

A woman with short brown hair, wearing a red dress and a white cardigan, stands in a store. Behind her are white shelves filled with various products, including bottles, boxes, and folded fabrics. The background is slightly blurred.

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Foundation for Alcohol
Research & Education

***Convincing Health Professionals to undertake
training on alcohol use in pregnancy***



Online training about alcohol and pregnancy improves advice given by health professionals – the challenge is convincing them to complete it.

- Women want health professionals to talk to them about alcohol and pregnancy
- Health professionals need the knowledge and skills to have conversations about alcohol and pregnancy with women
- The Women Want to Know project (WWtK) provides online training to strengthen the knowledge and skills of health professionals
- The training is well received by those who participate, but health professionals need ongoing encouragement and incentives to do the training

Free WWtK online training is offered by three professional colleges

- The Australian College of Midwives (ACM)
- The Royal Australian College of General Practitioners (RACGP)
- The Royal Australian and New Zealand College of Obstetricians and Gynaecologists (RANZCOG)





Women want their health professionals to talk to them about alcohol and pregnancy

- 97% of Australian women think health professionals should ask about alcohol use in pregnancy *
- Australian women consider health professionals to be the best source of information about alcohol use in pregnancy and trust the advice they give
- They are also likely to change their behaviours if advised to do so by a health professional.

* Peadon, E., Payne, J., Parsons, Bower, C., Elliott, E., Henley, N., D'Antoine, H. (2007) Alcohol and pregnancy: Women's knowledge, attitudes and practice. *Journal of Paediatrics and Child Health* 43 (7-8): A12



Health professionals need knowledge and skills to have conversations with women about alcohol and pregnancy

- Conversations about alcohol and pregnancy with women who are pregnant or planning pregnancy are wanted, welcome, and worth the time.
- health professionals need to:
 - be aware of the alcohol guidelines
 - overcome concerns about
 - women's discomfort when discussing their alcohol intake
 - lack of knowledge about referral options
 - lack of knowledge about the amount of alcohol that is harmful
- Every time a health professional interacts with a pregnant women there is an opportunity to encourage her to be alcohol free.

Since 2014 WWtK online training has supported health professionals to have these conversations and give the right advice

WWtK online training encourages health professionals to:

- Provide advice consistent with the NHMRC Alcohol Guidelines
- Confidently ask and assess all women who are pregnant or planning
- Provide positive reinforcement, brief intervention or referral

Home • My courses • Free Courses • WWTK: Pregnancy & Alcohol • Introduction to the Course

Women Want to Know: Pregnancy & Alcohol

Welcome

Women Want to Know: Pregnancy & Alcohol

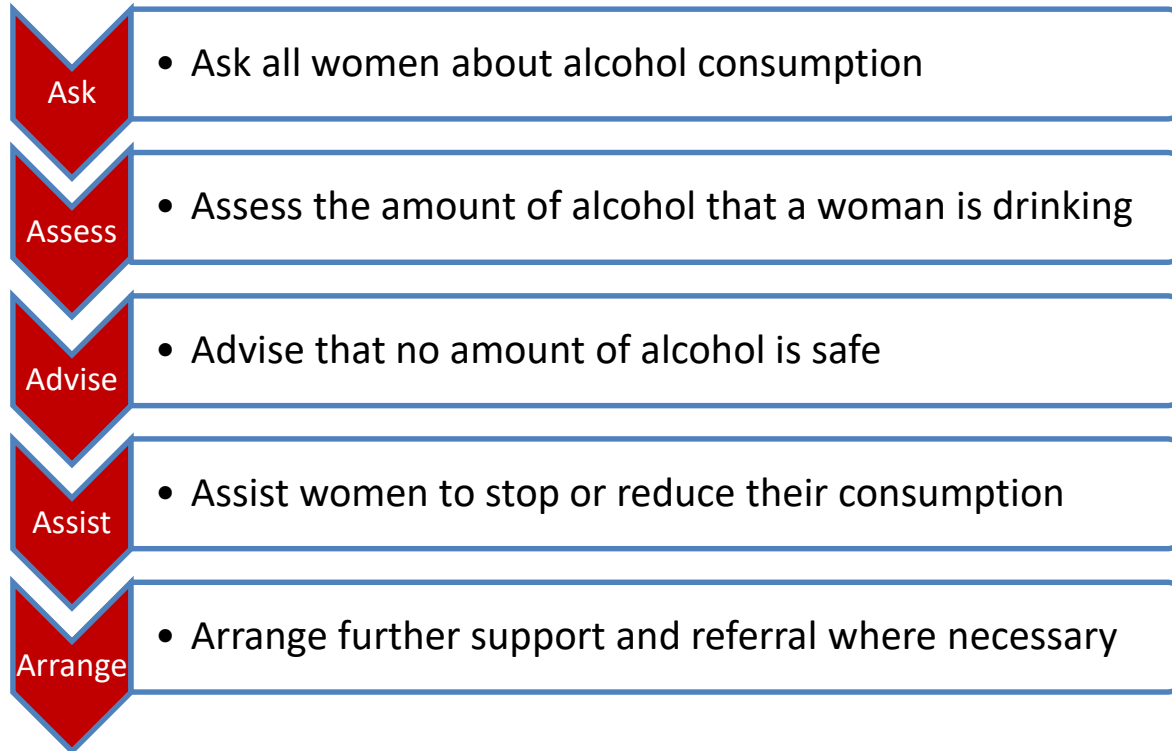
This course has been developed in partnership with





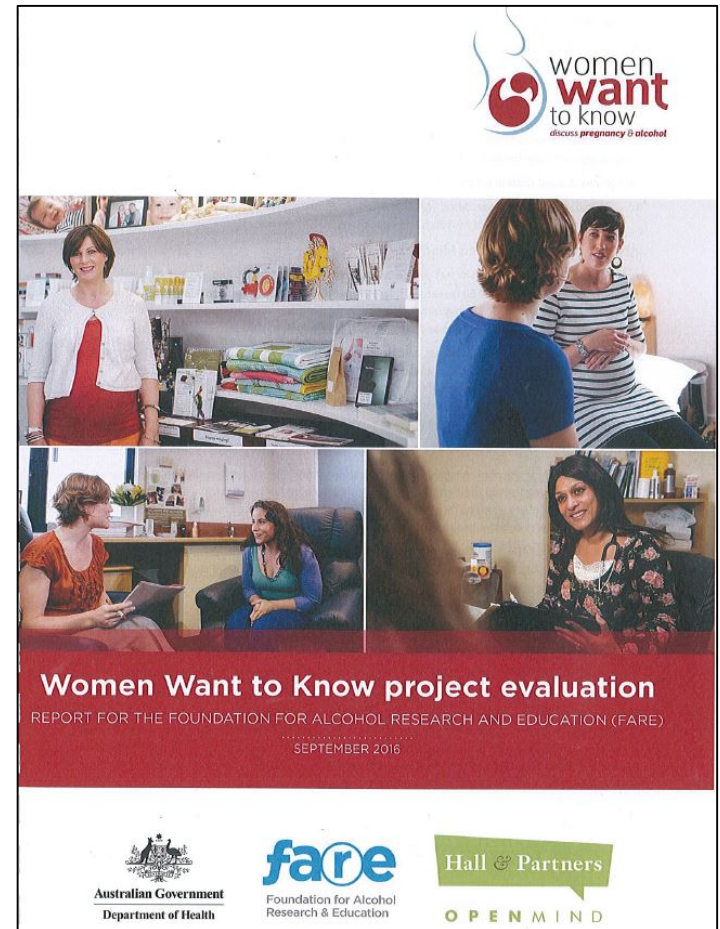
The training promotes use of the evidence-based 5A's framework and presents case studies to re-inforce learning



Evaluation revealed training was successful, but more needed to be done to increase uptake

2016 evaluation recommended:

- Focus on increasing the uptake of training
- Develop separate materials for each of the target groups
- Convince doctors that the content is relevant and useful
- Promote the training widely
- Find additional incentives





Updated and streamlined - revamped training

- Update of FASD terminology for diagnostic groups
- New data from the 2016 NDSHS
- New version of AUDIT-C
- New and amended case studies
- Structural improvements
- Abbreviating where possible

The RACGP course was re-written for a new learning platform to make pregnancy completion by GPs more likely

The screenshot shows a RACGP gplearning course page. The top navigation bar includes the RACGP logo, 'gplearning', a '30 min' timer, a '1 points' badge, and 'QI&CPD Accredited Activity'. The page title is 'Alcohol in pregnancy'. The main content area features a woman's image on the left and text on the right. A large infographic titled 'Alcohol consumption during pregnancy – 3' is overlaid on the page. The infographic includes a central red circle stating 'The risk of consequences is related to:' and four surrounding circles: 'frequency of consumption', 'amount of alcohol consumed', 'genetics, maternal health and environmental factors', and 'timing of exposure'. A central image of a fetus is surrounded by boxes listing 'Periods of Fetal Development' for various organs: Central Nervous System (Weeks 3 to Full Term), Eyes (Weeks 4½ to Full Term), Ears (Weeks 4½ to 20), Heart (Weeks 3½ to 9), Upper Limbs (Weeks 4½ to 9), Lower Limbs (Weeks 4½ to 9), External Genitalia (Weeks 7 to Full Term), Teeth (Weeks 6½ to Full Term), and Palate (Weeks 6½ to 16). A red banner at the bottom states: 'There is no safe amount and no safe time to drink alcohol during pregnancy'.

RACGP | gplearning

30 min 1 points QI&CPD Accredited Activity

Optimised for desktop or tablet device.

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Alcohol in pregnancy

Welcome to the *Alcohol in pregnancy* Term...

This activity is designed to help general pregnant or planning pregnancy accurate consumption during pregnancy and bre...

The advice from the National Health and [Australian Guidelines to Reduce Health Ris](#) when it comes to having a healthy preg... safest option – from preconception, dur...

Some GPs feel uncomfortable asking wo... pregnancy. But the evidence shows that... them with information about issues th... alcohol.^[2] In this activity, we use the [5A](#) alcohol.

While pregnancy can be a great motivat... women need additional support to redu... identify these women and provide them... to assess level of consumption and risk...

Click Begin to access the Learning Outco... precede the case study.

Alcohol consumption during pregnancy – 3

The risk of consequences is related to:

- frequency of consumption^[1]
- amount of alcohol consumed^[1-4]
- genetics, maternal health and environmental factors
- timing of exposure (the fetus is most vulnerable to the teratogenic effects of alcohol during the first 3–6 weeks)^[5]

Periods of Fetal Development

- Central Nervous System: Weeks 3 to Full Term
- Eyes: Weeks 4½ to Full Term
- Ears: Weeks 4½ to 20
- Heart: Weeks 3½ to 9
- Upper Limbs: Weeks 4½ to 9
- Lower Limbs: Weeks 4½ to 9
- External Genitalia: Weeks 7 to Full Term
- Teeth: Weeks 6½ to Full Term
- Palate: Weeks 6½ to 16

There is no safe amount and no safe time to drink alcohol during pregnancy

Promotion has utilised a variety of channels including incentivisation and advertising: Print adverts and articles



women want to know
discuss pregnancy & alcohol

Are you giving the right advice?

ALCOHOL IN PREGNANCY:
No safe amount. No safe time. No safe type.

Women Want to Know encourages doctors to discuss alcohol and pregnancy with women.

To help prevent alcohol exposed pregnancies, enrol and complete RANZCOG's Pregnancy and Alcohol eLearning at www.cjmate.edu.au

Australian Government
Department of Health

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How we talk about drinking alcohol during pregnancy

REBECCA SUBINOWA

Rebecca has been referred by her GP because she is a 36-year-old in her first pregnancy. She and her partner are busy professionals. Rebecca has no significant past or family history and is in good health at 18 weeks gestation. She admits to often feeling stressed and says she has cut down on alcohol since the pregnancy was confirmed at 10 weeks, but is still having a glass of wine daily to help her wind down. Following history taking, review of test results and physical examination, you determine that Rebecca's pregnancy is progressing well.

Rebecca's dilemma
Drinking alcohol helps Rebecca relax. She is not sure she can give up without help. She's received mixed messages about the risks of having the occasional glass of wine now she's pregnant. She feels reluctant to raise this with you, and hopes that you will raise alcohol consumption as part of the routine consultation.

Your dilemma
You need to have a conversation with Rebecca about her drinking, but don't want to offend or alarm her. You're not sure how to approach this. You need to assess her level of risk and provide her with the appropriate advice, support or referral. This will all take time, and you already have a full waiting room.

Rebecca's story is not uncommon
In Australia, one-in-four pregnant women consume alcohol after knowledge of their pregnancy.¹ Surprising to some is the fact that older, more educated and better-off women are those more likely to continue to drink during pregnancy.

Rebecca is consuming alcohol at a level that increases her risk of miscarriage and stillbirth, and puts her baby at risk of premature birth, low birthweight and fetal alcohol spectrum disorder (FASD) conditions.

Australian Alcohol Guidelines and level of risk
The National Health and Medical Research Council's Australian Guidelines to Reduce Health Risks from Drinking Alcohol state that for women who are pregnant, planning pregnancy or breastfeeding, not drinking alcohol is the safest option.²

Alcohol is a teratogen and heavy or binge drinking can cause damage to the developing fetus. It is not currently known if there is an amount of alcohol that can be consumed without damage to the fetus, hence, the recommendation to not drink.

Women Want to Know – alcohol and pregnancy
You can solve dilemmas such as the ones outlined here by:

- having the conversation about alcohol consumption that women want
- providing clear advice about alcohol, based on the Australian Alcohol Guidelines
- offering support and referral if needed

RANZCOG eLearning course
This course provides you with the information and skills to confidently tackle the above dilemmas. Completion of the comprehensive course attracts CPD points, but more importantly, you will be able to help women to achieve alcohol-free pregnancies by delivering clear and evidenced-based advice about the risks of alcohol during pregnancy.

References

1. Australian Institute of Health and Welfare. National Drug Strategy Household Survey 2010. Alcohol. www.aihw.gov.au/reports/55001-use-of-alcohol/index.html. 2010. Available.
2. National Health and Medical Research Council. Australian Guidelines to Reduce Health Risks from Drinking Alcohol. 2010. Available from www.aihw.gov.au/health-reports/alcohol-guidelines/.



IN PREGNANCY NO AMOUNT OF ALCOHOL IS SAFE
Give the right advice

Enrol in free accredited RACGP training www.gplearning.racgp.org.au
Women Want to Know encourages doctors to discuss alcohol and pregnancy with women.

women want to know
discuss pregnancy & alcohol

The Women Want to Know project is funded by the Australian Government Department of Health.

Promotion of training: digital media

**The right advice:
in pregnancy
no amount of alcohol
is safe.**

Free online training supports and strengthens the conversations you have with women who are pregnant, planning pregnancy or breastfeeding.



Are you giving the right advice?

49% of Australian women drink alcohol at some point during their pregnancy.*

Women Want to Know encourages doctors to discuss alcohol and pregnancy with women and to give the right advice.

See www.alcohol.gov.au for free online training and resources.



*Findings from the 2016 National Drug Strategy Household Survey



**Give the
right advice**

Alcohol in pregnancy,
if breastfeeding
or planning pregnancy

**No safe amount
No safe time
No safe type**



Promotion of training: directly to health professionals



NO AMOUNT OF ALCOHOL IS SAFE

Free accredited training is available to RACGP members

women want to know
discuss pregnancy & alcohol

The Women Want to Know project is funded by the Australian Government Department of Health.





Promotion of training: conference sponsorship and attendance



Promotion of training: prize draws for college membership and conference registration

gplearning update

Win a 12-month RACGP membership with FARE and *gplearning*



Complete the *gplearning* Tempo activity 'Alcohol in pregnancy' before Sunday 7 October 2018 for a chance to *win one of six 2018–19 RACGP annual memberships.

By completing this Tempo activity, you will understand how to approach discussion with women about alcohol consumption during pregnancy. Women want their GPs to provide evidence-based advice about alcohol and pregnancy. Ensure you are giving the right advice.



WIN one of six ASM registrations by completing the Pregnancy and Alcohol course on Climate eLearning.



Full terms and conditions available at www.ranzcog.edu.au/wwtk

Permits: NSW LTPS/18/25209 ACT TP18/01127 SA T18/1040

The Women Want to Know project is funded by the Australian Government Department of Health.

Promotion encourages course enrolments but it needs to be sustained



	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17
Total New Enrolments	48	26	15	29	23	17	44	53	54	50	61	44
Total Enrolments	1230	1256	1271	1300	1323	1340	1384	1437	1491	1541	1602	1646

	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18
Total New Enrolments	33	31	24	50	43	21	32	73	110	82	108*	71
Total Enrolments	1679	1710	1734	1784	1827	1848	1880	1953	2063	2145	2253	2324

Activity Name		Total # Enrolled	Total # Completed	Completion rate %	June 2018		May 2018		April 2018		March 2018		February 2018		January 2018	
					Enrolled	Completed	Enrolled	Completed	Enrolled	Completed	Enrolled	Completed	Enrolled	Completed	Enrolled	Completed
Category 2																
Alcohol in pregnancy		253	159	63%	24	12	27	15	38	20	44	25	60	54	60	33
Total		253	159													

Promotion encourages course enrolments but it needs to be sustained




Table 2 Completion of WWtK module activities

	Module 1	Module 2	Module 3	Module 4	Module 5	Module 6	Cert
Jan-Jun 2016	149	34	69	91	97	74	13
Jul-Dec 2016	24	10	12	15	17	10	8
Jan-Jun 2017	30	12	20	20	18	17	12
Jul-Dec 2017	29	15	21	18	15	15	11
Jan-Jun 2018	63	64	44	55	60	48	40

Promotion encourages course enrolments but does this change health professional practice?

3 - Facilitating discussions about alcohol consumption with pregnant women Home Resources






Health Professional interviews





As part of the *Women Want to Know* project we also asked health professionals about their views on informing women about alcohol and pregnancy. The interviews with the health professionals are presented here.

Click on an image to view

- Video: Dr Barri Phatarfod: General Practitioner.
- Video: Kelly Langford: Midwife.



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Search...    

Likely increased standardized use of AUDIT-C adds to the imperative for health professionals to give the right advice

Assess

Assess risk – Use of Audit-C

Once you have initiated a discussion on alcohol consumption it is important to know how much a woman is drinking and/or how this has changed since she found out that she is pregnant.

The assessment of alcohol consumption in pregnancy is an important aspect of prenatal care and if this assessment of consumption is combined with education and support this can result in stopped or reduced alcohol consumption in pregnancy.¹⁷

Ask

What is AUDIT-C

The AUDIT-C questions

Advise

Assist

Arrange

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< PREV NEXT >

The screenshot shows a digital learning interface. At the top, the word 'Assess' is written in a large, dark red font. Below it, a section titled 'Assess risk – Use of Audit-C' is highlighted with a red border. The text explains the importance of knowing a woman's alcohol consumption during pregnancy. A vertical orange bar on the left is labeled 'Ask'. Below the text, two red boxes contain the titles 'What is AUDIT-C' and 'The AUDIT-C questions'. On the right, three vertical bars are labeled 'Advise', 'Assist', and 'Arrange' from left to right. At the bottom, there is a copyright notice '© 2018 - RANZCOG & FARE' and navigation buttons for 'PREV' and 'NEXT'. A faint illustration of a pregnant woman is visible in the background.



Women alone do not have responsibility for preventing FASD



- You can learn more about the Women Want to Know project at www.alcohol.gov.au



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Visit www.alcohol.gov.au to download or order project resources