

AGLC supports provincial efforts to prevent FASD

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To help raise awareness of FASD, liquor stores, restaurants and bars now have to display FASD prevention signage.

In an effort to help ensure Albertans who choose to drink are reminded that there are risks with alcohol consumption during pregnancy, the AGLC is asking its business stakeholders to help spread the message.

“FASD affects entire communities, and the AGLC is proud to contribute in raising awareness and greater understanding of this issue. A simple reminder in liquor stores or bars will keep the message that pregnancies and alcohol don’t mix top of mind for patrons.”

Bill Robinson, President and Chief Executive Officer

The AGLC is a member of the Alberta Government’s [FASD Cross Ministry Committee](#), which works in co-operation with provincial and community organizations and regional groups to provide a comprehensive and co-ordinated provincial response to the issue of FASD.

“Our government has put a renewed focus on addressing the root causes that are the basis of a great number of social issues. FASD is 100 per cent preventable, and like drinking and driving, we all have a role to play to make drinking while pregnant a social taboo. The effects of FASD on children are devastating, but through common sense initiatives like this, we will bring instances of FASD down by raising needed awareness and encouraging people to step up and say ‘no’ when they see someone drink alcohol while pregnant.”

Manmeet S. Bhullar, Minister of Human Services

Fetal Alcohol Spectrum Disorder (FASD):

- is a lifelong condition that has no cure;
- includes a broad range of disabilities related to permanent brain damage caused by exposure to alcohol; and,
- is 100% preventable if the consumption of alcohol is avoided during pregnancy.

“Alberta’s liquor stores are great supporters of their communities. Considering the serious and far-reaching effects of FASD, we’re very

Related information

[FASD prevention signage](#)

www.fasd.alberta.ca

[Healthy Pregnancies](#)

Media inquiries

Tatjana Laskovic

tatjana.laskovic@aglc.ca

780-447-7463

Communications

Alberta Gaming and Liquor Commission

proud to join in the efforts to bring more attention to this issue in the communities we serve.”
Ivonne Martinez, President, Alberta Liquor Store Association

If Albertans suspect someone they know is drinking during their pregnancy, or uses alcohol regularly and may become pregnant, please contact the local FASD Service Network or Alberta Supports at 1-877-644-9992 for information about resources available to help in their community.

The AGLC is committed to reducing harm caused by alcohol consumption in Alberta. By increasing public awareness of potential risks, the AGLC’s goal is to enable Albertans to make positive choices for themselves and consume alcohol in a responsible way.