

## **MEDIA RELEASE**

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### **NEW TVC TO SUPPORT CANBERRAS MUMS-TO-BE**

**3 July 2017:** Life is better with the support of family and friends. That messaging is at the heart of Pregnant Pause, the innovative health promotion campaign that asks participants to take a break from alcohol during their pregnancy or the pregnancy of a loved one.

It's also the takeaway of a new, light-hearted Pregnant Pause television commercial (TVC) shot entirely on location in Canberra, and launched today by ACT Minister for Health and Wellbeing, Meegan Fitzharris, MLA.

Showcasing Garema Place, Canberra suburbia and Deakin soccer stadium, the new campaign video, features local media personalities and Pregnant Pause ambassadors Kristen Henry and Rod Cuddihy from Canberra's Mix 106.3.

With actors struggling to move house, flip a mattress, and awkwardly cheer for their favourite team without the help or company of others, the TVC makes clear that life is indeed easier and more enjoyable with the support of family and friends.

Pregnant Pause is an initiative of the Foundation for Alcohol Research and Education (FARE), and is supported by the ACT Government under the ACT Health Promotion Grants Program.

Around a third of Australian women said they'd be less likely to drink during pregnancy if their partner or spouse also stopped drinking.

FARE Chief Executive, Michael Thorn says the campaign puts mums-to-be first, by encouraging them to go alcohol free during their pregnancy, with the support of their family and friends.

"With the ACT Government's support, FARE has seen the Pregnant Pause community grow and positively impact on people's lives – ensuring pregnant women throughout Canberra receive consistent and reliable information about alcohol and pregnancy," Mr Thorn said.

The Pregnant Pause campaign highlights the consequences of alcohol consumption during pregnancy, including reduced fertility in both men and women, miscarriage, still or premature birth, low birth weights, and Fetal Alcohol Spectrum Disorders (FASD).

Health and Wellbeing Minister Meegan Fitzharris, MLA, who will officially launch the new Pregnant Pause campaign video to Canberra's local Pregnant Pause community, says it is vital to raise awareness of the current Australian guidelines regarding alcohol and pregnancy.

"Pregnant Pause takes a novel approach to promoting the current National Health and Medical Research Council (NHMRC) alcohol guidelines. At its heart, Pregnant Pause is a positive and



empowering campaign. This is about encouraging Canberrans to support each other and give newborn babies the best-possible start in life,” Minister Fitzharris said.

The campaign features an extensive digital and social media component coupled with broadcast advertisements on television and radio, community activities, and local events.

Mr Thorn praised the ACT Government for investing in an important preventive health initiative.

“In an environment where alcohol is readily available, and in a national political climate that too often fails to invest in significant preventive health initiatives and campaigns, the ACT Government made a progressive and worthwhile decision to fund the Pregnant Pause campaign,” said Mr Thorn.

Pregnant Pause will continue to work closely with local ACT partners throughout the next 18 months to generate discussions about alcohol and pregnancy, and encourage Canberrans to make the pledge to go alcohol free and contribute to a healthier community.

Kristen Henry and Rod Cuddihy from Mix106.3 have been proud ambassadors of the Pregnant Pause campaign for three years.

“Pregnant Pause is such a tremendous initiative and something that Rod and I are both passionate about. Whether you’re expecting or your best friend or family member is pregnant, here’s a chance for you to support them in a meaningful and worthwhile way and help ensure that child has the very best start in life,” Ms Henry said.

ENDS

### Media notes

The Pregnant Pause TVC will be launched at **11am, Monday July** at Palace Electric Cinemas, (2 Phillip Law Street, Canberra ACT), together with a free screening of Wonder Woman for the local Pregnant Pause community. The media launch will provide compelling visual footage, with Canberra mums-to-be, and a range of spokespeople (including Health and Wellbeing Minister Meegan Fitzharris, MLA, Mix 106.3 and Pregnant Pause ambassadors Kristen Henry and Rod Cuddihy, and FARE’s Michael Thorn) available for interview.

The TVC is available for download in Dropbox: [Link](#). Password: PausePregnant

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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 preventive health challenges.