

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

Joanna Caruso^{1,2}, Caroline L Miller^{1,3}, Billie Bonevski², Philippa F Middleton⁴, Shona Crabb³, Scott Wilson⁵, Robin Room⁶, Paula Medway⁷, Sarah A Robertson⁸, Jacqueline A Bowden⁹

¹Health Policy Centre, South Australian Health and Medical Research Institute, Adelaide, South Australia, Australia, ²College of Medicine and Public Health, Flinders University, Adelaide, South Australia, Australia, ³School of Public Health, The University of Adelaide, Adelaide, South Australia, Australia, ⁴SAHMRI Women and Kids, South Australian Health and Medical Research Institute, Adelaide, South Australia, Australia, ⁵Aboriginal Drug and Alcohol Council SA, Adelaide, South Australia, Australia, ⁶Centre for Alcohol Policy Research, School of Psychology & Public Health, La Trobe University, Bundoora, Victoria, Australia, ⁷Department for Health and Wellbeing, Government of South Australia, Adelaide, South Australia, Australia, ⁸School of Biomedicine, The University of Adelaide, Adelaide, South Australia, Australia, ⁹National Centre for Education and Training on Addiction (NCETA), Flinders Health and Medical Research Institute, Flinders University, Adelaide, South Australia, Australia

Presenter's email: Joanna.Caruso@sahmri.com

Introduction: Prenatal alcohol consumption can cause lifelong harms, including Fetal Alcohol Spectrum Disorder (FASD). The Commonwealth Government funded the Foundation for Alcohol Research and Education to deliver a national campaign to increase awareness of the risks of alcohol consumption during pregnancy. This study evaluates the impact of the national 'Every Moment Matters' campaign.

Method: A nationally representative sample of Australian adults was surveyed using the Life in Australia™ panel pre-campaign (October 2021, N=2,991) and post-campaign (October 2023, N=3,116). The panel, managed by the Social Research Centre, utilises probability-based sampling to ensure representativeness across key demographic parameters. Cross-sectional data were analysed for changes in alcohol-related awareness, knowledge, and behaviours.

Results: After two years of campaign activity, 45.5% of the general population recognised the 'Every Moment Matters' campaign. Post-campaign, there was a significant increase in awareness of FASD (51.1% pre-campaign, 54.4% post-campaign, $p=.023$) and knowledge that alcohol should not be consumed during pregnancy (73.3% pre-campaign, 79.6% post-campaign, $p<.001$). Australians showed improved agreement with key campaign messages, including the risks of prenatal alcohol consumption. Among women planning pregnancy in the next two years, but not currently trying to conceive, there was a significant increase in intention to abstain from alcohol when trying to conceive (34.2% pre-campaign, 54.0% post-campaign among those who had seen the campaign, $p=.040$). Similarly, among women with planned pregnancies who had seen the campaign, there was a significant increase in abstinence from alcohol when trying to conceive (30.7% pre-campaign, 58.3% post-campaign, $p=.014$).

Discussion and Conclusions: The national campaign effectively increased Australians' awareness and knowledge of the risks of alcohol consumption during pregnancy and led to increased intention to abstain from alcohol during conception.

Implications for Policy: Whilst the campaign positively influenced knowledge and drinking behaviour, 41.7% of women who planned their recent pregnancy and had seen the campaign continued to consume alcohol while trying to conceive. This highlights the importance of continued targeted awareness campaigns and other public health initiatives to

educate and empower individuals around the risks, and to make it easier to avoid alcohol consumption during pregnancy, to reduce the harms of FASD to future generations.

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