

every moment  
matters

# Every Moment Matters

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National Campaign

**fare.**  
Foundation for Alcohol  
Research & Education

This project is endorsed and funded  
by the Australian Government.

# Alcohol and pregnancy - Why is it a concern?

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- Alcohol consumption at any stage of pregnancy can result in adverse pregnancy outcomes, including miscarriage, stillbirth, and babies being born prematurely, small for gestational age, or with low birth weight.
- Prenatal alcohol exposure can also cause Fetal Alcohol Spectrum Disorder (FASD), a lifelong neurodevelopmental condition that impacts the brain and body.
- The risk of harm to the fetus from alcohol exposure increases proportionately, from zero, with the amount of alcohol consumed and the frequency of alcohol consumption.

# Fetal Alcohol Spectrum Disorder (FASD)

- FASD is the leading preventable developmental disability in Australia.
- People with FASD can experience challenges such as:
  - Physical and emotional developmental delay
  - Impaired speech and language development
  - Learning problems, such as issues with memory and attention
  - Difficulty controlling behaviour
- People with FASD can also be at risk of a range of long - term physical health problems, including cardiovascular, metabolic, allergy and immune problems.



## **Alcohol - exposed pregnancies in Australia**



**65 per cent of pregnancies are  
exposed to alcohol before the  
pregnancy is confirmed**

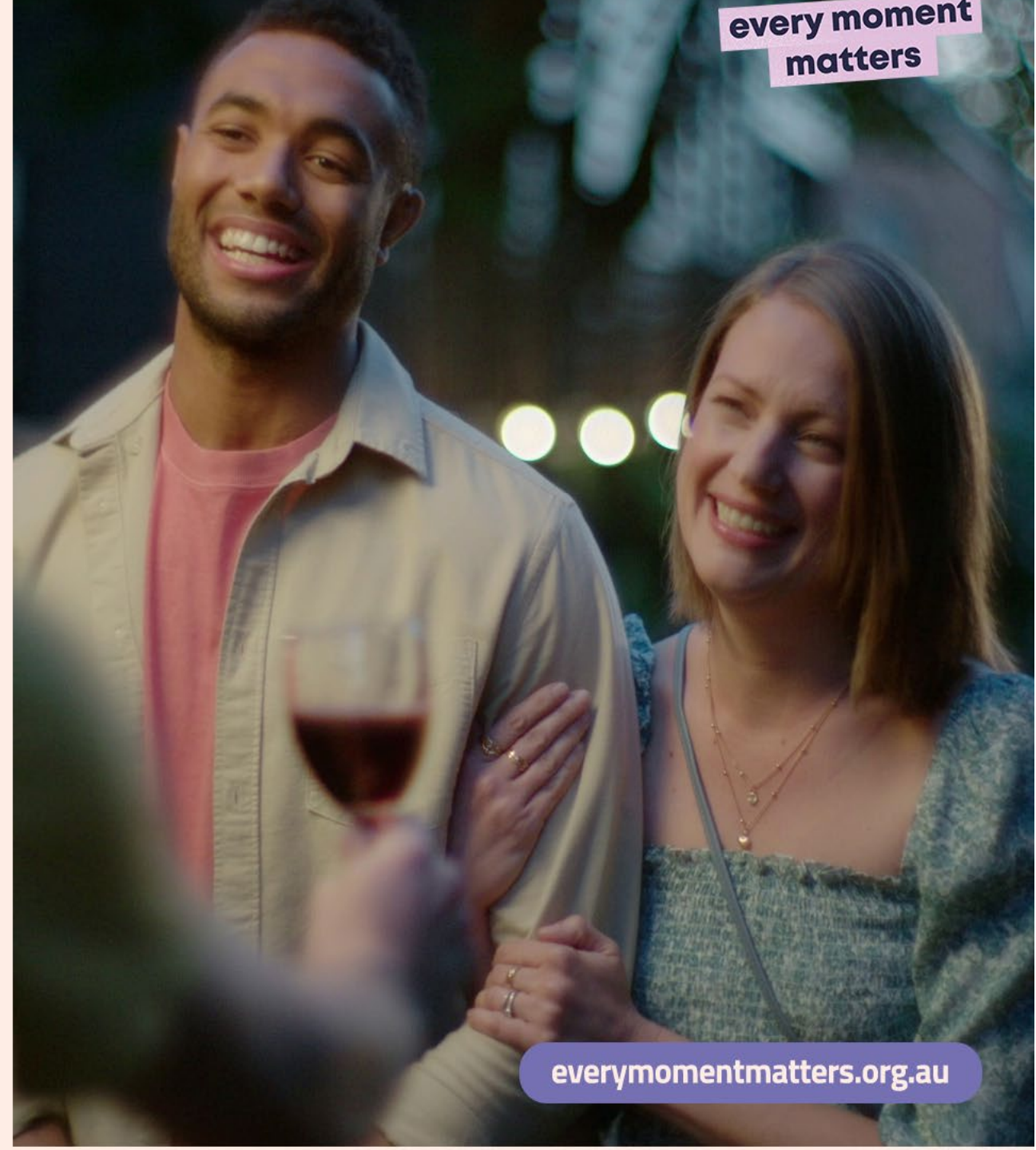
**15 per cent of pregnancies were  
alcohol exposed after pregnancy  
confirmation**

Source: AIHW National Drug Strategy  
Household Survey 2022-2023

# What's the advice?

## NHMRC Alcohol Guidelines

- A. To prevent harm from alcohol to their unborn child, women who are pregnant or planning a pregnancy should not drink alcohol.
- B. For women who are breastfeeding, not drinking alcohol is safest for their baby.





# Every Moment Matters – Overview

- FARE received funding from the Federal DoHAC to deliver a national awareness campaign on alcohol, pregnancy and breastfeeding.
- The Campaign launched in November 2021 and ran until October 2024.
- Every Moment Matters is endorsed by the Australian Government.

# Our approach

## Aims

- Increase Australians' **awareness of the risks** associated with alcohol consumption during pregnancy and while breastfeeding, including Fetal Alcohol Spectrum Disorder (FASD)
- Increase the proportion of Australians who are aware alcohol **should not be consumed during pregnancy** and that it is **safest not to drink alcohol when breastfeeding**
- Increase the proportion of Australian women **who intend to not drink** any alcohol during pregnancy and when breastfeeding.

## Streams

### Stream 1:

National awareness  
campaign  
(FARE)

### Stream 2:

Support for priority  
groups  
(NOFASD)

### Stream 3:

Information and training  
for health professionals  
(FARE)

### Stream 4:

Health promotion  
programs for regional and  
remote Aboriginal and  
Torres Strait Islander  
peoples  
(NACCHO)

# Stream 1 – formative research

Oct 2020 – Jan 2021

## Stage 1 Literature and campaign review

**Objective:** Identify best practice approaches.

**Method:** Review of campaigns, research literature, key informant interviews.

Jan – May 2021

## Stage 2 Message testing and development

**Objective:** Define target audience for stream 1 and determine effective messages.

**Method:** Quantitative segmentation of women aged 18-44 who were pregnant, planning a pregnancy, trying to conceive, or who might consider having a baby if they fell pregnant.

Qualitative exploration and message testing.

July – Oct 2021

## Stage 3 Concept selection and testing

**Objective:** Test creative concepts to determine which is the most effective.

**Method:** Qualitative exploration with key groups.



# Target audience

## Women who are planning pregnancy and/or trying for pregnancy

- 10% of Australian women aged 18-44
- Drink: 2+ per weekday
- Feel the small amounts they are drinking won't cause harm

## Women who drink at low levels after pregnancy is confirmed

- Are 11% of Australian women aged 18-44
- 8% drinking weekly, 17% monthly
- Feel the small **amounts** they are drinking doesn't pose any risk







## Stream 2:

### Resources for priority groups

#### Support for becoming alcohol-free during pregnancy



*"Women struggle in silence with addiction – it is often unrecognised. Pregnancy can be an opportunity to address addiction."*



#### Alcohol and pregnancy: A guide for alcohol and other drug workers



#### Fetal Alcohol Spectrum Disorder (FASD)


*The invisible disability you  
may see every day*




**Information to help support  
children and young people in  
out-of-home care**



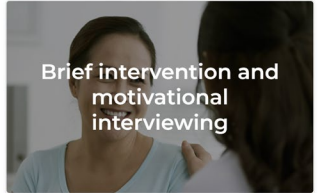
# Stream 3: E- Learning course for Health Professionals



**Professor Steve Robson**  
Obstetrician, Gynaecologist and AMA President



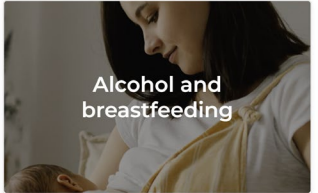
**Dr Sarah Bombell**  
GP Obstetrician and Lactation Consultant



**Brief intervention and motivational interviewing**

Started: August 31 2022

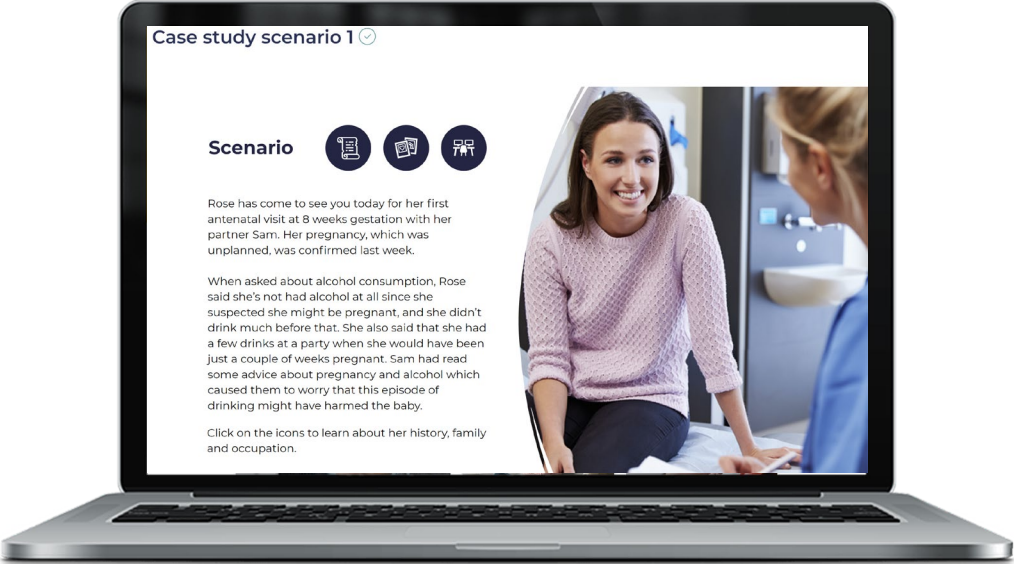
[Resume Learning](#)



**Alcohol and breastfeeding**

Started: August 31 2022

[Resume Learning](#)





# Strong Born campaign



# STRONG BORN



## PREGNANCY AND GROG DON'T MIX.

We are in this together growing strong babies.

**fare**  
Foundation for Alcohol  
Research & Education

**NACCHO**  
National Alcohol  
Clearinghouse



# Stream 1 – What we achieved

**65 million+**

completed video views across BVOD,  
youtube, meta and video platforms

Estimated free-to-air reach of

**2.8 million+**

women 18-49

**9.8 million+**

completed ad listens across  
digital audio

Estimated radio reach of

**2.8 million+**

women 25-49

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Data collected between 30 November 2021 and 1st May 2023.

## Website engagement

# 1,034,127+

website pageviews

# 793,329+

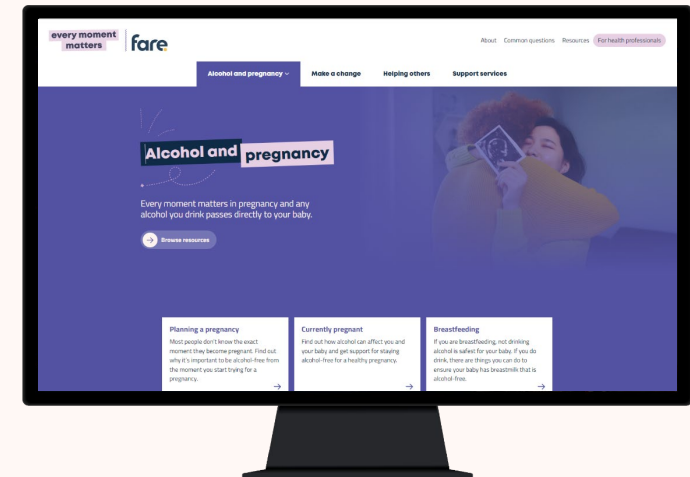
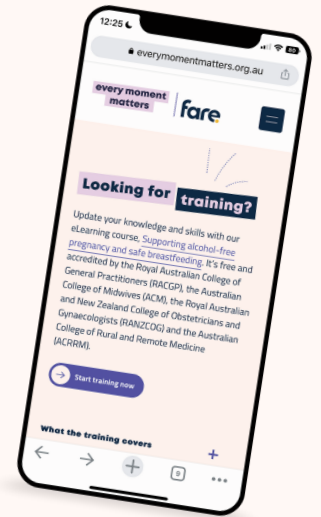
individual website visitors

# 10,440+

resource downloads

# 5,219+

average users per week



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# Questions

Website: [www.everymomentmatters.org.au](http://www.everymomentmatters.org.au)

Email: [emm@fare.org.au](mailto:emm@fare.org.au)

E**Learning** course: Supporting alcohol-free pregnancy and safe  
breastfeeding ([medcast.com.au](http://medcast.com.au))