

‘We all have a part to play’: National campaign Every Moment Matters highlights role of friends, family to support alcohol-free pregnancies

August 19, 2026

The next phase of the nationally recognised Every Moment Matters campaign is launching across Australia, building on the campaign's success with a powerful new message: *we all have a part to play in supporting alcohol-free pregnancies*.

Every Moment Matters is developed by the Foundation for Alcohol Research and Education (FARE) and funded by the Australian Government. It provides clear, evidence-based information about alcohol, pregnancy, breastfeeding and Fetal Alcohol Spectrum Disorder (FASD), which is the leading preventable non genetic developmental disability in Australia and affects approximately one million Australians.

Every Moment Matters has had a significant impact in raising awareness and changing behaviour since its launch in 2021. The campaign video has been watched more than 145 million times, while the campaign message has been heard on radio more than 126 million times. It forms part of a broader program of information and training, resources and targeted support, delivered in partnership with NOFASD Australia and NACCHO.

Independent evaluation by The National Centre for Education and Training on Addiction has shown the campaign increased awareness of the risks of alcohol during pregnancy, and improved understanding that to prevent harm from alcohol to their developing baby, women who are pregnant or planning a pregnancy should not drink alcohol.

[The campaign generates \\$9 in social value for every \\$1 invested](#), reducing the cost of alcohol-related harms in Australia by an estimated \$236 million in 2023 alone.

The campaign will continue to amplify evidence-based information that alcohol use at any stage of pregnancy can damage a developing baby's brain, body and organs and may lead to FASD diagnosis. By broadening the focus to include the role of support networks, the new creative builds on the campaign's core messages, helping more Australians contribute to alcohol-free pregnancies.

The new Every Moment Matters creatives will roll out nationally in regional and metro areas across television (including BVOD), radio and online audio, through to digital, outdoor, social media, as well as through stakeholder channels from 24 August.

Find out more about *Every Moment Matters* at: everymomentmatters.org.au

Minister for Health and Ageing Mark Butler MP said:

"Every child deserves the healthiest possible start in life, and every Australian can play a role in helping make that happen."

"FASD is preventable; it's critical that there is community awareness that any form of alcohol consumption during pregnancy can be harmful. That's why the Albanese government has been such a strong supporter of Every Moment Matters Campaign."

FARE CEO Ayla Chorley said:

"The message behind these new creatives is simple: we all have a part to play in supporting alcohol-free pregnancies."

"People don't make decisions about alcohol in isolation. Partners, friends, family members, colleagues and communities all influence the environments around us, and small acts of support can make a real difference."

"What makes this campaign especially powerful is its authenticity. The people featured on screen share their real relationships and those genuine connections make the stories more relatable and reflect the kinds of support Australians can provide in their own lives."

"Every Moment Matters has achieved remarkable cut-through because it delivers evidence-based information in a positive, accessible and non-judgemental way. This next chapter builds on that success by showing that alcohol-free pregnancies are not just the responsibility of one person, they're something we can all support."

-ENDS-

Media outlets are requested to promote help-seeking information when reporting on alcohol and other drugs, in line with the [Mindframe National Guidelines](#). Suggested wording relating to this media story: *If you or someone you know needs support, please call Lifeline 13 11 14, the National 24/7 Alcohol and Other Drugs Hotline 1800 250 015 or 1800RESPECT 1800 737 732.*

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The Foundation for Alcohol Research and Education (FARE) is a not-for-profit organisation with a vision for an Australia free from alcohol harms – where communities are healthy and well and where laws, policies and programs are fair, equitable and just. Working with local communities, people with lived experience of alcohol harm, values-aligned organisations, health professionals, researchers and governments across the nation, we are improving the health and wellbeing of everyone in Australia. To learn more about us and our work visit www.fare.org.au