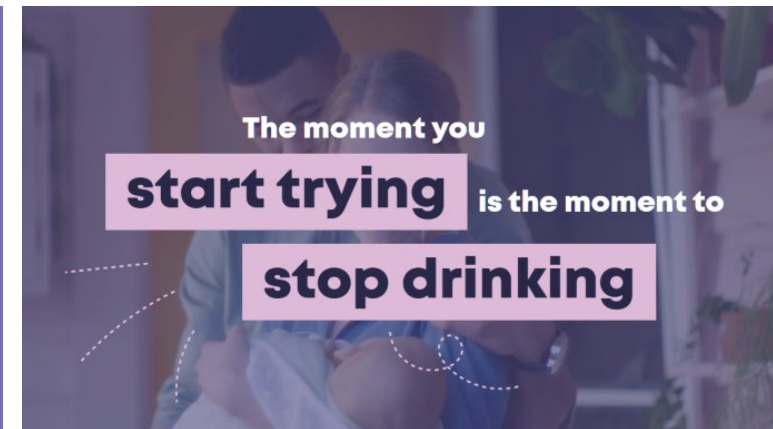
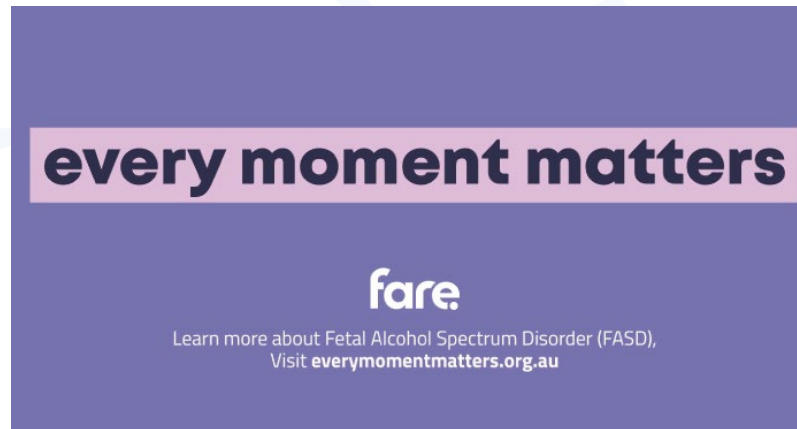


Unveiling the impact of the national '*Every Moment Matters*' campaign on knowledge and alcohol consumption during pregnancy

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Co-authors: Caroline Miller, Shona Crabb, Scott Wilson, Philippa Middleton, Robin Room, Paula Medway, Sarah Robertson, Billie Bonevski, Jacqueline Bowden



Acknowledgement of Country

We acknowledge and respect the traditional custodians whose ancestral lands we are meeting upon here today.

We recognise their cultural, spiritual, physical, and emotional connection with the land. We honour and pay our respects to elders both past and present, and all generations, now and into the future.

We also acknowledge the Kurna people as the traditional custodians of the land on which this research was conducted.



Acknowledgement

This work was supported by funding from the Australian Government Department of Health and Aged Care via the Foundation for Alcohol Research and Education (FARE).



Australian Government

Department of Health and Aged Care



Foundation for
Alcohol Research
& Education

Every Moment Matters



The moment you
start trying

is the moment to
stop drinking

Drinking alcohol during pregnancy can lead to Fetal Alcohol Spectrum Disorder (FASD).
Learn more at everymomentmatters.org.au

This project is endorsed and funded by the Australian Government Department of Health.

fare



National Pre-Post Campaign Survey

Stream 1: General public awareness campaign

Aim: Compare awareness, knowledge, attitudes and behavioural intentions relating to alcohol and pregnancy pre-post campaign

Pre-campaign data collection:

October 2021

N=2,991

Post-campaign data collection:

October 2023

N=3,116

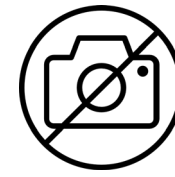


National Pre-Post Campaign Surveys

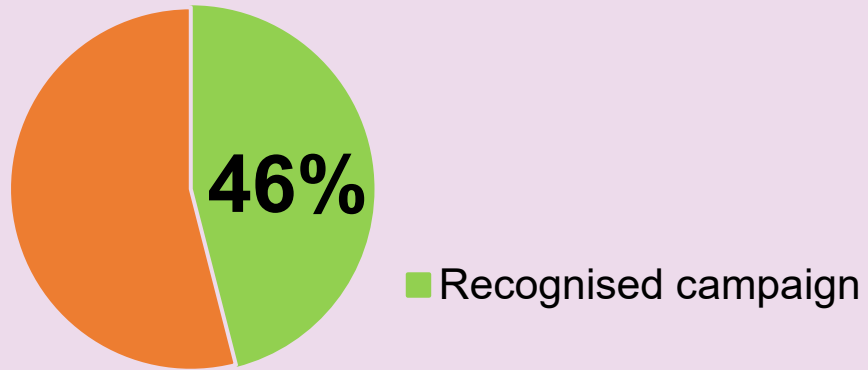
Method

- Nationally representative sample of the Australian general population
 - Aged 18 years and older
- Probability-based panel
 - Panel members were randomly recruited through their landline or mobile telephone, not self-selected volunteers.
- Data are weighted and representative of the Australian population.
- Online or Computer Assisted Telephone Interviewing.
 - Average survey length: 16 minutes
 - 97% completed survey online

Campaign Recognition (Post-Campaign)



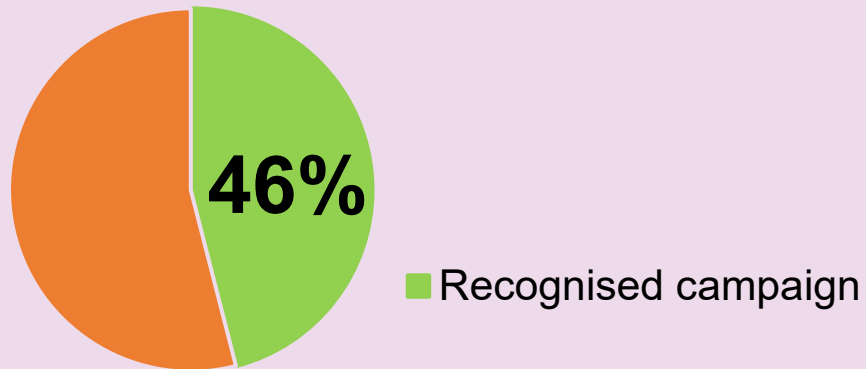
Among all Australians (18+)



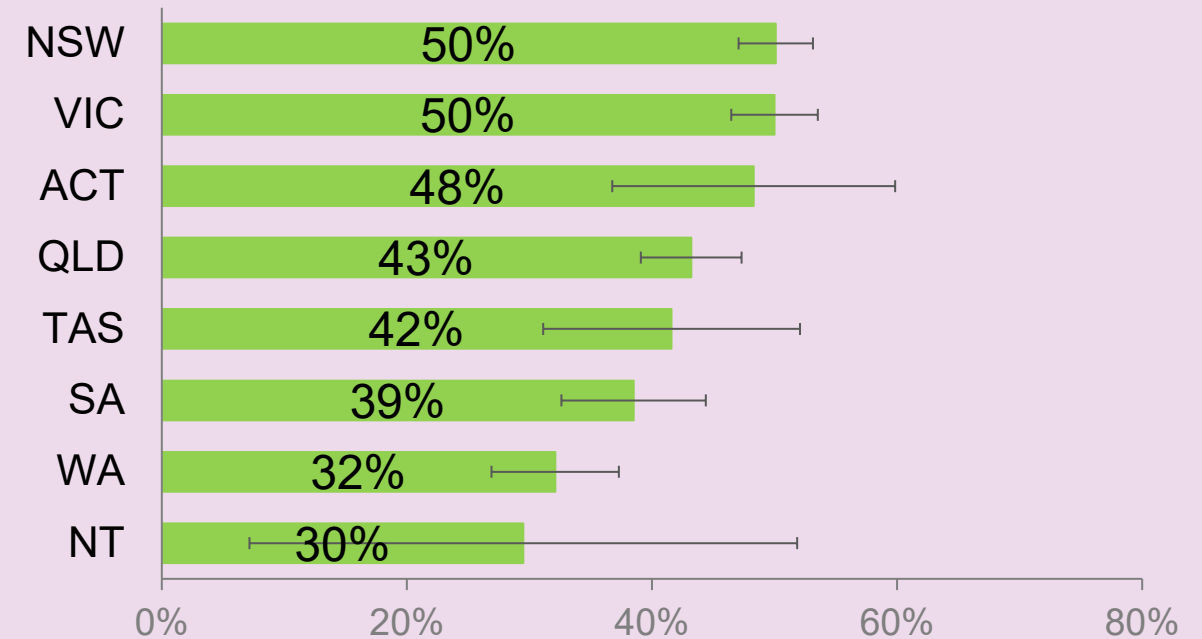
Campaign Recognition (Post-Campaign)



Among all Australians (18+)



By jurisdiction:



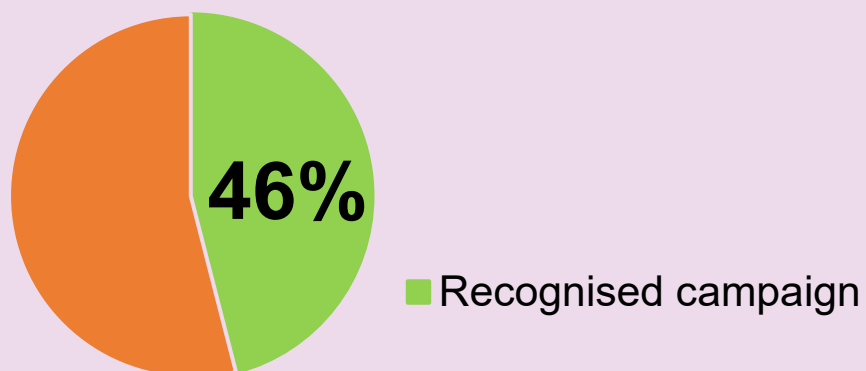
Recognition was significantly higher:

- In NSW and VIC than SA and WA
- In QLD than WA

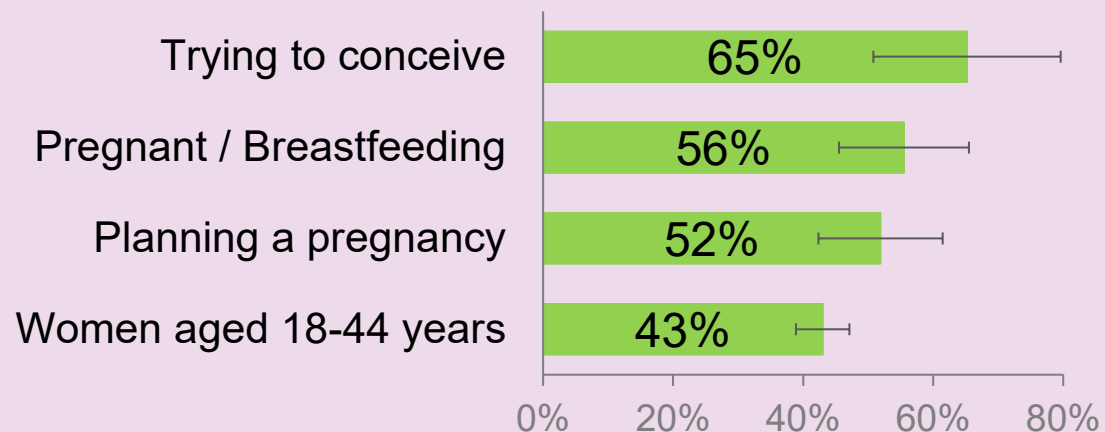
Campaign Recognition (Post-Campaign)



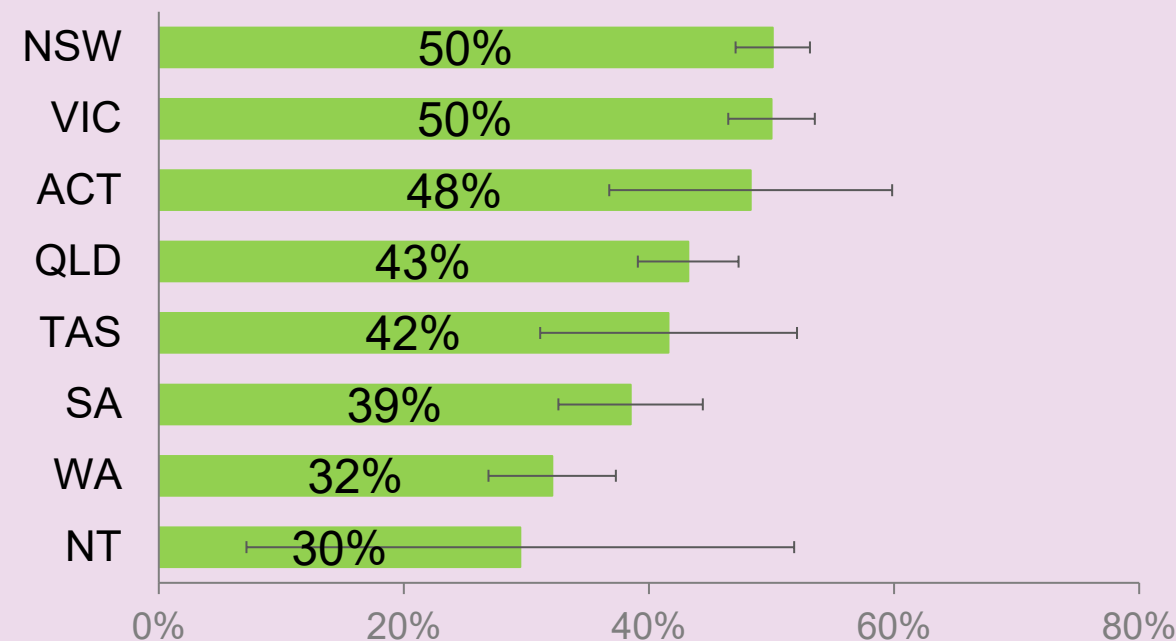
Among all Australians (18+)



By campaign target audience:



By jurisdiction:



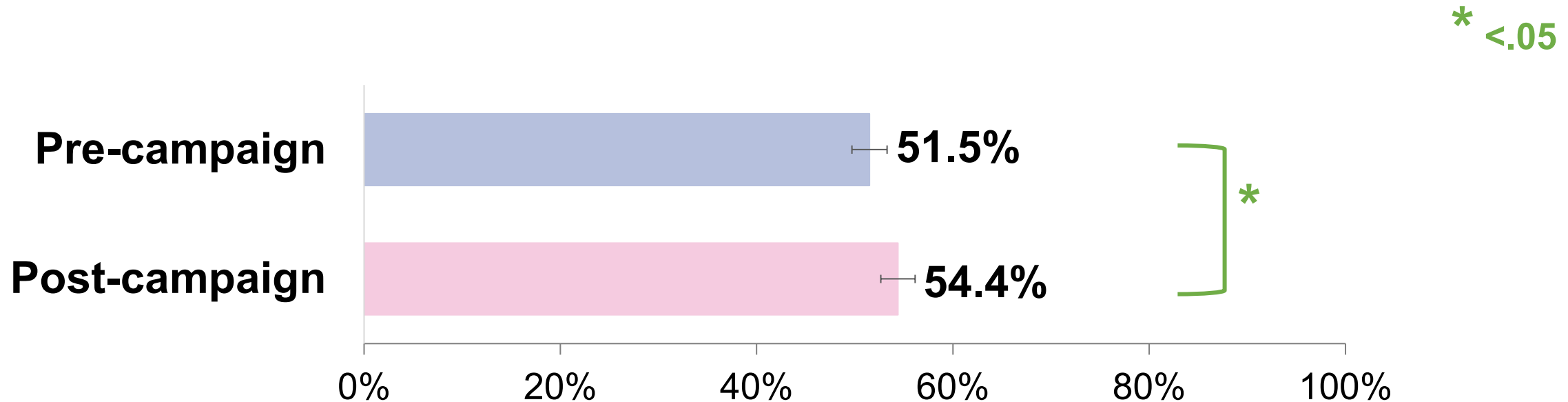
Recognition was significantly higher:

- In NSW and VIC than SA and WA
- In QLD than WA

Awareness of FASD



- ✓ There was a **significant increase** in the proportion of Australians who had **heard of Fetal Alcohol Spectrum Disorder (FASD)**

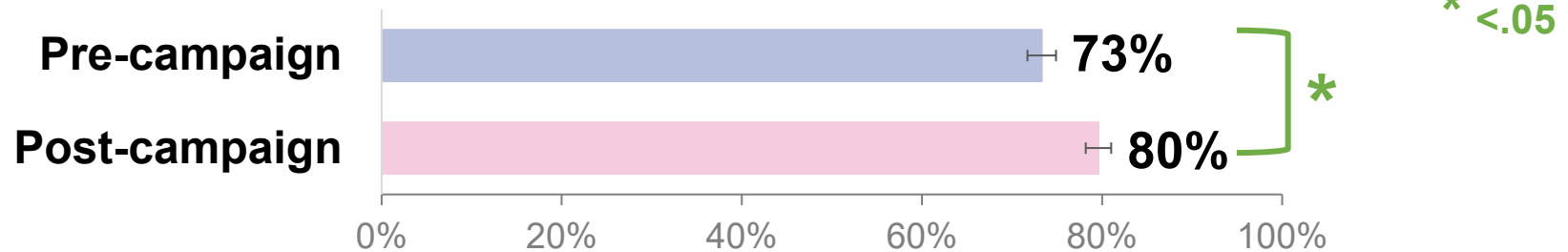


Knowledge

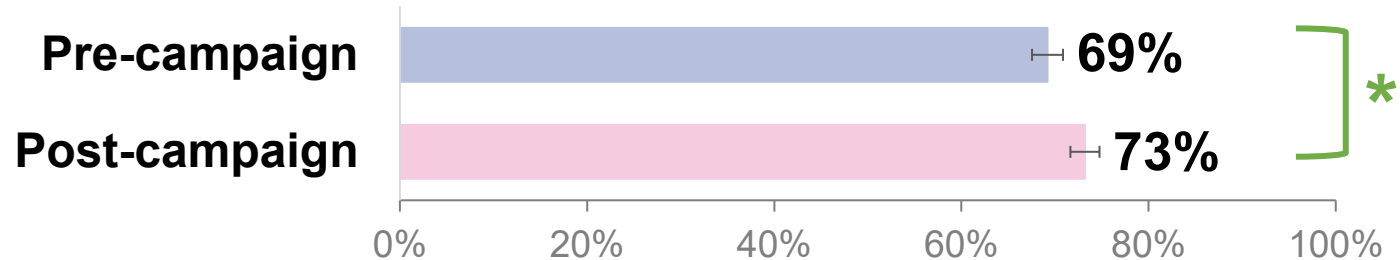


✓ Knowledge that there is **no safe amount**, **no safe type** and **no safe time** to consume alcohol during pregnancy **significantly increased**

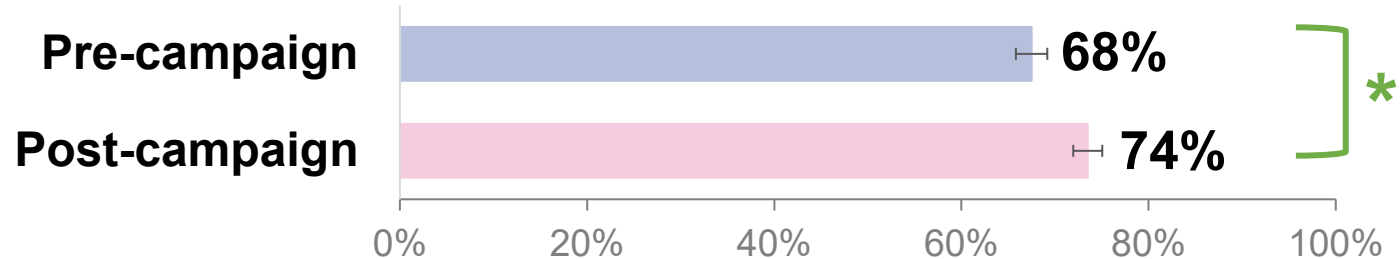
No safe amount of alcohol:



No safe type of alcohol:



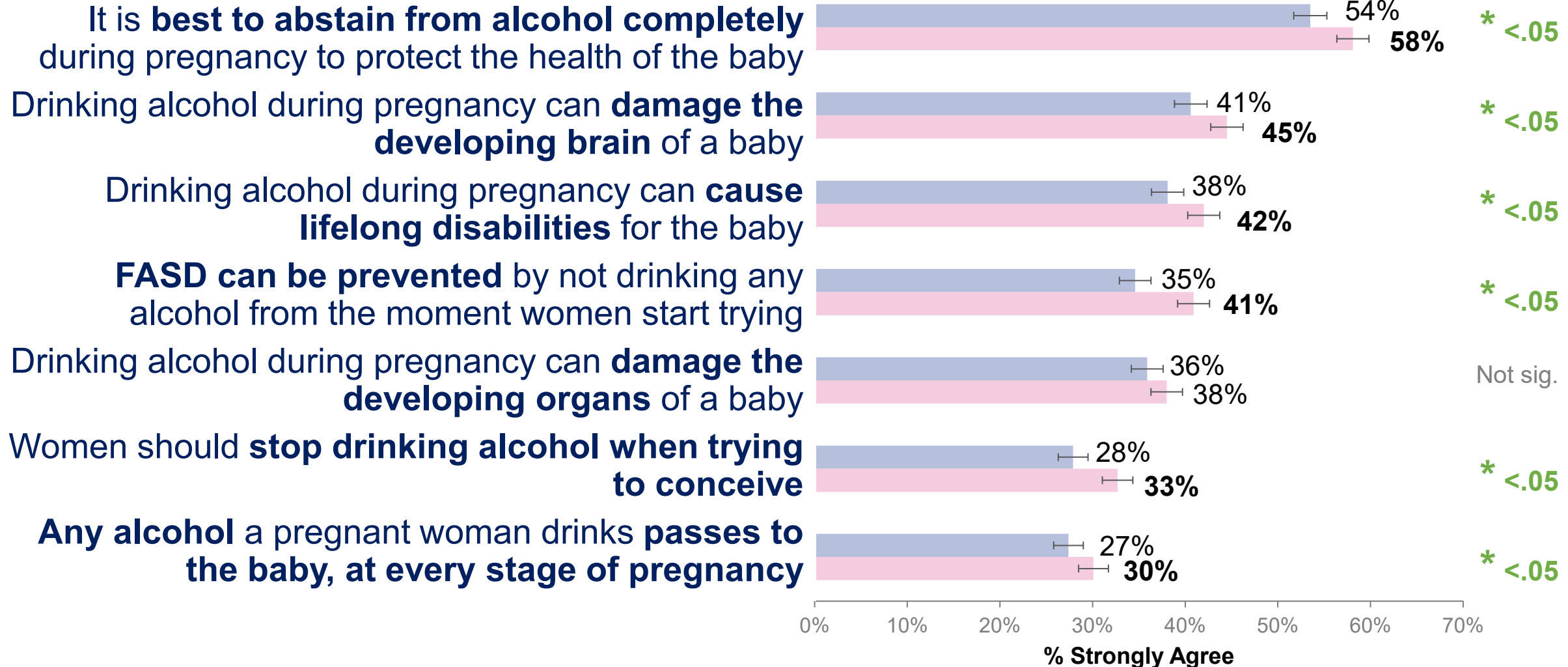
No safe time to consume alcohol:



Agreement with Campaign Messages



✓ Knowledge of the **risks of alcohol consumption** during pregnancy **significantly increased**





Alcohol consumption when trying to conceive

Intention

Among women planning pregnancy in the next two years:

- **Significant increase** in **intention to abstain from alcohol when trying to conceive**
- Would abstain from alcohol:
 - Pre-campaign: 34%, Post-campaign (seen campaign): 54% ($p=.040$)

Intentions & Behaviour



Alcohol consumption when trying to conceive

Intention

Among women planning pregnancy in the next two years:

- **Significant increase** in **intention to abstain from alcohol when trying to conceive**
- Would abstain from alcohol:
 - Pre-campaign: 34%, Post-campaign (seen campaign): 54% ($p=.040$)

Behaviour

Among women who planned their most recent pregnancy:

- **Significant increase** in **abstinence from alcohol when trying to conceive**
- Abstained from alcohol:
 - Pre-campaign: 31%, Post-campaign (seen campaign): 58% ($p=.014$)



Alcohol consumption after pregnancy confirmation

Intention

Among women planning pregnancy in the next two years & currently trying to conceive:

- **No significant change** in intention to abstain from alcohol after pregnancy confirmation
- Would abstain from alcohol:
 - Pre-campaign: 84%, Post-campaign (seen campaign): 87% ($p=.608$)

Alcohol consumption after pregnancy confirmation

Intention

Among women planning pregnancy in the next two years & currently trying to conceive:

- **No significant change** in intention to abstain from alcohol after pregnancy confirmation
- Would abstain from alcohol:
 - Pre-campaign: 84%, Post-campaign (seen campaign): 87% ($p=.608$)

Behaviour

Among women who were currently/recently pregnant:

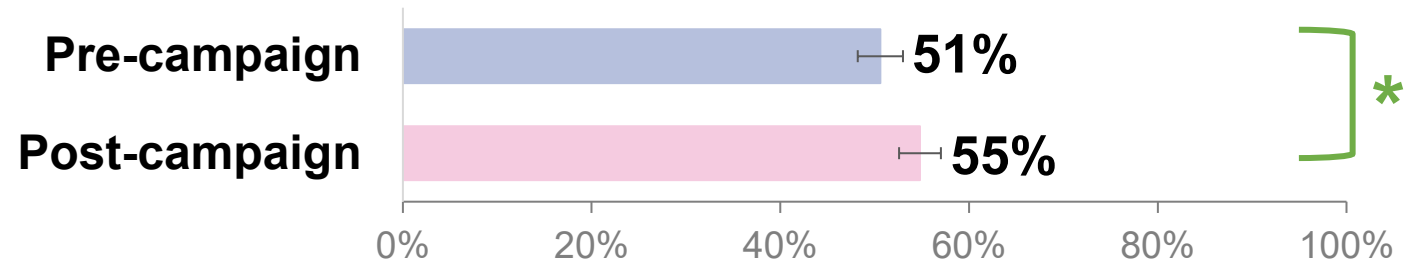
- **No significant change** in abstinence from alcohol after pregnancy confirmation
- Abstained from alcohol:
 - Pre-campaign: 66%, Post-campaign (seen campaign): 80% ($p=.082$)

Partner support for alcohol-free pregnancy

✓ Partner support for alcohol-free pregnancy **significantly increased**



**Partners would:
Support their partner to stop or cut back on their alcohol use during
pregnancy:**



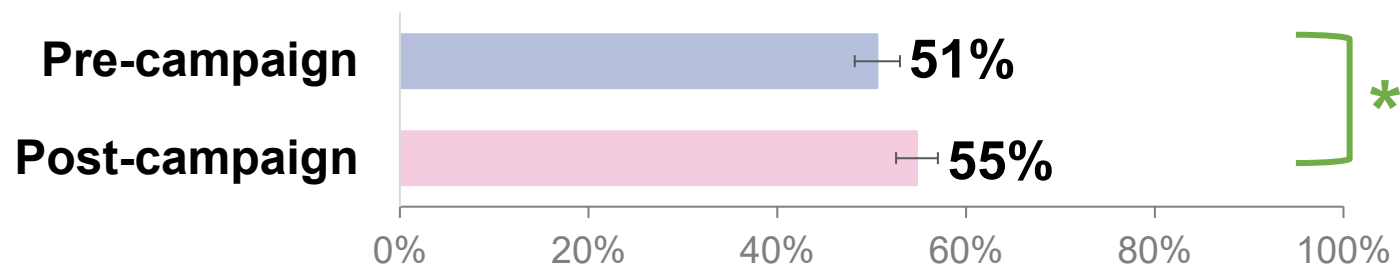
Partner support for alcohol-free pregnancy

✓ Partner support for alcohol-free pregnancy **significantly increased**

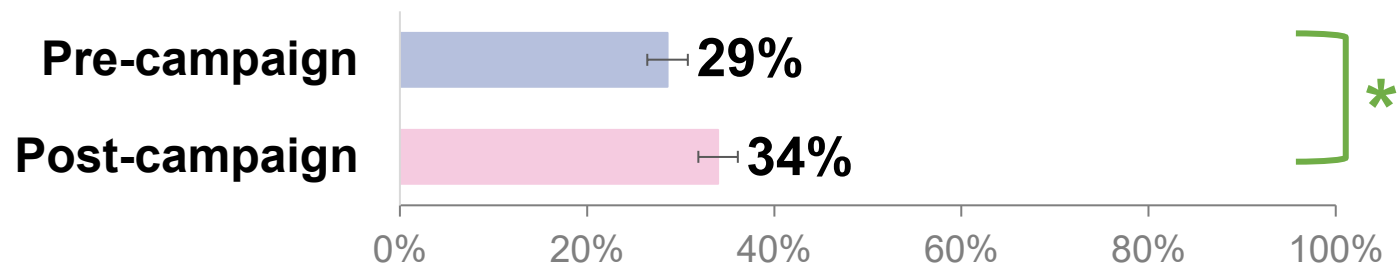


**Partners would:
Support their partner to stop or cut back on their alcohol use during pregnancy:**

* <.05



Stop drinking alcohol themselves during their partner's pregnancy



Key Evaluation Outcomes

The *Every Moment Matters* Campaign achieved:

- **Moderate Campaign recognition** (46% of general population)
 - Higher among Campaign target audiences (65% of women trying to conceive)
- **Significant increases in knowledge, behaviour and intention to abstain from alcohol when trying to conceive**
- Successfully engaged partners resulting in **significant increases in partner support for alcohol-free pregnancy**

Thank you

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Co-authors: Caroline Miller, Shona Crabb, Scott Wilson, Philippa Middleton, Robin Room, Paula Medway, Sarah Robertson, Billie Bonevski, Jacqueline Bowden