

MEDIA RELEASE

PREGNANT PAUSE: BE A HERO, TAKE ZERO

16 August 2016: 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, is relaunching, bigger and brighter, in the Australian Capital Territory (ACT).

The new radio and television advertising campaign, featuring local media personalities and Pregnant Pause ambassadors Kristen and Rod from Mix 106.3's breakfast show, was officially launched in Canberra today.

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.

The campaign promotes [Australia's national alcohol guidelines](#) developed by health professionals, which state that for women who are pregnant or planning a pregnancy, no alcohol is the safest option.

Pregnant Pause takes a novel approach to making giving up alcohol easier for mums-to-be, by raising awareness of this important health message and building a strong support system that will help women achieve an alcohol free pregnancy.

Pregnant Pause Project Officer at FARE, Ms Kamara Buchanan, is pleased to see the Pregnant Pause community growing and the campaign positively impacting on people's lives.

"Nine months, or 270 days, can be a long time to go without alcohol. But expectant mothers don't have to do it alone. That's why Pregnant Pause is a campaign everyone can get involved in. We know around a third of Australian women say they'd be less likely to drink during pregnancy if their partner or spouse also stopped drinking. This is about encouraging Canberrans to support each other and give newborn babies the best possible start in life by pledging to go alcohol free," said Ms Buchanan.

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

Its launch comes at a time when [new Australian research](#) has found a third (33 per cent) of pregnant women report they intend to engage in drinking behaviour that puts both themselves and their offspring at risk.

Pregnant Pause will raise awareness of 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).



Foundation for Alcohol
Research & Education

The campaign is proudly supported by the ACT Australian Medical Association (AMA), with President Professor Steven Robson applauding Pregnant Pause for countering anecdotal misinformation and reinforcing the advice from health professionals that there is no safe level of drinking during pregnancy.

“When I talk to pregnant women they say they just want to have a healthy baby. Pregnant Pause is a great way for partners, family, and friends to assist in that process. The campaign ensures pregnant women throughout Canberra receive consistent and reliable information about alcohol and pregnancy, and that they feel supported by their community to abstain during this time. Even a small change can make a huge difference for both mum and baby, ensuring the health of the next generation of children,” said Professor Robson.

Pregnant Pause will be working closely with local ACT partners throughout the next three years to generate discussions about alcohol and pregnancy, and encourage Canberrans to make the pledge to go alcohol free and contribute to a healthier community.

Dynamic radio duo Kristen and Rod, from Mix 106.3’s breakfast show, have come on board to lend their support to the cause as Pregnant Pause ambassadors for the Canberra community they call home.

“Pregnant Pause is such a tremendous initiative and something that we are both passionate about. It’s a cause particularly close to my heart as this has been the journey my wife and I have been through together twice. There’s nothing in the world we wouldn’t do to keep our children safe, happy, and healthy now that they’re with us, so for that to start nine months beforehand just made perfect sense,” said Rod.

ENDS

Media notes

Pregnant Pause will be launched from **10-11am, Tuesday 16 August** at the Education Centre at Calvary John James Hospital, 173 Strickland Crescent, Deakin, ACT. The media launch will provide compelling visual footage, with Canberra mums and newborns in the hospital setting and a range of spokespeople (including Mix 106.3 breakfast presenters Kristen and Rod, AMA ACT President Professor Steve Robson, and FARE’s Kamara Buchanan) available for interview.

Campaign collateral, including video and high resolution images, are also available to [download from Dropbox](#).

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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.