

Every Moment Matters

Impact Snapshot

**every moment
matters**

fare
Foundation for Alcohol
Research & Education

Every Moment Matters is a nation-wide health promotion campaign supporting alcohol-free pregnancies and safe breastfeeding practices.

The campaign provides health information about how alcohol use during pregnancy can lead to a preventable disability known as Fetal Alcohol Spectrum Disorder (FASD), as well as increasing the risk of miscarriage, stillbirth, premature birth, and low birth weight.

Launched in November 2021, and funded by the Australian Government, the campaign is running across TV, radio, and digital channels until June 2024.

Campaign objectives

- » Increase Australians' awareness of the risks associated with alcohol consumption during pregnancy and while breastfeeding, including FASD
- » Increase the proportion of Australians who are aware alcohol should not be consumed during pregnancy and that it is safest not to drink alcohol when breastfeeding
- » Increase the proportion of Australian women who intend to not drink any alcohol during pregnancy and when breastfeeding.

Key messages

- Every moment matters in your pregnancy.
- Any alcohol you drink passes directly to your baby.
- Everything you drink, your baby drinks – at every stage of pregnancy.
- Any alcohol can damage your developing baby's brain, body and organs.
- Make the moment you start trying, the moment you stop drinking.
- If you are pregnant or planning a pregnancy, you should not drink alcohol.
- When breastfeeding, not drinking alcohol is safest for your baby.

Changes in attitudes and behavioural intentions¹



88%

agreed the ad was easy to understand (increase from 85%)

82%

agreed the ad made a strong argument not to drink during pregnancy (increase from 75%)

70%

of partners of pregnant women agreed the ad made them feel motivated to stop drinking alcohol during their partner's pregnancy (increase from 69%)

62%

of people had taken an action after seeing the ad, the most common being discussing it with a partner (32%) or friend/relative (22%)

15%

of people who had seen the ad had avoided drinking around someone who was pregnant

Campaign reach and engagement²



- **17m+ completed views** of 30 second ad on digital channels aged 18-49
- Television ad has reached 1.7m+ women aged 18-49



- Commercial radio ads have **reached 2m women** aged 25-49
- Digital radio ads have had 2m+ completed listens



- Outdoor ads have **reached 4m+ people** aged 25-54



- Website: 220,000+ sessions, 142,000+ unique users, average of 6,365 users per week.
- Website: women aged 25-34 are most frequent website users, followed by women 18-24, women 35-44 and men 35-44.

Resources



A range of resources are available on the campaign website: www.everymomentmatters.org.au

» Information resources for the general public in 18 languages

» Fact sheets and guidance for doctors, midwives, obstetricians, alcohol and drug workers and people involved in out of home care

» Elearning course for health professionals

» Community stories and perspectives

¹ Data describes unpublished results from an external evaluation led by the University of Adelaide of a quota survey of 800 Australians. This sample has equal representation from people who are pregnant/breastfeeding, trying/planning a pregnancy, women age 18-44 and partners of women who are pregnant/breastfeeding/trying/planning. This data was collected by Pureprofile after the third burst of media activity from 22 May to 25 June 2022.

² 10 January 2022 – 26 June 2022

Priority groups

As part of the campaign, the **National Organisation for Fetal Alcohol Spectrum Disorder** (NOFASD Australia) launched resources for Alcohol and Drug Workers, and will soon launch resources for people involved in Out-of-Home Care. The resources include leaflets, posters, micro-webinars and social media content.

Supporters



Contact



Find out more at www.everymomentmatters.org.au or get in touch with us at info@fare.org.au.