Spectrum Disorder (FASD) Awareness Day. This day is devoted to improving the prevention, diagnosis and support for individuals and their families affected by FASD, a lifelong condition that affects the brain and body of people exposed to alcohol before birth.

In 2020, the Government of Canada officially recognized the month of September as FASD Awareness Month to highlight the importance of awareness and support for those living with FASD.

This year's theme, **'Everyone Plays a Part: Take Action!',** reminds us that each of us has a role promoting healthy pregnancies and building a society that is inclusive, informed and supportive of individuals with FASD.

On September 9, the Nunavut Legislative Assembly, alongside other landmarks across Canada, will be lit in red to honour FASD Awareness Day.

We encourage all Nunavummiut to participate in the *Red Shoes Rock* campaign by wearing red footwear throughout September, raising awareness and encouraging open conversations.

It is never too late to learn the facts about alcohol and pregnancy. Open and compassionate conversations about the challenges faced during pregnancy help reduce stigma, foster understanding and strengthen community support.

People with FASD have unique strengths and challenges. With the right support, they can thrive and lead fulfilling lives. We honour *Inuit Qaujimajatuqangit* and community-led healing approaches as vital parts of supporting wellness for those affected by FASD.

If you or someone you know needs support, help is available through these local and territorial services:

- The Pirugatigiit Resource Centre in Iqaluit.
- The Kitikmeot Friendship Society in Cambridge Bay.
- Pauktuutit Inuit Women of Canada.

For anonymous support, you can contact:

- **Nunavut Kamatsiaqtut Help Line** – available 24/7 at 1-800-265-3333 or 867-979-3333.
- **Crisis Services Canada** - Text 1-833-456-4566 or visit their online chat.
- **National Crisis Line for Residential School Survivors and Families** - 1-866-925-4419 (available in Inuktut, English and French).
- **Healing by Talking Program** (Nunavut Department of Health) - 867-975-5367 or healing@gov.nu.ca.
- **Child First Initiative** - 1-855-572-4453.
- **Government of Nunavut Employee/Family Assistance Program** - 1-800-663-1142.

For cultural wellness and healing in Nunavut, you can reach out to:

- **Piruqatigiit Resource Centre** (Iqaluit) - 867-877-4155.
- **Kitikmeot Friendship Society** (Cambridge Bay) - 867-983-3330.
- **Ilisaqsivik Society** (Clyde River) - Toll-Free Counselling Line: 1-888-331-4433.
- **Pulaarvik Kablu Friendship Centre** (Rankin Inlet) - 867-645-2600.
- **Tukisigiarvik Society** (Iqaluit) - 867-979-2400.
- **Aqqiumavvik Society** (Arviat) – 867-857-2037.
- **Department of Healthy** Living (Cambridge Bay) - 867-983-4670.

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