

News Release

Ohio's FASD Initiative



Media may contact:

Name and Title
Organization
Phone Number

For immediate release:

Date

TITLE OF NEWS RELEASE

CITY – The first sentence and paragraph of the news release should be the most salient news or the most pertinent piece of information you are announcing. What does the public want to know or need to know?

The following paragraphs should be written in a reverse pyramid fashion, where the next most pertinent information is in the second paragraph and so on. Provide enough information, so the newspaper and television and radio stations can run the story without contacting you for further details.

It also is good to have a quotation in the news release from someone involved in the initiative. That allows the news organizations to have someone to quote or highlight in their articles.

You also should have a general paragraph or two at the end that provides some background information about the initiative, organization, etc. (See example below.)

Prenatal exposure to alcohol and other drugs is the leading cause of preventable birth defects in the country. Despite warnings from experts and volumes of scientific/medical research providing compelling evidence for mothers not to drink during pregnancy, one in 100 babies born in Ohio suffer from Fetal Alcohol Spectrum Disorder (FASD) – a wide range of permanent, life-altering physical, mental and social effects.

The Ohio Departments of Aging, Alcohol and Drug Addiction Services, Education, Health, Job and Family Services, Mental Health, Mental Retardation and Developmental Disabilities, Rehabilitation and Correction, and Youth Services are working together with Ohio Family and Children First, institutes of higher education, providers and parents to implement a statewide strategic plan to address FASD.

Funding from the state of Ohio secured by the Department of Health along with a contract from Northrop Grumman operating the FASD Center for Excellence through the Substance Abuse and Mental Health Services Administration (SAMHSA) will support the implementation of Ohio's FASD strategic plan and help Ohio develop a comprehensive state system of care for FASD.

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