

New foetal alcohol syndrome ad

A new television advert campaign flighting from the beginning of September across local TV channels will place international Foetal Alcohol Syndrome (FAS) Day firmly in the spotlight leading up to the day, 9 September 2011.

The advert creative, conceptualised and produced by Root|threesixty (The Design Engine), highlights the beauty of life without FAS and the role a community plays in the raising of happy, healthy children that will one day make a difference to this country.

From the ancient African proverb, 'It takes a village to raise a child', the deeply rooted cultural philosophy, which emphasises the values of parental care, family relationships and concern for others, is the theme for the ad.

"As the driving force behind the prevention of FAS in South Africa, FASfacts is keen to raise awareness for the problem amongst expecting parents and encourage individuals, who might otherwise overlook the issue, to be involved and thus play an active role in the upliftment of the greater South African community or 'village'," says FASfacts CEO, Francois Grobbelaar.

With the help of the Living Way Adult Skills Training campus near Kommetjie in Cape Town, FASfacts and its respective creative teams employed mostly untrained actors and crew assistants from the Masiphumelele community.

Senior accounts director, Alda Smith from Root|threesixty comments, "We wanted the advert to convey the strong sense of community that underpins the campaign's core message and highlight the important role all adults play in FAS prevention and why FAS prevention is so important for all."

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