

Every Moment Matters: impacts of Australia's first national campaign to raise awareness of the harms of alcohol use in pregnancy and breastfeeding

Chair: Professor Elizabeth Elliott

Elizabeth.elliott@health.nsw.gov.au

Authors:

Elizabeth Elliott,¹ Sophie Harrington,² Robyn Williams,³ Jessica Birch,⁴ Jacqueline Bowden⁵, Kristie Cocotis⁴

¹University of Sydney. ²National Organisation for FASD Australia, Perth, Western Australia.

³Curtin University, Perth Western Australia. ⁴Foundation for Alcohol Research and Education, Canberra Australia. ⁵National Centre for Education and Training on Addiction, Flinders Health and Medical Research Institute, Flinders University, Adelaide, South Australia.

Aim: To include the audience in interactive discussion about the rationale for Australia's first national government funded awareness campaign - Every Moment Matters - its development, implementation and evaluation, and the impacts of the campaign on knowledge, attitudes and behaviour regarding alcohol use in pregnancy and breastfeeding and seek their feedback on the campaign.

Panellist 1: Ms Sophie Harrington

Sophie.harrington@nofasd.org.au

Panellist 2: Associate Professor Robyn Williams

Robyn.Williams@curtin.edu.au

Panellist 3: Ms Jessica Birch

Jessicabirch.fasd@gmail.com

Panellist 4: Professor Jacqueline Bowden

Jacqueline.Bowden@flinders.edu.au

Panellist 5: Ms Kristie Cocotis

Kristie.cocotis@fare.org.au

Detailed Description of Topics to be Discussed:

The need for a national awareness campaign on alcohol harms in pregnancy, development and testing of messages, their implementation and evaluation, and the campaign impacts on awareness of alcohol harms and behaviour. The selection of health messages (for women of childbearing age, women with substance use disorder; individuals with lived experience of FASD, their families and Aboriginal and Torres Strait Islanders and health professionals) will be presented.

Discussion Section:

Harms from prenatal alcohol exposure, including fetal alcohol spectrum disorder (FASD), are potentially preventable but remain an under-recognized public health problem. With the tagline "The moment you start trying is the moment to stop drinking," the Every Moment Matters campaign was released nationally in November 2021, aiming to improve awareness of alcohol harms in pregnancy and breastfeeding and contribute to better pregnancy and child health outcomes and prevention of FASD. Discussion of campaign challenges, results

and lessons learnt will be led by the Chair (40m) with 20m dedicated to audience interaction. A range of perspectives will be provided by panellists, including key voices from the target populations (someone living with FASD, the parent of someone with FASD, an Aboriginal person), in addition to clinicians, advocates and teams who evaluated and oversaw the campaign.

Partner organizations will outline the four key streams targeting: the general population; priority groups (led by lived experience advocates from NOFASD); health professionals (Foundation for Alcohol Research and Education FARE); and Aboriginal and Torres Strait Islander Peoples (led by NACCHO). Evaluation results will be shared. The audience will be polled to seek their awareness and opinions of the resources, where they saw the campaign, and their views on its effectiveness. They will develop a better understanding of the challenges of airing an evidence-based, non-stigmatising, multi-media campaign and have opportunity for input into future campaign iterations.

Disclosure of Interest Statement:

No pharmaceutical grants were received in the development of this study. FARE was funded for the Every Moment Matters campaign by the Australian Government Department of Health and Aged Care. EE is supported by an NHMRC Investigator Grant (APP2026176).