

When Every Moment Matters - the development, implementation and evaluation of an alcohol in pregnancy health promotion campaign.

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Background: Prenatal alcohol consumption can damage a developing baby's brain, body and organs and increase the risk of Fetal Alcohol Spectrum Disorder (FASD). In 2009 the National Health and Medical Research Council determined that there was no safe level of alcohol consumption during pregnancy or breastfeeding [1] yet up to 28% of pregnancies in Australia were alcohol-exposed [2].

Description of Model of Care/Intervention: The Every Moment Matters campaign is the first of its kind in the world and is contributing to the prevention of FASD, resulting in healthier babies, families, and communities in Australia.

The campaign forms part of the national FASD Program, a groundbreaking, impactful health awareness raising, and behaviour change initiatives with four targeted streams, and positive values-based messaging to increase awareness and influence behaviours.

With the tag line "The moment you start trying is the moment to stop drinking." The campaign was released nationally in November 2021 and concludes on 30 June 2024.

Effectiveness/Acceptability/Implementation: The evaluation of the target audience's knowledge of FASD, drinking behaviour and intentions has shown a significant increase, among women who had seen the campaign, in the number of women intending not to drink when trying to conceive, from 34.2 per cent to 54 per cent, and in the number of women who didn't drink when trying to conceive, from 30.7 per cent to 58.3 per cent [3].

There was also a significant increase in the proportion of Australians who know:

- what FASD is, from 51.5 per cent to 54.4 per cent
- that there is no safe number of standard alcoholic drinks a pregnant woman can consume on any one day to avoid harm to the developing baby, from 73.3 per cent to 79.6 per cent [3]

Conclusion and Next Steps: The successful development, implementation, and evaluation of the Every Moment Matters campaign informs best practice in the development of health promotion campaigns in Australia and world-wide.

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- [2] Australian Institute of Health and Welfare. National Drug Strategy Household Survey 2022–2023 [Internet]. Canberra: Australian Institute of Health and Welfare, 2024 [cited 2024 May. 20]. Available from: <https://www.aihw.gov.au/reports/illicit-use-of-drugs/national-drug-strategy-household-survey>
- [3] Caruso, J., Miller, C., Bowden, J. *National Awareness Campaign on Alcohol, Pregnancy, Breastfeeding and Fetal alcohol Spectrum Disorder Evaluation Report: Post-Campaign National Survey Topline Results*. South Australian Health and Medical Research Institute. Adelaide, Australia: January 2024.