|  |
| --- |
| Title of Innovation in policy and practice presentation  Don’t Know? Don’t Drink - Creatively communicating with women who may be pregnant |
| **Setting/problem**  Drinking alcohol while pregnant can result in cognitive, social, and behavioural deficits. Fetal alcohol spectrum disorder (FASD) describes the range of effects that can occur. It’s estimated that up to 3,000 New Zealand babies are born every year with FASD.  Rates of unplanned pregnancy and hazardous drinking means that approximately half of New Zealand women drink alcohol before they know they know are pregnant, inadvertently exposing their baby to risk. Improving understanding the risks is part of a comprehensive strategy to reduce FASD. Communicating this message effectively and sensitively to women who are not planning pregnancy has particular challenges.  **Intervention**  HPA’s marketing campaign aiming to reduce the number of babies exposed to alcohol in early pregnancy launched in 2015 with mostly online advertising. From 2016 the campaign continued on Facebook only. In 2018 a third phase of the campaign was launched (Pre-Testie Bestie).  **Outcomes**  In 2015 content appeared on screens 18.4 million times and the video was viewed 1.1 million times. Evaluation of phase one indicated that many women found it irrelevant to their lives and not attention-grabbing.  These findings and stakeholder feedback drove changes in the campaign. Content has moved away from serious and earnest to attention-grabbing and humorous, encouraging women who are not planning pregnancy to engage with a pregnancy issue, and to do this in a busy social media news feed.  The current phase uses social media and online influencers to speak to women in an authentic voice, encouraging women to support a friend to be alcohol free if they think they might be pregnant. Several health promotion groups are customising and implementing the campaign in their community.  The campaign is currently in market. Interim evaluation indicates that video content is being seen by 43% of women aged 18 to 30 and that the content is being favourably received. A full evaluation will be completed in the coming months.  **Implications**  Encouraging women to consider pregnancy before drinking is challenging because drinking is a common and socially sanctioned behaviour, sex and pregnancy are sensitive topics and social media environments are filled with competing priorities. The ongoing evaluation and development of DKDD means that over time communication has become more appropriate and responsive to these concerns.  **Preferred presentation format**  Oral presentation. |