
STOPPING HARM CAUSED BY ALCOHOL

Foundation for Alcohol Research & Education



Pregnant Pause
Be a hero, take zero

**2nd Australasian FASD
Conference**
21 November 2018

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#PregnantPause

Presentation learning objectives

- Refresh on the current alcohol and pregnancy stats in Australia
- Current awareness in Australian for the alcohol and pregnancy guidelines
- What is Pregnant Pause?
- Discover how you can use Pregnant Pause to help make FASD history

Pregnant women and alcohol consumption: A peek at alcohol and pregnancy in Australia

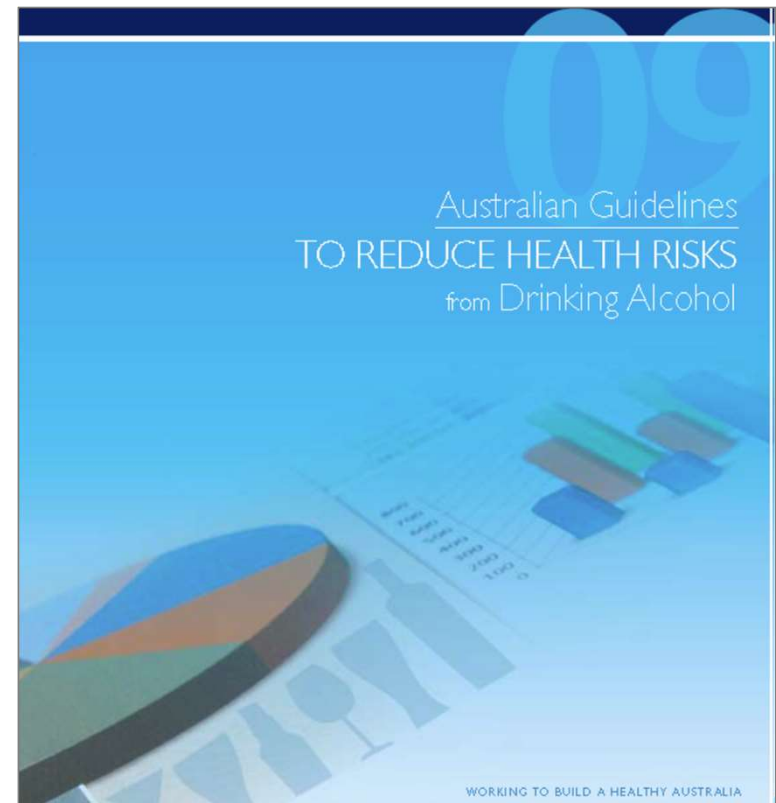
- In Australia almost **50%** of pregnant women consumed alcohol before they knew they were pregnant
- **1 in 4 continued to drink**, even once they knew they were pregnant
- About **8 in 10** pregnant women drink monthly or less



Do Australians know the current guidelines on alcohol and pregnancy?

30% of Australians can not accurately identify the current alcohol and pregnancy guidelines

Foundation for Alcohol Research and Education 2018 Annual Alcohol Poll



**STOPPING
HARM**
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Life is better with the support: the role of loved ones in supporting alcohol free pregnancies

77% of women who drink during pregnancy did so with their partner.

38% of pregnant women said they would be less likely to drink if their partner encouraged them to stop or cut back.

30% of pregnant women said they would be less likely to drink if their partner also stopped drinking alcohol.



The arrival of Pregnant Pause – the health promotion campaign



The image shows a two-page spread of a yellow campaign poster. The left page features the Pregnant Pause logo at the top, followed by the text 'Be a hero' in a script font and 'TAKE ZERO' in large, bold, black capital letters. Below the text is an illustration of a pregnant woman in a red dress standing next to a large green silhouette of a superhero. The right page features the Pregnant Pause logo at the top, followed by the text 'MAKE THE PLEDGE TO GO ALCOHOL FREE DURING YOUR PREGNANCY OR THE PREGNANCY OF A LOVED ONE' in bold, black capital letters. Below this is the website 'www.pregnantpause.com.au'. At the bottom of the right page, there is a paragraph of text about the campaign, the FARE logo, and the Australian Government Department of Health logo.

PREGNANT PAUSE

Be a hero
TAKE ZERO

PREGNANT PAUSE

**MAKE THE PLEDGE TO GO
ALCOHOL FREE
DURING YOUR PREGNANCY
OR THE PREGNANCY OF A LOVED ONE**

www.pregnantpause.com.au

Pregnant Pause is an initiative developed by the Foundation for Alcohol Research and Education (FARE), an independent not-for-profit working to stop the harm caused by alcohol. The campaign encourages Australians to go alcohol free during their pregnancy, or the pregnancy of their partner, family member, friend or loved one.

fare
Foundation for Alcohol
Research & Education

Australian Government
Department of Health

The six elements that make up Pregnant Pause

1. Messaging and branding
2. Website
3. Social media
4. Ambassadors
5. Incentives
6. Health professionals



1. Messaging and branding – create your story



2. Website – make the pledge, grab info and get materials

- Easy to navigate website
- Easy 'pledge' online form
- content mobile friendly



3. Social media – we're a social bunch



4. Ambassadors – helping to humanising the brand

- Helping to raise awareness
- Increasing social reach
- Enhancing the campaign's reputation
- Providing positive word of mouth



5. Sign, wine down and win!

For everyone who signs up there opportunities to:

- Enter in competitions
- Access incentives
- Gain discounts



6. Health professionals – our own personal cheer squad

- Support from health sector crucial
- Order free materials from the Pregnant Pause website
- Spread the word to families and expecting mums and encourage them to sign up



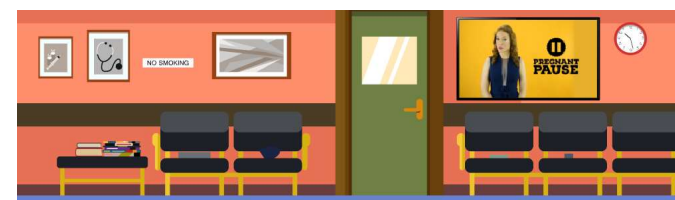
Pregnant Pause – how collaboration can make an impact



940
followers



3.3 million*
people heard a
Pregnant Pause
radio promo



4 million patients and
carers viewed the
Pregnant Pause TV advert
in a GP waiting room



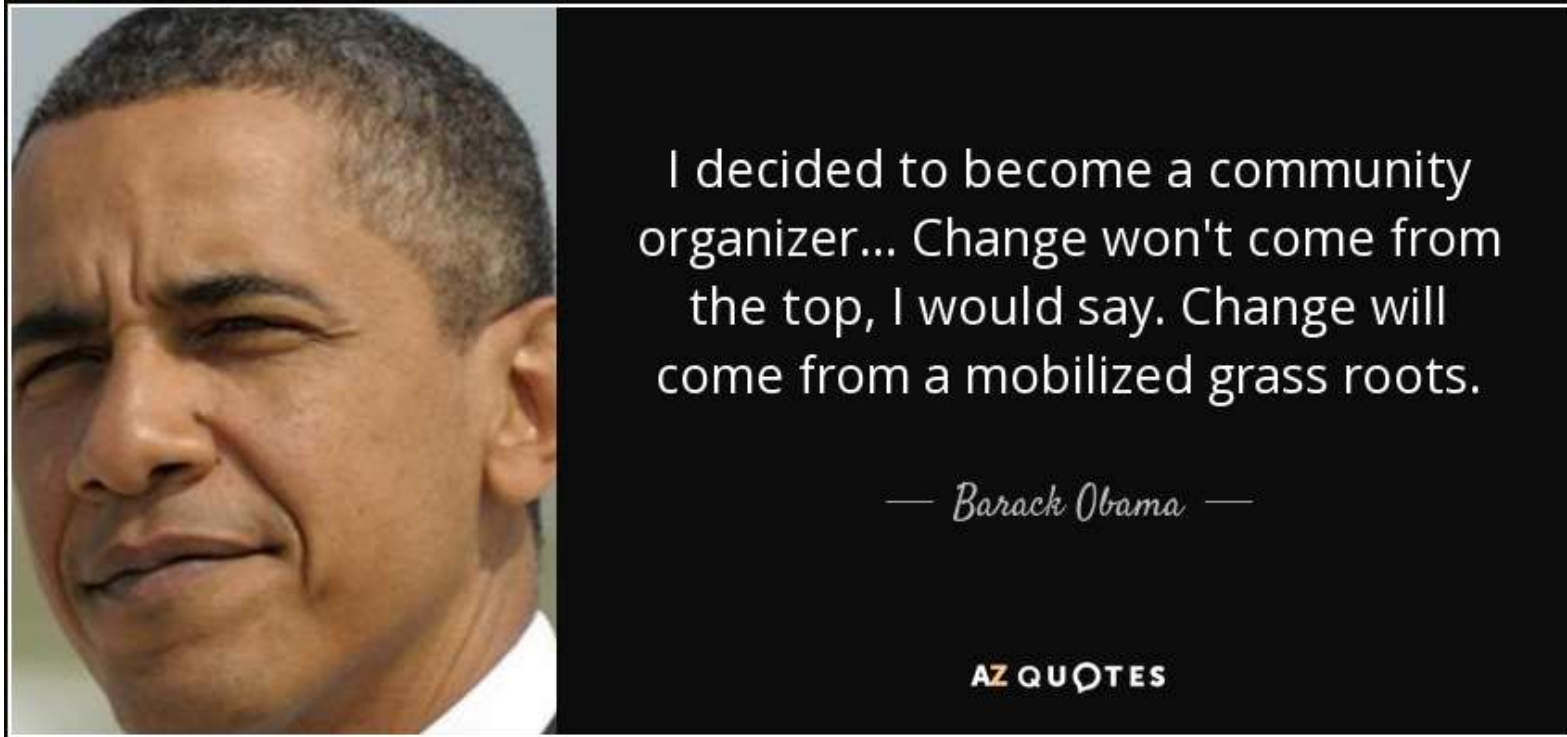
7,418
page likes



3 million* people
saw a Pregnant Pause
TV advert in the ACT

*Number of unduplicated individuals or households reached by (or exposed to) an advertising medium (broadcast or print) over a specified period.

Health promotion: starting at grassroots to create change





**YOUR AMAZING JOURNEY
STARTS HERE**



**PREGNANT
PAUSE**

Supported by



ACT
Government
Health



Australian Government
Department of Health



Foundation for Alcohol
Research & Education



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[@FAREAustralia](https://twitter.com/FAREAustralia)



[Vimeo.com/FARE](https://vimeo.com/FARE)

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