



Manitoba FASD Strategy Results Map



A story about working together
to reach a common goal.

Land Acknowledgement

We acknowledge that Manitoba is located on the Treaty Territories and ancestral lands of the Anishinaabe, Anishininewuk, Dakota Oyate, Denesuline and Nehethowuk Nations, and that Manitoba is located on the Homeland of the Red River Métis. We further acknowledge that northern Manitoba includes lands that were and are the ancestral lands of the Inuit. We respect the spirit and intent of Treaties and remain committed to working in partnership with First Nations, Inuit and Métis Peoples as we walk the shared path of truth and reconciliation.



What is a results map?

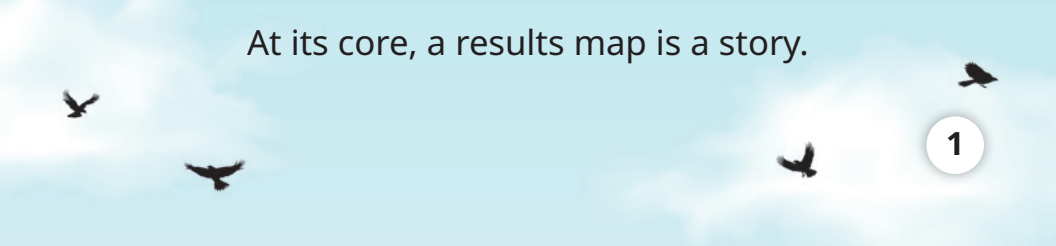
The Manitoba government released its renewed 2024-2029 Fetal Alcohol Spectrum Disorder (FASD) Strategy in September 2024.

Manitoba's FASD Strategy ensures all areas of government and community are working together to improve outcomes for people impacted by FASD. To learn more, please visit www.gov.mb.ca/fs/fasd/mbstrategy.html

In 2024 and 2025, government departments and community partners came together to create a results map for the renewed FASD Strategy.

A results map is a visual tool that helps people understand the ultimate goal of the strategy, how we will get there, and the changes and results we expect to see. A results map shows government and community partners what they can do to work together towards the ultimate goal.

At its core, a results map is a story.





Introduction

The **ultimate goal** of Manitoba's Fetal Alcohol Spectrum Disorder (FASD) Strategy is that **people impacted by FASD are healthier and more supported to live the lives they want.**

People impacted by FASD includes people with FASD, their caregivers and families, and people with lived/living experience of substance use in pregnancy.

How We Get There

KEY
ACTIONS

CHANGES
WE EXPECT

VISIBLE
RESULTS IN
PEOPLE'S LIVES

ULTIMATE
GOAL

Represented by the planting of seeds, if **key actions** are taken by government and community partners,

Then like growth from seeds to roots to sprouts, we expect to see **positive systems changes**, like services that are more accessible and able to meet people's needs.

Represented by plants with buds, these changes will have **positive results in people's lives**, meaningful impacts that people can see and feel.

Finally, represented by a plant you can find in Manitoba, these results will contribute to the **ultimate goal** of people being healthier, better supported, and living the lives they want. Just as each plant grows in its own way, each person's life is a unique gift to the world.

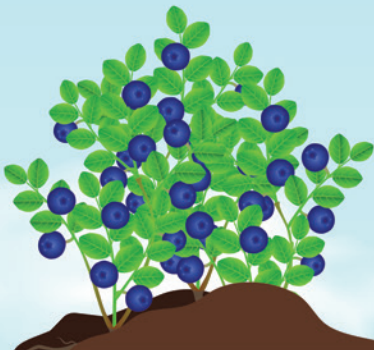
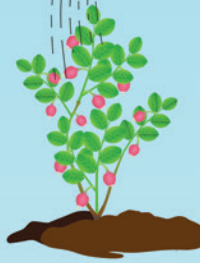




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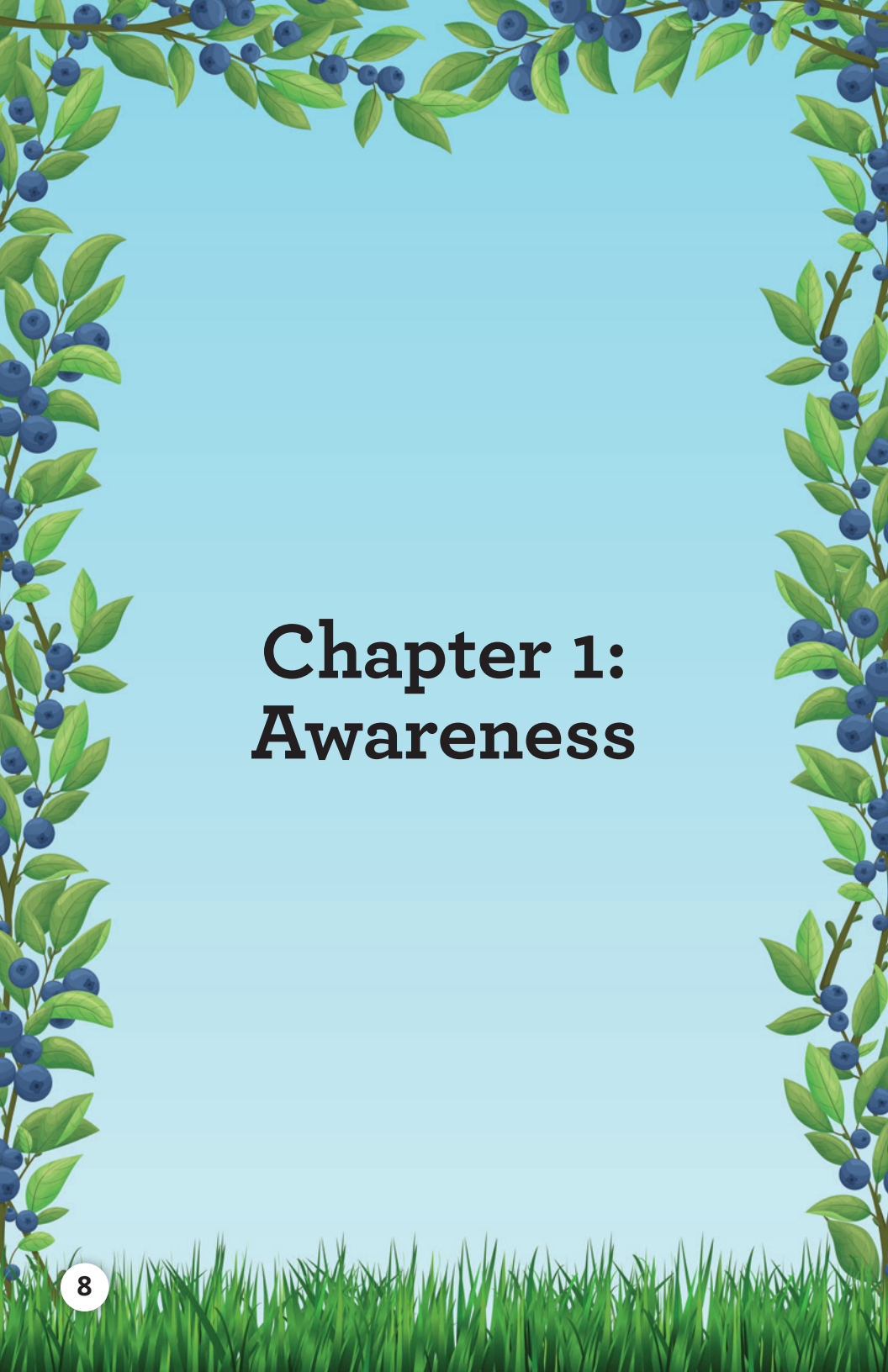


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Chapter 1: Awareness

How We Get There

KEY ACTIONS

- Messages are consistent, accurate and promote dignity.
- Information is shared through strong partnerships.
- FASD information is created and shared across Manitoba.



CHANGES WE EXPECT

- Less stigma about FASD.
- More Manitobans are using FASD information and resources



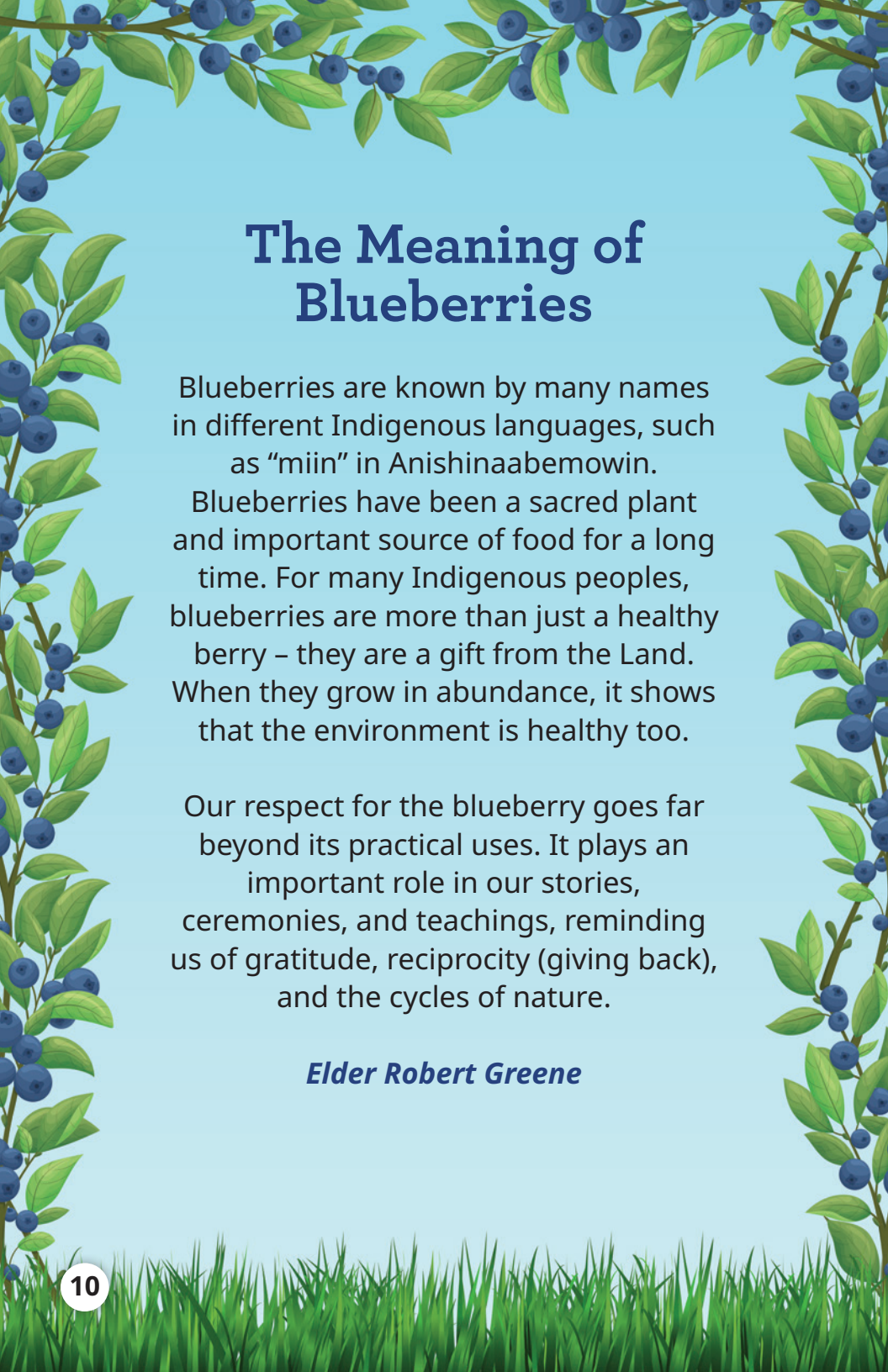
VISIBLE RESULTS IN PEOPLE'S LIVES

Manitobans know more about FASD and alcohol use in pregnancy.

ULTIMATE GOAL

People impacted by FASD are healthier and more supported to live the lives they want.






The Meaning of Blueberries

Blueberries are known by many names in different Indigenous languages, such as “miin” in Anishinaabemowin.

Blueberries have been a sacred plant and important source of food for a long time. For many Indigenous peoples, blueberries are more than just a healthy berry – they are a gift from the Land. When they grow in abundance, it shows that the environment is healthy too.


Our respect for the blueberry goes far beyond its practical uses. It plays an important role in our stories, ceremonies, and teachings, reminding us of gratitude, reciprocity (giving back), and the cycles of nature.

Elder Robert Greene



When Manitobans understand Fetal Alcohol Spectrum Disorder (FASD) and the effects of alcohol use in pregnancy in a good way, people have better health and wellbeing, including reduced alcohol use in pregnancy.


We can all help more people understand FASD and alcohol use in pregnancy, reduce stigma, and promote dignity.



When information about FASD and alcohol use during pregnancy is created, people with lived and living experience are part of the planning.




The information is clear, focuses on strengths, and says that everyone can play a part in supporting people with FASD and people who are pregnant.




Information is shared with people across Manitoba. There are many ways we can do this together.



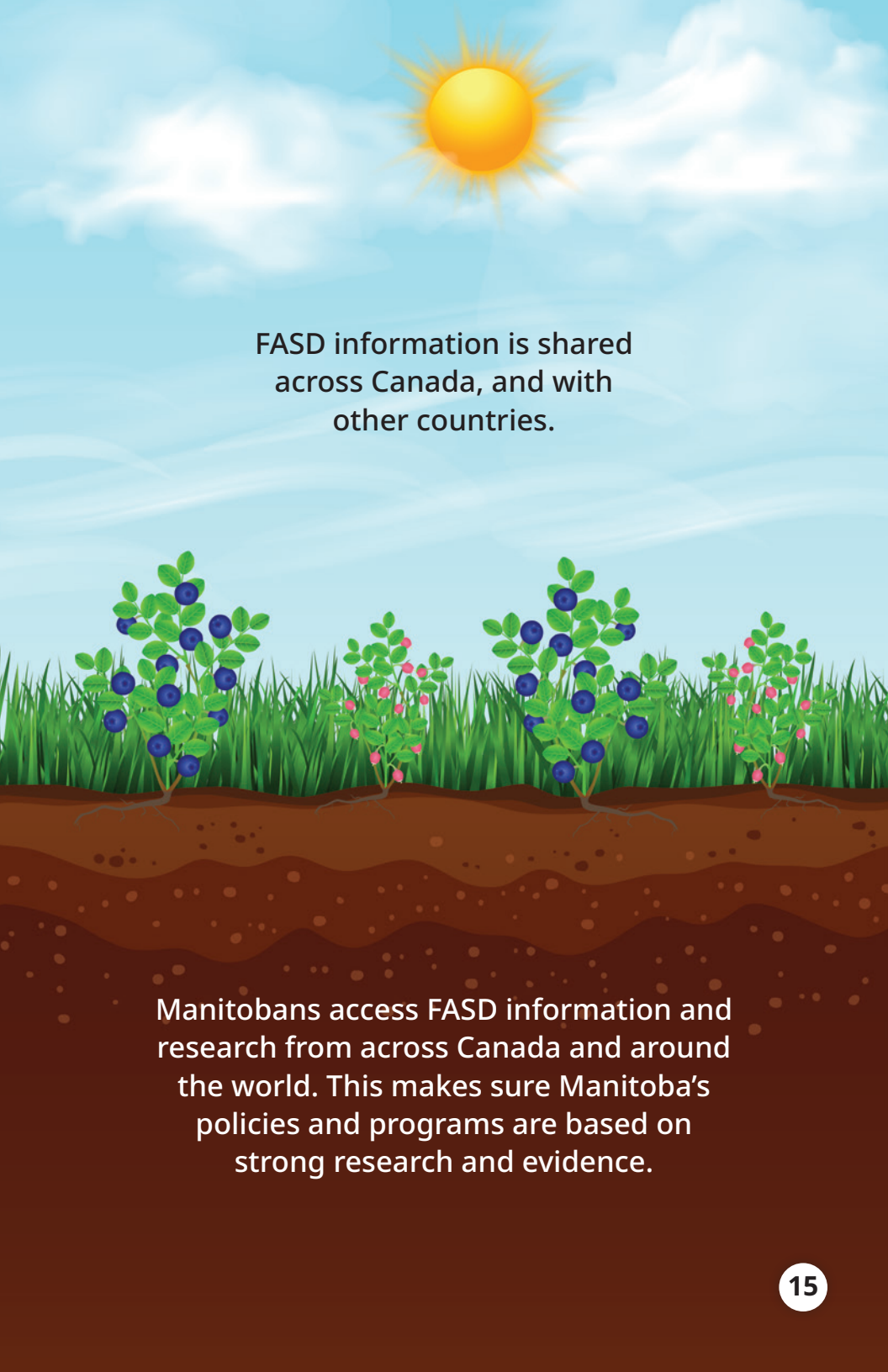
- We can celebrate FASD Awareness Day on September 9 of each year.
- We can make and share information that helps Manitobans learn about FASD and alcohol use in pregnancy.
- We can join and support community groups, such as FASD coalitions and self-advocates.



When we work together to share the right information about FASD and alcohol use in pregnancy, we build strong partnerships.




When we build strong partnerships with community partners, schools and service providers, information about FASD is shared with more people.



FASD information is shared
across Canada, and with
other countries.

Manitobans access FASD information and research from across Canada and around the world. This makes sure Manitoba's policies and programs are based on strong research and evidence.

An illustration of two people working in a blueberry field. On the left, a woman with dark skin and long dark hair, wearing a light orange long-sleeved shirt, blue pants, and purple gloves, is using a wooden-handled tool to work the soil around a blueberry bush. On the right, a person with light skin and blonde hair, wearing orange overalls over a white shirt and yellow boots, is holding a blue bucket and picking blueberries from a bush. The field is filled with green blueberry bushes with ripe blue fruit. The ground is dark brown soil with roots visible. The sky is bright blue with a large, glowing yellow sun and some white clouds.

When as many people as possible have access to the right information, there is less stigma about FASD and alcohol use in pregnancy, and people impacted by FASD have better health and wellbeing!



Blueberry Story

The relationship between the blueberry and fire is very important in many Indigenous cultures across North America, especially in places where blueberries grow. This relationship is connected to traditional knowledge, spiritual practices, and caring for the land and community.

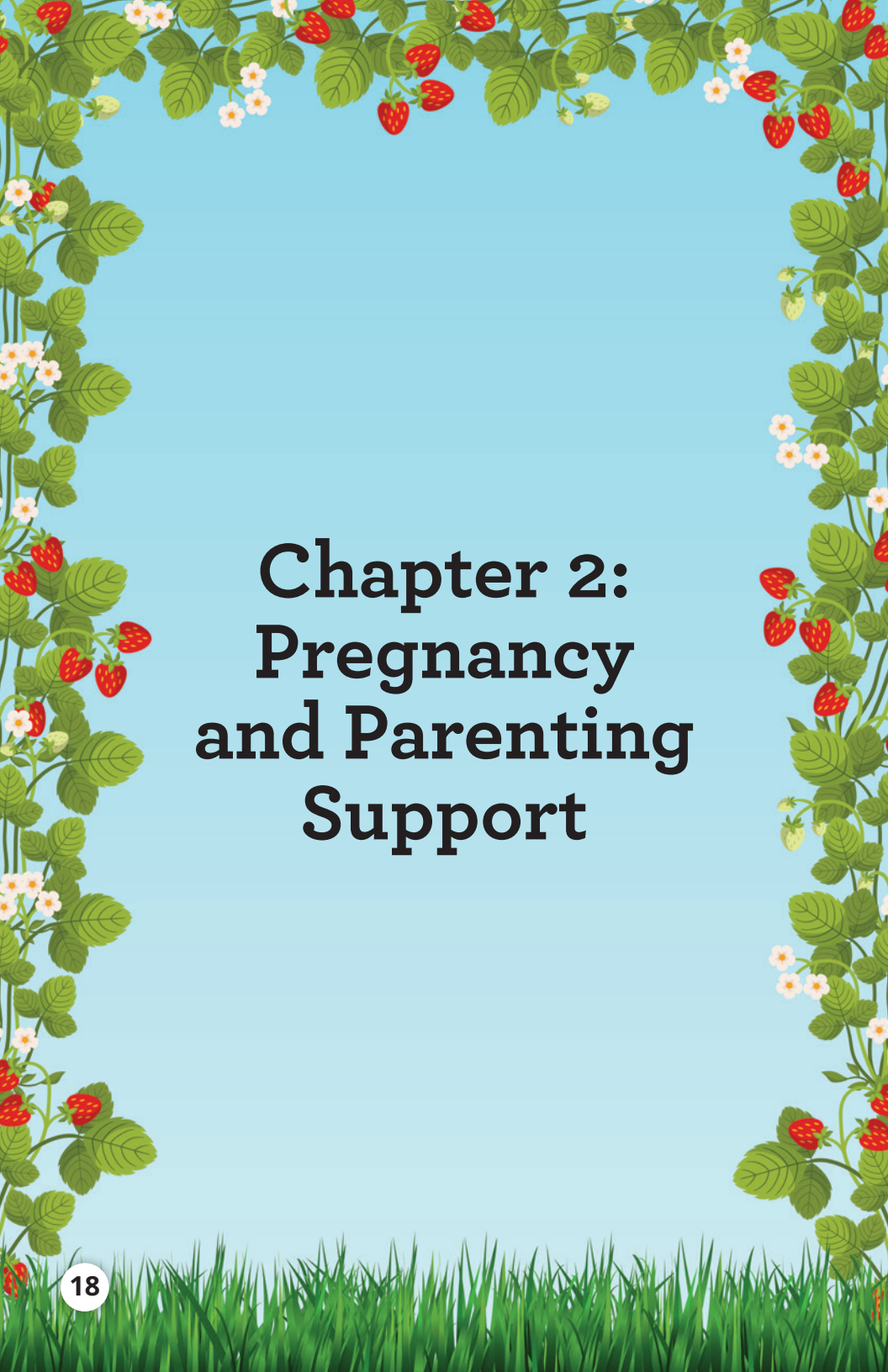
For many Indigenous nations, the blueberry and fire together teach important lessons about strength, change, and how everything is connected. Some stories tell how the Creator gave fire to the people not only for warmth or cooking, but also to care for the land and help plants like blueberries grow and thrive.

In Anishinaabe teachings, the blueberry is often a symbol of the circle of life. Its flower looks like a little star, reminding us of our connection to the sky and to our ancestors. The cycle of fire and new growth reflects the cycles of loss and renewal in families and communities, offering hope and guidance during hard times.

The story of the blueberry and fire is a story about renewal. It teaches that destruction and creation are closely connected, and that the knowledge of those who came before us can help guide us forward. When we honour this relationship, we honour the land, the ancestors, and the future yet to come.

As Indigenous people continue to lead the way in ecological stewardship (caring for the land), we can all find inspiration in the humble blueberry bush, rising anew from the ashes (growing back after fire). We can also learn from the careful use of fire as a source of life, hope, and change.

Elder Robert Greene

A decorative border of strawberries and flowers surrounds the central text. The border consists of green leaves, red strawberries, and small white flowers with yellow centers, arranged in a frame around the page. The background is a light blue gradient.

Chapter 2: Pregnancy and Parenting Support

How We Get There

KEY ACTIONS

- Education on healthy pregnancy and how to support pregnant people is available.
- Services are funded for pregnant people and parents who use substances.
- Addiction services are accessible to pregnant people.

CHANGES WE EXPECT

- Manitobans have knowledge and support to reduce or stop alcohol use during pregnancy.
- Better access to programs and resources for pregnant people and parents who use substances.

VISIBLE RESULTS IN PEOPLE'S LIVES

Pregnant people and parents are healthier.

ULTIMATE GOAL

People impacted by FASD are healthier and more supported to live the lives they want.



A decorative border of strawberries and flowers surrounds the page. The strawberries are bright red with green leaves and small white flowers. The background is a light blue sky with a green grassy field at the bottom.

Strawberry - “ode”

“The strawberry teaches forgiveness and peace. The strawberry ‘ode’ is medicine and is shaped like a heart. Strawberries are known to Indigenous communities as heart berries. The heart berry helps us understand the connection between the mind, body, spirit and emotions. The heart berry also represents the sacred fire ‘ishkode’ within all of us. We need our heart to guide us in order to maintain personal balance. The heart berry also reminds us of reconciliation and teaches us how to maintain heartfelt relationship in our families and communities.”



Pregnant people and parents are healthier
when they have the supports they need.

When supports are available without
judgement, alcohol use during pregnancy
can be reduced or stopped.




We can all promote dignity
and reduce the impact of
alcohol on pregnancies.



Manitobans of all ages and genders can learn how to support healthy pregnancies. This includes talking with children, youth and adults about alcohol use, pregnancy, FASD, and healthy relationships.



Teaching all Manitobans about these topics shares the important message that everyone has a role in supporting the wellbeing of pregnant people- in our families, in our friendships, and in our communities.




Funded services for pregnant people and families use the approaches that work best: being non-judgemental, trauma-informed, and supporting harm reduction.

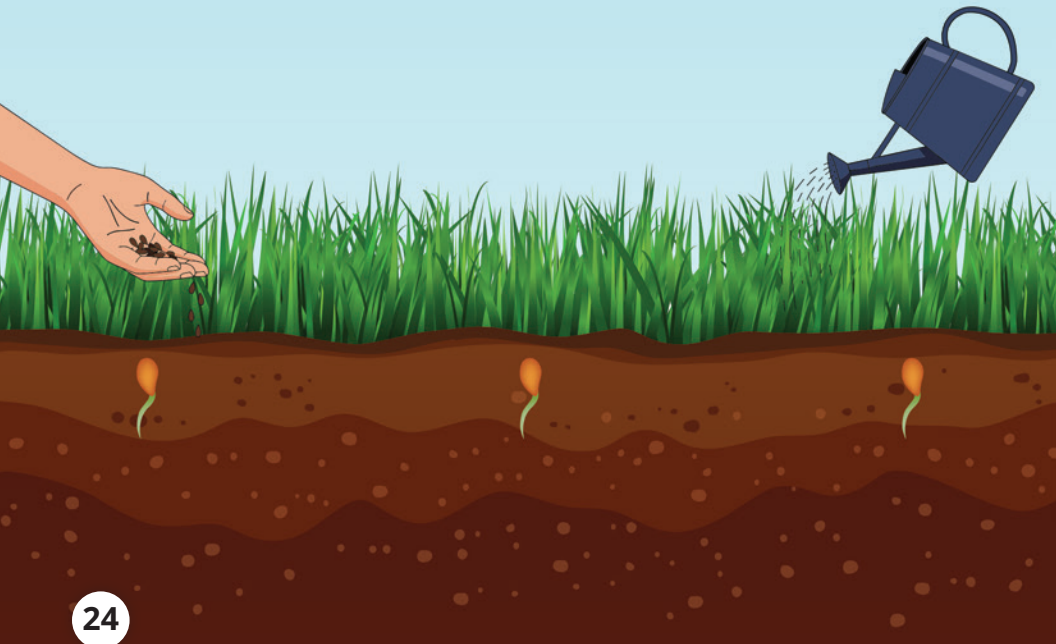


Using a wrap-around support model, programs help pregnant people and families access the physical, mental, emotional and spiritual care they need.

People with lived and living experience help guide these services.



Programs support pregnant people and parents to access addictions and mental health services, housing support, healthy food, medical care, recreational opportunities, and more.






Culturally relevant care is a best practice approach, responding to Truth and Reconciliation Call to Action #33.




Funded programs make sure pregnant people, parents and families can access land-based cultural support, ceremonies, and traditional teachings about pregnancy, parenting and family.



We can all support pregnant people and families.



People have access to information that supports healthier pregnancies. Projects that promote social responsibility are funded. Addiction services have less barriers, are person-centred, and available to all Manitobans.



Pregnant people can have better health and wellbeing when they have the supports they need. When service providers use best practices, alcohol use during pregnancy can be reduced or stopped.



The Berry Ceremony

Grandmother Carolyn Moar

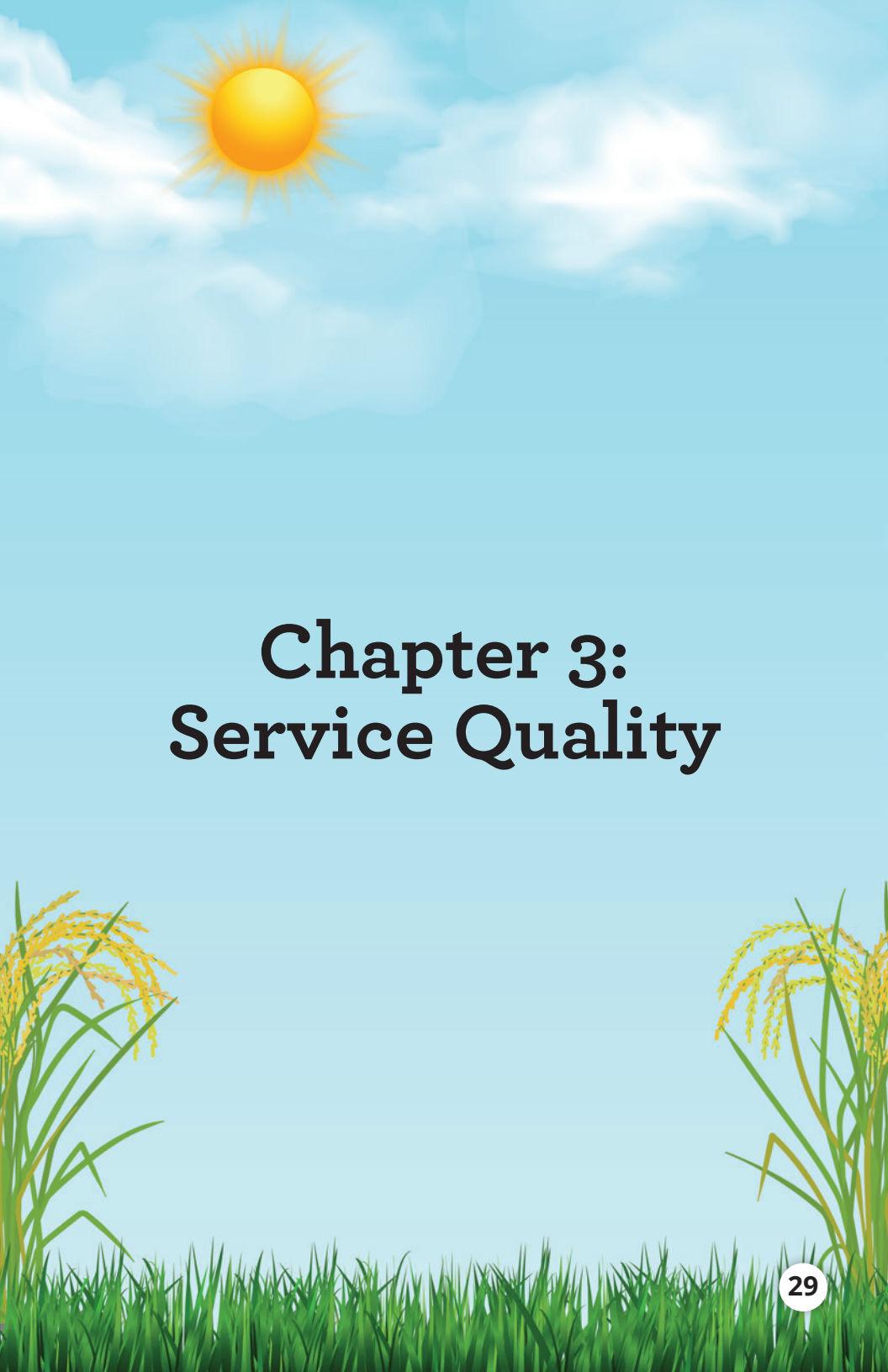
“The strawberry is the heart medicine and one of the women’s medicines. The strawberry is the shape of a heart. It represents love for the women.

The Berry Ceremony is the coming of age for a young woman. Moon Time (a woman’s monthly period) is a very special time in any woman’s life. It is a time when you are in ceremony with Mother Earth. The young girl leaves the time of play and joins the women’s circle. The nation respects women because of the ability to give birth. So, when a young girl starts her Moon Time the celebration starts because it means the people were going to survive.

A ceremony begins with the young girl collecting strawberries for all the community. Then there is a pipe ceremony. During the sharing circle the girl is in the center with the mother, father and grandmothers.

The girl’s mother gives her advice on how to be a woman, her father reassures his love, the grandmothers give their advice. Then the extended family and community give advice. Then a feast and the berries are fed to all.

This recognition allows the young girl to feel like she belongs and is respected. And this is why strawberries are an important part of our traditional way. This was one of the ceremonies taken from our people.”



Chapter 3: Service Quality

How We Get There

KEY ACTIONS

- Services are guided by people with living experience.
- More FASD training and resources are provided.
- Service agencies are supported.
- Funded programs are regularly evaluated.
- Government and community partners work together more.
- More connection to Indigenous services and cultural supports.
- Regular feedback and guidance from Indigenous partners.

CHANGES WE EXPECT

- Service providers have stronger skills and tools to support people.
- Indigenous-led support increases.


VISIBLE RESULTS IN PEOPLE'S LIVES

People impacted by FASD have better quality services.

ULTIMATE GOAL

People impacted by FASD are healthier and more supported to live the lives they want.





Manoomin (Wild Rice) and the Anishinaabe Migration Story

What *Elder Robert Greene* has taught us:

Wild rice (known as “manoomin” in Anishinaabemowin), is a sacred part of Anishinaabe cultural identity, history, and spiritual life.

Guided by the Seven Fires Prophecy, the Anishinaabe people migrated (moved) west from the Atlantic coast of North America over generations. They followed a sign that told them to go “to the place where food grows on water”. This mysterious phrase talked about manoomin (wild rice), which became a guide for their journey and a symbol of their survival. Their search was both literal and symbolic: they were looking for food for their bodies, but also a homeland where their culture and spirit could grow and stay strong.

The Anishinaabe people eventually reached lakes filled with wild rice in the areas we now call Minnesota, Wisconsin, Ontario, and Manitoba. They settled there and built strong communities. Manoomin (wild rice) provided a healthy, reliable food that could be harvested in the fall and stored for the winter. More than food, manoomin was a sacred gift from the Creator, connecting people to the earth, the water, and to each other.



Manoomin and the Anishinaabe Migration Story *(continued)*

Wild rice is harvested with respect and gratitude, honouring the spirit of manoomin and sharing the wild rice within the community. Elders teach young people how to harvest wild rice as well as the values of respect, humility, and stewardship (caring for the land). Wild rice feasts mark important events and ceremonies.

For the Anishinaabe people, the health of the wild rice beds shows the health of the land, the water, and the people. Climate change and other threats to our environment have reduced the amount of wild rice, and have challenged the Anishinaabe way of life. Even with these challenges, the Anishinaabe people have continued to protect their rights to care for, harvest, and manage wild rice.


The story of wild rice continues. The story lives in the sound of paddles moving through shallow lakes, in the patience of harvesters working from their canoes, and in the laughter of children learning the old ways. It is a story about how the people, plants, and water are all connected, and how wisdom is passed from one generation to the next.

The Anishinaabe migration story—guided by prophecy and fulfilled through finding manoomin—reminds us of the lasting power of cultural memory and the sacred responsibility to protect the gifts of creation. As long as wild rice grows in the lakes and rivers of the North, the strong spirit of the Anishinaabe people grows too.




When people have good quality services, they are more likely to have better health and social outcomes. There are many ways we can keep improving these services.

Many sectors and community partners have an important role in working together to make sure services are high-quality, accessible, and FASD-informed.



When agencies that provide FASD programs have the funding and support they need, service providers have stronger skills and tools to support people impacted by FASD.



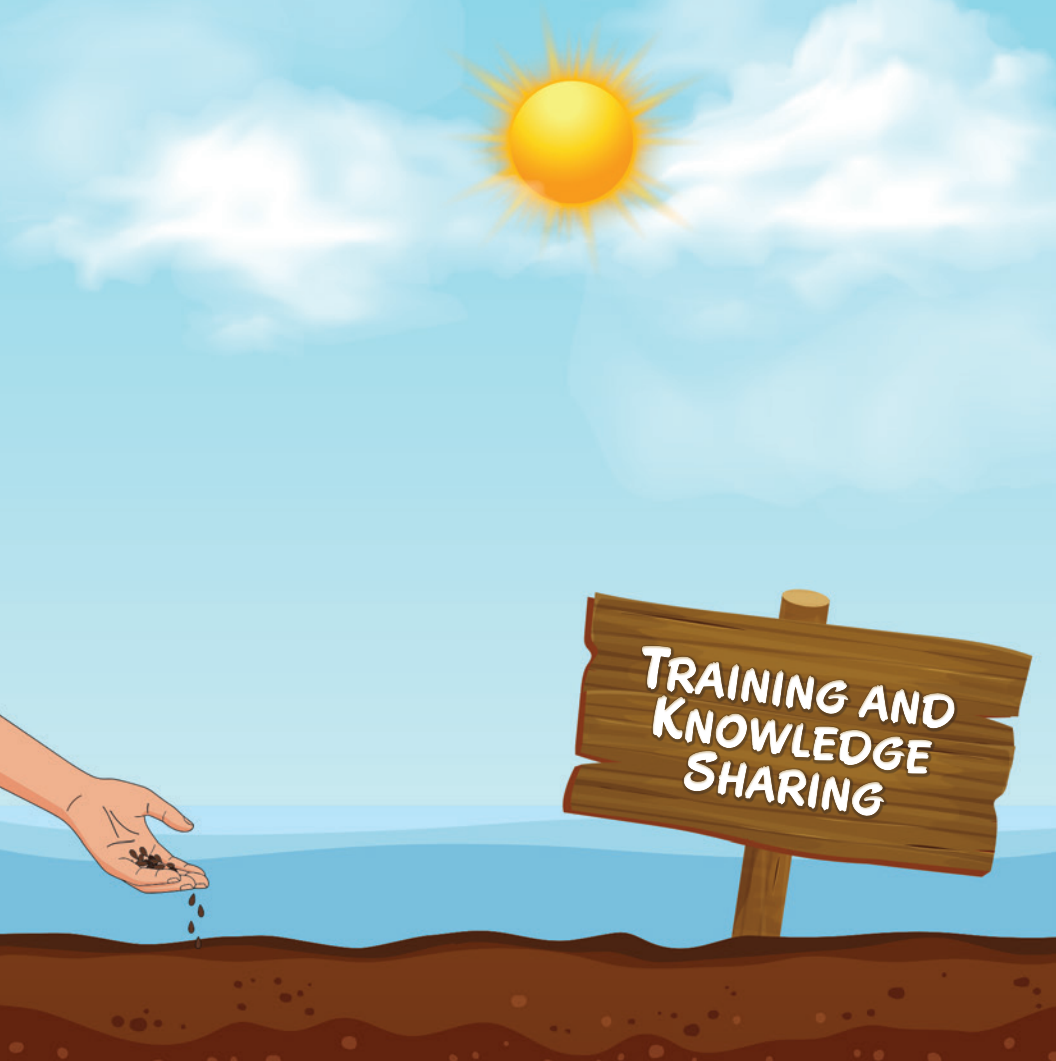


FASD resources, training and support are accessible to individuals, families, caregivers and service providers across Manitoba. Caregivers and service providers who have FASD funding will take mandatory training.



Resources and training about FASD and alcohol use during pregnancy is shared with many service sectors and adapted to their needs.

This helps service providers in many areas better understand how to support people with FASD and people who use alcohol during pregnancy.




Service providers who work in areas like employment programs, early childhood education and childcare, disability support, housing, justice and foster care receive ongoing training to better support people with FASD.

Training is provided by people who have knowledge and experience, including people with lived and living experience.

Government, service providers and community partners work as a team on all FASD-related projects.



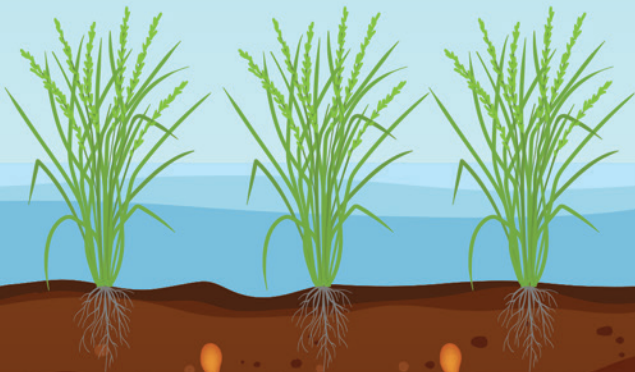
We all work together on common goals in Manitoba's FASD Strategy.



Indigenous partners, Elders, and leaders give important feedback and guidance to Manitoba's FASD Strategy through ongoing conversations. This supports reconciliation, increases access to cultural and land-based opportunities, and strengthens Indigenous-led services.



**WORKING
TOGETHER**






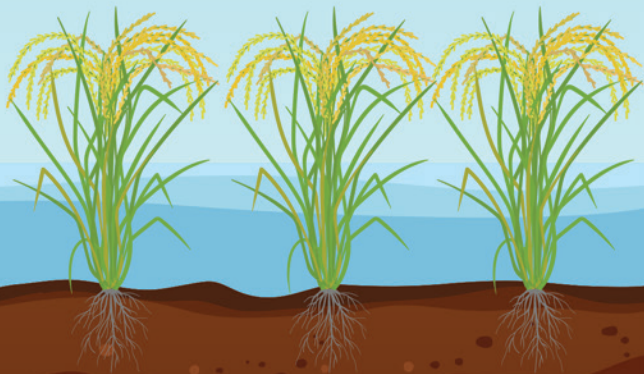
Ideas and experiences of people with lived and living experience, and those using services, help design FASD services. This happens through ongoing conversations.



We all work together to raise awareness and take action on complex issues, such as gender-based violence, sexual exploitation, and crime.

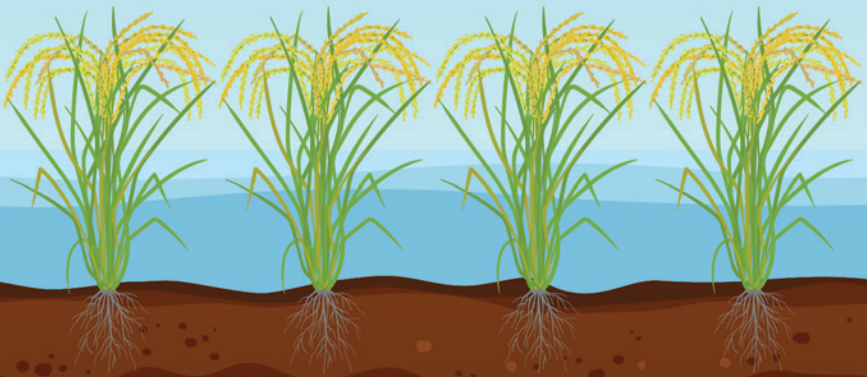


Program evaluation is completed regularly. This makes sure that both service providers and people using the services can share what is working well and how programs can be improved.

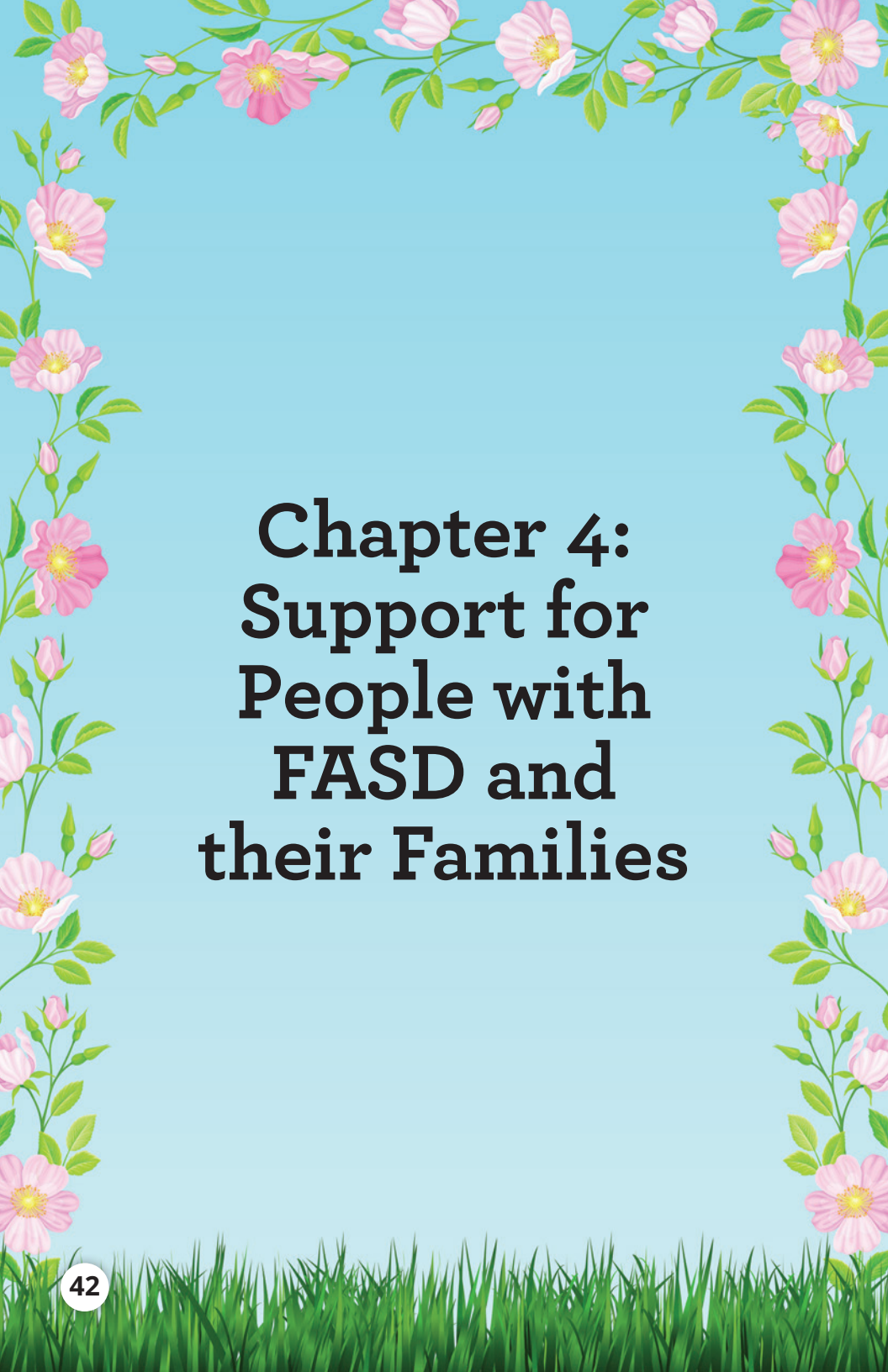




When service providers have the right support and information, and programs are evaluated, services work better. Services are strongest when they are guided by the perspectives of people with lived and living experience.



When we work together, funded programs are effective and meet their goals. When services are good-quality, people have choices about the supports they receive.



Chapter 4: Support for People with FASD and their Families

How We Get There

KEY ACTIONS

- FASD diagnostic assessments are funded and available.
- Public services meet the needs of people with FASD.
- Services are funded for people with FASD or possible FASD.
- Services for parents, families and caregivers are funded.
- People in the justice system can access FASD services.

CHANGES WE EXPECT

- FASD diagnostic assessments are timely and accessible.
- Services for people with FASD and their families are expanded.

VISIBLE RESULTS IN PEOPLE'S LIVES

- People with FASD are better supported.
- Families are better supported.
- People with FASD re-enter the justice system less often.

ULTIMATE GOAL

People impacted by FASD are healthier and more supported to live the lives they want.



The Wild Rose

The wild rose appears on Ukrainian floral scarves (called Hustka) which have become popular among many Indigenous Nations, and are even used in pow wow regalia.

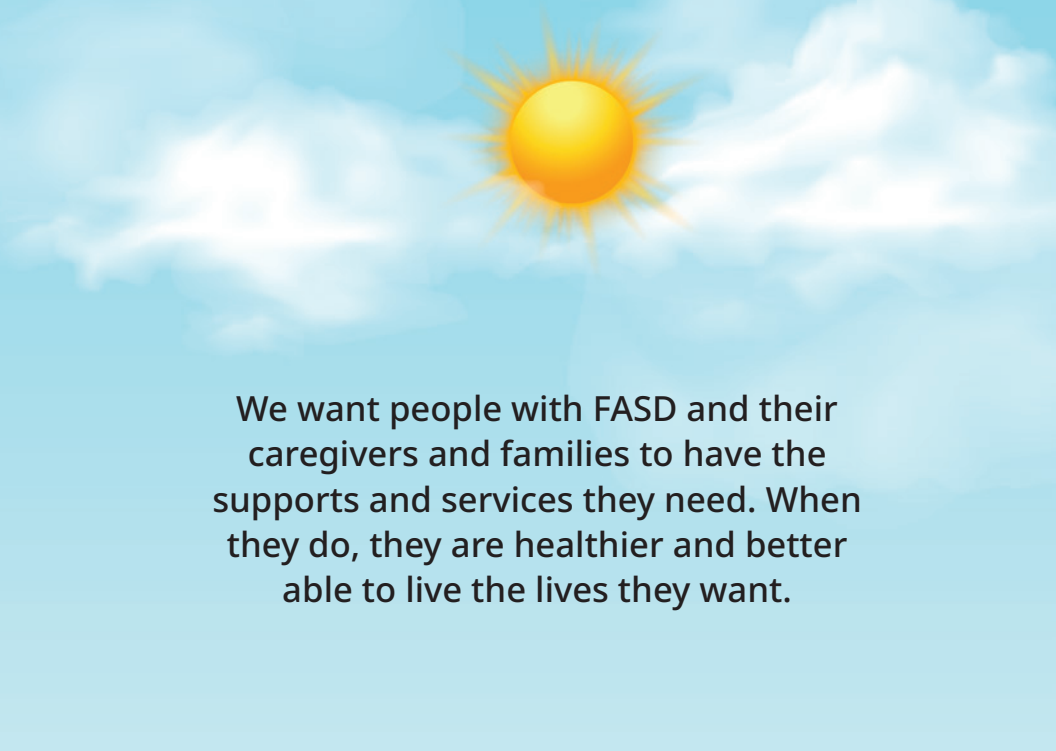
“Hustka” or “Kokum scarves” symbolize the friendships and trading between Ukrainian newcomers and Indigenous women in the early 1900s. The Ukrainian and Cree communities often worked together during hardship and famine (shortage of food). The Indigenous peoples also helped Ukrainian people prepare for their first cold winters. This story is told across Turtle Island.

Ukrainian women brought the beautiful floral fabrics that naturally complimented the flower beadwork found in Cree, Dene, and Métis communities. Hustka or Kokum scarves symbolize our history of women working together to find opportunity, build relationships and cooperation to ensure survival. In Ukrainian and Indigenous cultures, the scarf represents love for one another.


Mallory Yawnghwe, IndigenousBox.ca

The wild rose reminds us that in order to survive and thrive, we must love and take care of one another.






We want people with FASD and their caregivers and families to have the supports and services they need. When they do, they are healthier and better able to live the lives they want.




There are many things we can do to increase access to good-quality services that meet people's needs.



When FASD diagnostic assessments are funded and coordinated, people ages 0-17 will have more access to assessment and shorter wait times in every health region.




When people can access an FASD assessment, they will have better access to services that meet their needs.



Services continue to be funded for individuals with FASD, confirmed prenatal alcohol exposure, and people waiting for a FASD assessment.




When more services are funded across Manitoba, people have better access to the supports they need. Increasing FASD services reduces service gaps caused by location, age limits, or small program sizes.



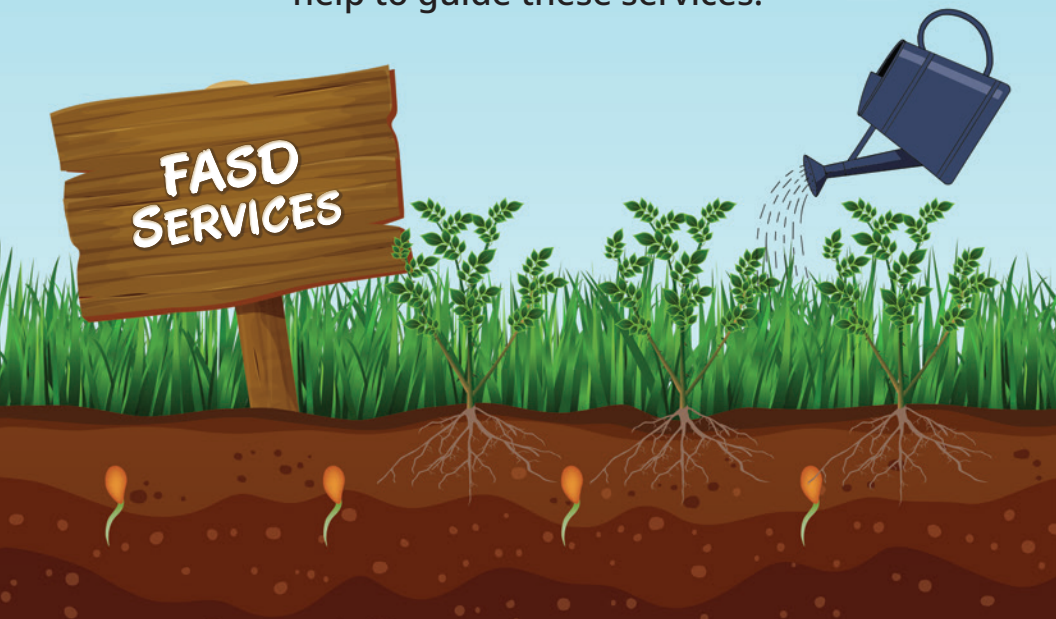
When services are funded and expanded, families have the information, resources and support they need to be well and to care for their loved one with FASD.






Services are flexible, non-stigmatizing, trauma-informed, culturally grounded and strengths-based.

People with lived and living experience help to guide these services.




Services meet people where they are at, and support them to work towards their goals.



More Indigenous-led services and cultural supports are available.




When people have access to support that meets their physical, social, emotional, cultural, and spiritual needs, their health and well-being improve.



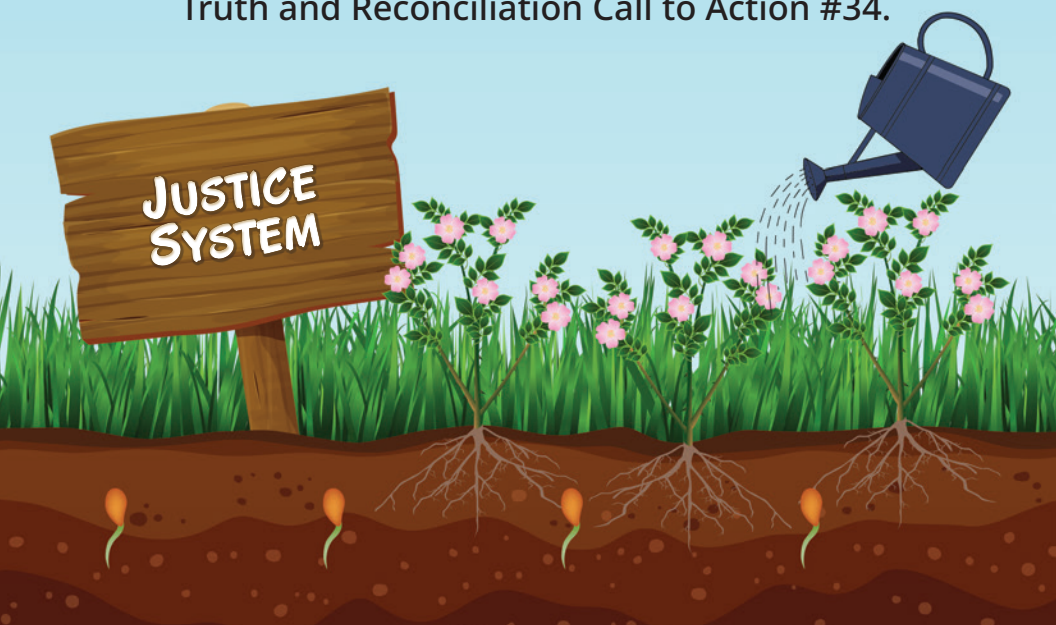
In addition to FASD-specific programs, it is important that all services are able and ready to meet the needs of all Manitobans.



Government and community partners have a role to play in funding and delivering good-quality, accessible, and responsive services that meet people's basic needs.



If people with FASD become involved in the justice system, having the right supports can lead to better outcomes. When there are community prevention programs, FASD supports within the justice system, and training for justice system staff about FASD, we will see people re-enter the justice system less often. These supports respond to the Truth and Reconciliation Call to Action #34.



When there is better access to support in the justice system, people with FASD who have been involved in the justice system or have been victims of crime will have more positive outcomes.

When individuals and families have better access to diagnostic assessment and supports, we will reach our ultimate goal of people impacted by FASD being healthier and better supported to live the lives they want.





The Wild Rose

The wild prickly rose is important to many Indigenous communities across North America as a symbol of love, beauty, resiliency, and healing. Some Métis people consider the wild rose as an aunty. Thorny branches represent protecting ourselves, but even when we're protecting ourselves, there is beauty. The fruits remind us that things may happen to us, but there is still a story to share. We should take so much joy in the beautiful moments we have, because they don't last forever, but more beautiful moments will come. The wild rose also teaches adaptability; the plants can grow in cold and warm weather, in the wetness and dryness, all the way up North and down South, symbolizing our ability to carry on, survive and thrive no matter what. Métis people love using the five petal rose in their artwork because it tells a lot about their story.

***Métis Knowledge Holder Krista Leddy,
Rupertsland Centre for Teaching and Learning***



This is just the beginning.



Where do you see yourself in this story
about what it can look like when we all work
together to reach a common goal?

A bright yellow sun with rays is in the top right corner. Several black birds are flying in the sky. The background is a light blue sky with white clouds.

Roles of Government and Community Partners to Advance Manitoba's FASD Strategy

All Government and Community Partners

- Celebrate FASD Awareness Day on September 9 of each year.
- Share information about FASD and alcohol use in pregnancy to increase understanding and reduce stigma.
- Build partnerships and work together.
- Increase accessibility of support services for people with FASD.

Canada Northwest FASD Partnership and Canada FASD Research Network

- Support Manitobans to access national and international FASD research and information.

Manitoba Business, Mining, Trade and Job Creation

- Provide support services for individuals seeking employment, including for people with FASD.
- Provide ongoing education about FASD to employment support program staff.

Manitoba Education and Early Childhood Learning

- (Early Learning and Childcare): Increase training for Early Childhood Educators and childcare staff to support children with FASD.
- School nutrition food programs support all students, including students with FASD.



Roles of Government and Community Partners to Advance Manitoba's FASD Strategy

Manitoba Families

- Support FASD Coalitions and community-led FASD awareness projects.
- Create and share print and digital resources about FASD and alcohol use in pregnancy.
- Fund services for pregnant people and parents who use substances using a wrap-around support model that includes culturally relevant care.
- Make FASD resources, training and support available to individuals, families, caregivers, and service providers across Manitoba, including mandatory training for those caregivers and service providers who receive funding to deliver services.
- Share training and resources about FASD and alcohol use during pregnancy with many service sectors, tailoring information to the needs of the sectors.
- Provide ongoing FASD training and education to department staff and caregivers.
- Work together with the Manitoba Liquor and Lotteries Social Responsibility team on FASD-related initiatives.
- Engage with Indigenous partners on an ongoing basis for feedback and guidance, including the FASD Strategy Elders Circle.
- Consult with people with lived and living experience to inform the design and delivery of FASD services.
- Women and Gender Equity and Children and Youth Services will collaborate to organize FASD awareness, gender-based violence and sexual exploitation initiatives.



Manitoba Families (*continued*)

- Evaluate funded FASD programs regularly.
- Fund services for individuals with FASD, confirmed prenatal alcohol exposure, and those awaiting FASD assessment. Expand FASD services to reduce service gaps due to location, age criteria, or program size. Increase access to Indigenous-led and cultural support services.
- Fund and expand services for parents, families and caregivers of people with FASD.
- Increase access to Indigenous-led and cultural support services.
- Ensure all department-funded programs (Community Living Disability Services, Children’s Disability Services, Employment and Income Assistance, Manitoba Services for Persons with Disabilities, and Child and Family Services) meet the unique needs of individuals and families.

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Roles of Government and Community Partners to Advance Manitoba's FASD Strategy

Manitoba Health, Seniors and Long-Term Care

- Increase access to information to support healthier pregnancies for Manitobans.
- Fund timely and accessible FASD diagnostic assessment services for Manitobans.

Manitoba Housing, Addictions and Homelessness

- Ensure all Manitobans—including people with disabilities and pregnant people—can access low-barrier and person-centred addictions services (including harm reduction, withdrawal management, treatment and recovery).
- Provide Manitoba Housing staff with ongoing FASD education and training.

Manitoba Justice

- Ensure staff are trained to understand and support people with FASD.
- (Crime prevention): Strengthen community mobilization efforts to support people with FASD.
- Fund supports for people with FASD who enter the criminal justice system, including the FASD Justice Program and the FASD court docket, to ensure timely access to FASD services.

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Roles of Government and Community Partners to Advance Manitoba's FASD Strategy

Liquor, Gaming and Cannabis Authority (LGCA) of Manitoba

- Educate Manitobans about the risks of alcohol use during pregnancy.

Manitoba FASD Centre and Manitoba FASD Network

- Provide FASD diagnostic assessments and diagnostic coordination in each health region for individuals ages 0-17.

Manitoba Indigenous Reconciliation Secretariat

- Support the FASD Interdepartmental Committee and service providers to engage with Indigenous Elders, leaders and community partners, in order to support increased access to Indigenous-led services for people impacted by FASD.

Manitoba Liquor and Lotteries (MBLL)

- Fund projects that promote social responsibility, which can include FASD research and awareness, supports for pregnant people who use substances, and supports for people with FASD.
- Work together with Manitoba Families on FASD-related initiatives.

To learn more about
Manitoba's FASD Strategy, please visit
manitoba.ca/fs/fasd/mbstrategy.html,
or email FASDInfo@gov.mb.ca.

Aussi disponible en français.

Available in alternate formats, on request.

Please contact the
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