



PREGANT PAUSE: INNOVATIVE CAMPAIGN ATTRACTS

ACT GOVERNMENT SUPPORT

22 October 2015: An innovative campaign that challenges partners and friends to go without alcohol in support of a loved one that is pregnant, has received funding and support from the ACT Government.

Pregnant Pause, an initiative of the Foundation for Alcohol Research and Education (FARE) is one of six ACT organisations to be awarded a Healthy Canberra Grant with over \$282,000 provided over three years to support the campaign rollout in Canberra and its surrounding region.

FARE Chief Executive, Michael Thorn said he was delighted that FARE had been awarded the funding.

"Pregnant Pause is an important and innovative project and FARE is delighted to be given the opportunity to expand the successful campaign's efforts in the ACT," Mr Thorn said.

Recent studies have found that almost half of all pregnant women drank before knowing they were pregnant and 19.5 per cent continued to drink once they became aware of their pregnancy.

Mr Thorn says prenatal exposure to alcohol can lead to a range of severe adverse consequences during pregnancy including miscarriages, low birth weights, and Fetal Alcohol Spectrum Disorders (FASD).

"Importantly, Pregnant Pause builds a support system to help expectant parents achieve an alcohol-free pregnancy. Today's announcement will allow us to extend the campaign's reach, to work together to reduce alcohol-related harms and contribute towards a healthier ACT community," Mr Thorn said.

Michael Thorn (@MichaelTThorn) is available for interview.

Media contact: Jeremy Henderson 0425 559 710

Further information: www.pregnantpause.com.au

The **Foundation for Alcohol Research and Education (FARE)** is an independent, not-for-profit organisation working to stop the harm caused by alcohol. Alcohol harm in Australia is significant. Over 5,500 lives are lost every year and more than 157,000 people are hospitalised making alcohol one of our nation's greatest preventative health challenges.

For over a decade, FARE has been working with communities, governments, health professionals and police across the country to stop alcohol harms by supporting world-leading research, raising public awareness and advocating for changes to alcohol policy. In that time, FARE has helped more than 750 communities and organisations, and backed over 1,400 projects around Australia.