

## Welcome to the Red Shoes Rock Challenge!

Red Shoes Rock is an international awareness campaign giving voice and support to those affected by prenatal alcohol exposure. Did you know that 1 in 20 children are born with an FASD, making FASD 2.5 to 3x more common than autism? See below for more information on this invisible disability<sup>1</sup>.

Our goals for the Red Shoes Rock Challenge:

1. **Spark conversation.**
2. **Change stigma into understanding and acceptance.**
3. **Turn invisibility into visibility.**

### Rock Shoes Rock Challenge Details:

Rock your red shoes to show your support for FASD awareness & get others involved:

**Step 1:** Accept a challenge via social media.

**Step 2:** Upload a quick video or pic and challenge three others (make sure to tag).

**Step 3:** On September 8<sup>th</sup> post a picture of you rocking your red shoes - use the hashtag #redshoesrock.

### Your Video or Photo:

Try to include the following information:

1. **Your name.**
2. **Who challenged you.**
3. **Accept the challenge and show the red shoes you'll wear ("I accept the Red Shoes Rock Challenge and here are the shoes I'll be rocking on September 8th!").**
4. **Challenge at least three more people to "Rock their Red Shoes".**
5. **Make sure to encourage everyone to Rock their Red Shoes on September 8th!**

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<sup>1</sup> Eighty percent (80%) of those having an FASD are un- or misdiagnosed. Most people are unaware that the typical facial features associated with pre-natal alcohol exposure are only present in 5-10% of individuals on the FASD spectrum. So, for most, FASD is an invisible disability.