

every moment matters

Impact

snapshot

Every Moment Matters is a national campaign, developed by the Foundation for Alcohol Research and Education (FARE), that shares the latest evidence-based information about alcohol, pregnancy and breastfeeding. The campaign is funded and endorsed by the Australian Government.



Awareness, knowledge and behaviour change

The campaign evaluation is showing changes in people's awareness, knowledge and behaviours.¹

Recognised the Every Moment Matters campaign

Jan 22 **45.8%**

Mar 23 **66.9%**

Know that there is no safe number of standard drinks a pregnant woman can consume to avoid harm to a developing baby

Jan 22 **58.3%**

Mar 23 **82.3%**

Know that FASD is a risk of alcohol consumption during pregnancy

Jan 22 **59.4%**

Mar 23 **70.2%**

Had heard of FASD

Jan 22 **52.3%**

Mar 23 **63.5%**

Would abstain from alcohol upon pregnancy confirmation

Jan 22 **82.6%**

Mar 23 **90.9%**

Abstaining from alcohol during current/recent pregnancy

Jan 22 **68.8%**

Mar 23 **80.3%**

Reach and engagement

The campaign has achieved significant reach and engagement with Australians since it launched.²

TV and High impact video

Est free-to-air reach

2.3m

women 18-49

52m+

completed video views across video-on demand and social

Radio, podcast and digital audio

Est radio reach

2m

women 25-49

8m+

completed ad listens across digital audio

Website

729k+

page views

547k+

unique users (64% female, 36% male)

7k+

resource downloads



Find out more at:

evermomentmatters.org.au

or reach the campaign team at:

emm@fare.org.au

Every Moment Matters has been developed and delivered by the Foundation for Alcohol Research and Education (FARE) in partnership with the National Organisation for Fetal Alcohol Spectrum Disorder (NOFASD Australia), the National Aboriginal Community Controlled Health Organisation (NACCHO) and a number of health professional bodies who have endorsed, informed and promoted the campaign.

The campaign is funded by the Australian Government from July 2020 to September 2024.

¹ Data describes unpublished results from an external evaluation led by the University of Adelaide. The online panel surveys were undertaken by Pureprofile in January 2022 (6 weeks after the campaign launched) and March 2023. Each survey included at least 800 Australians with equal representation from women who are pregnant/breastfeeding, trying/planning a pregnancy, women aged 18-44, and partners of women who are pregnant/breastfeeding/trying/planning. All changes are statistically significant (p<.01).

² Data collected between 30 November 2021 and 31 October 2023.