

National campaign about alcohol, pregnancy, and breastfeeding delivers \$236m benefit to Australians

A groundbreaking campaign to support alcohol-free pregnancies and safe breastfeeding practices has reduced the cost of alcohol harms in Australia by \$236 million, according to a new report.

The National Fetal Alcohol Spectrum Disorder (FASD) Program Social Return on Investment report found that every \$1 invested in the Every Moment Matters campaign generated a \$9 social return.

The campaign, delivered by the Foundation for Alcohol Research and Education (FARE) and funded by the Australian Government, has increased awareness and changed behaviours among people who are pregnant and breastfeeding since its launch in 2021.

In 2024, the Albanese Labor Government announced an additional \$10.1 million in funding for Every Moment Matters, which will see the campaign continue until 30 June 2026.

The report authors, Impact Economics and Policy found that the campaign has successfully led to a reduction in costs associated with alcohol use during pregnancy.

Dr Angela Jackson, Lead Economist at Impact Economics, said that an estimated 16,554 fewer women consumed alcohol while pregnant in 2023 due to the campaign.

“Our analysis shows that the campaign has contributed to more than 2,002 fewer cases of Fetal Alcohol Spectrum Disorder (FASD), 369 fewer babies being born with low birth weight, 958 fewer premature births, and 414 fewer miscarriages across the country.

“This campaign is highly effective in achieving its aims of raising awareness of the need to avoid alcohol during pregnancy and of shifting behaviours. It’s important that it continues so that we can see the generational change needed.”

On the third anniversary of the campaign, FARE CEO Caterina Giorgi said the report shows the potential of positive, strengths-based health campaigns.

“There is so much misinformation that exists about alcohol and pregnancy. Every Moments Matters cuts through this and shows the change that can occur when people have access to the right information and support.

“The most important thing is the health and wellbeing of our families and communities and this campaign will have lasting effects for future generations. It is so great to see the ongoing investment for this campaign by the Australian Government.”

Before the campaign, 66 per cent of women who were recently or currently pregnant said they would not drink alcohol after pregnancy confirmation. After viewing the campaign, 80.2 per cent said they would not drink alcohol.

Assistant Minister for Health and Aged Care, the Hon Ged Kearney MP, said:

“It warms my heart to think of all the prospective mums supported and babies saved because of the FASD campaign. Lives have not only been changed but brought into the world.

“Every baby deserves the best start into the world, FARE’s campaign is supporting that. I’m proud to be part of a government that has played a role in a campaign making such significant change.

The National Organisation for Fetal Alcohol Spectrum Disorders (NOFASD), a partner in the campaign, developed resources to support women at higher risk of having an alcohol-exposed pregnancy, and ensure the services they accessed were FASD-informed.

Sophie Harrington, NOFASD’s Interim CEO, said the campaign had shifted attitudes and behaviour around FASD.

“We’re immensely proud of our involvement with this groundbreaking national campaign that has equipped families and service providers with vital knowledge about FASD.”

“This campaign has not just highlighted the voices of lived experience and raised awareness, it’s sparked real change in how people approach prevention and support.

Angelene Bruce, whose son lives with Fetal Alcohol Spectrum Disorder (FASD) said, “While it has been challenging sharing my story, due to incredible stigma surrounding prenatal alcohol exposure, I am beyond thrilled to hear that people are engaging with the campaign and taking actions to avoid exposing their bubs to alcohol.”

Jessica Birch, a Lived Experience Advocate who was diagnosed with FASD when she was 33 said, “Witnessing the success and community response to the campaign has had a deep impact on me. In a world where my difficulties are so often hidden and stigmatised, this campaign lights a pathway to understanding, compassion, support and ultimately prevention,” she said.

Learn more at everymomentmatters.org.au

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Contact Lucy Smith on 0429 291 120 or media@fare.org.au to arrange interviews with:

- Caterina Giorgi, CEO, FARE
- Sophie Harrington, Interim CEO, NOFASD Australia
- Angelene Bruce, whose son lives with Fetal Alcohol Spectrum Disorder (FASD)
- Jessica Birch, who was diagnosed with FASD when she was 33

Contact Isabella Tilley on 0414 894 040 or Isabella.tilley@health.gov.au to arrange interviews with:

- The Hon Ged Kearney MP, Assistant Minister for Health and Aged Care

The **Foundation for Alcohol Research and Education (FARE)** is the leading not-for-profit organisation working towards an Australia free from alcohol harms. We do this through developing evidence-informed policy, enabling people-powered advocacy and delivering health promotion campaigns. FARE has been working with communities across the country to improve the health and wellbeing of Australians for 20 years. To learn more about us and our work visit www.fare.org.au.