# 2020\_HP\_CAMPAIGNS

## Health promotion campaigns

FARE develops and advocates for policies and programs that work. We undertake and communicate world-leading research to governments and decision-makers to advance and inform strategies to prevent alcohol harm in Australia. We educate and mobilise Australian communities and organisations to work collectively together. And we defend the public interest, promoting open decision-making and holding the alcohol industry to account.

[Women Want to KnowWomen Want to Know was officially launched by FARE on 1 July 2014 in response to research which indicated that many pregnant women weren’t receiving much information, or were hearing conflicted messages, about alcohol consumption.Read more](https://fare.org.au/women-want-to-know/" \t "_blank) [Pregnant PauseThe campaign encourages Australians to go alcohol free during their pregnancy, or the pregnancy of their partner, family member, friend or loved one.Read more](https://www.pregnantpause.com.au/) [End Alcohol Advertising in SportThe campaign calls for alcohol advertising to be phased out of professional sports. This is an initiative by the Foundation for Alcohol Research and Education, supported by health organisations across Australia.Read more](https://www.endalcoholadvertisinginsport.org.au/)