

# Every Moment Matters

A national awareness campaign on alcohol, pregnancy,  
breastfeeding and Fetal Alcohol Spectrum Disorder (FASD)

Stakeholder Toolkit



This project is endorsed and funded by the  
Australian Government Department of Health.

The Foundation for Alcohol Research and Education (FARE) is excited to launch *Every Moment Matters*, a new national awareness campaign about the importance of alcohol-free pregnancy and breastfeeding. The campaign launches on 30 November 2021.

Endorsed and funded by the Australian Government Department of Health, *Every Moment Matters* aims to empower Australians by providing clear information about the risks of drinking alcohol during pregnancy and breastfeeding. It will demonstrate support for alcohol-free pregnancies and improve public awareness of Fetal Alcohol Spectrum Disorder (FASD).

A Kantar Public survey of almost 1,500 Australian women aged 18 to 44 years found that more than one in four women who are pregnant, planning a pregnancy or would consider having a baby in the next two years are unaware drinking alcohol during pregnancy could cause FASD, despite it being the leading non-genetic developmental disability in Australia.

The survey also found that almost half of the women were not aware that alcohol use could cause harm even in the first few weeks after conception.\*

This kit provides further information about *Every Moment Matters* along with resources you can use to support its launch and help us reach as many people as possible with this important public health message.

We would love it if you shared the campaign materials in your communications.

By working together, we can ensure Australians have access to information that supports alcohol-free pregnancies.

Thank you for all that you do.

**Caterina Giorgi,**  
**CEO FARE**

\*[https://fare.org.au/wp-content/uploads/263406881\\_Alcohol-and-pregnancy-Topline-report\\_FINAL.pdf](https://fare.org.au/wp-content/uploads/263406881_Alcohol-and-pregnancy-Topline-report_FINAL.pdf)

## About Every Moment Matters

Developed by FARE and endorsed and funded by the Australian Government Department of Health, *Every Moment Matters* raises awareness of the risks of drinking alcohol while pregnant, planning a pregnancy, or breastfeeding.

This program was developed in collaboration with the National Organisation on Fetal Alcohol Spectrum Disorder (NOFASD), the National Aboriginal Community Controlled Health Organisation (NACCHO), the Royal Australian and New Zealand College of Obstetricians and Gynaecologists (RANZCOG), Royal Australian College of General Practitioners (RACGP), Australian College of Midwives (ACM) and other health professionals and experts in FASD and public health social marketing.

The campaign will feature nationally on television, radio, digital and out-of-home channels and run until July 2024.

In addition to the awareness campaign, the broader health program will include resources and training for health professionals, innovative health promotion activities with Aboriginal and Torres Strait Islander communities, and targeted resources for women at greater risk of having alcohol-exposed pregnancies.

You can check out the campaign materials and resources at [everymomentmatters.org.au](https://everymomentmatters.org.au)

## About FARE

The Foundation for Alcohol Research and Education (FARE) is the leading not-for-profit organisation working towards an Australia free from alcohol harms. With local communities, values-aligned organisations, health professionals and researchers across the country, we strive to improve the health and wellbeing of everyone in Australia.

We develop evidence-informed policies that put people's health first, enable people-powered advocacy to help create change, and deliver health promotion programs designed to reduce the risk of alcohol harm in our communities.

FARE has been working to improve the health and wellbeing of Australians for 20 years.

To learn more about FARE and our work visit [fare.org.au](https://fare.org.au)





## What your organisation can do

To help us reach as many people as possible, we are asking you to spread the word by communicating the campaign messages to the broader community.

In the following pages, we'll be sharing the following materials that can be used to promote the campaign:

- Key campaign messages
- Social media copy and images
- Long and short copy that can be shared in your newsletters and emails to your supporters.

If you would like to know more about the campaign, contact [info@fare.org.au](mailto:info@fare.org.au)

## Every Moment Matters: Key messages

- Alcohol at any stage of pregnancy can damage a developing baby's brain, body and organs and lead to a preventable disability known as Fetal Alcohol Spectrum Disorder (FASD).
- Alcohol also increases the risk of miscarriage, stillbirth, babies being small for gestational age, having low birth weight, and being born prematurely.
- Alcohol passes from the mother's blood to the baby's blood via the placenta.
- Alcohol can damage the development of all the organs and systems of the developing baby's body, including the brain.
- The moment you start trying to get pregnant is the moment to stop drinking alcohol.

## Available assets and copy

Portrait story



Square social tile



Please click on an image to open a downloadable version.

Long copy (Facebook/LinkedIn)

From the moment you start trying, to the first moment you see the ultrasound and feel the early flutters of movement, right through to your baby's arrival – every moment matters in your pregnancy.

Alcohol should not be a part of any of these moments.

Any alcohol you drink when pregnant passes directly to your developing baby and can damage their brain, body, and organs. It can also lead to Fetal Alcohol Spectrum Disorder (FASD).

Every Moment Matters, a new national awareness campaign developed by the Foundation of Alcohol Research and Education (FARE), supports Australians to stop drinking alcohol through all the moments of pregnancy, right from the moment they start trying.

This project is endorsed and funded by the Australian Government Department of Health.

Learn more at [everymomentmatters.org.au](http://everymomentmatters.org.au)

Rectangle social tile



Short copy (Twitter)

Every Moment Matters, a new national awareness campaign developed by [@FAREAustralia](https://twitter.com/FAREAustralia), supports Australians to stop drinking alcohol through all the moments of pregnancy, right from the moment they start trying.

Learn more at [everymomentmatters.org.au](http://everymomentmatters.org.au)

## Available assets and copy

Portrait story



Square social tile



Please click on an image to open a downloadable version.

Rectangle social tile



Long copy (Facebook/LinkedIn)

Make the moment you start trying the moment you stop drinking alcohol.

*Every Moment Matters*, a new national awareness campaign developed by the Foundation of Alcohol Research and Education (FARE), supports Australians to stop drinking alcohol through all the moments of pregnancy, right from the moment they start trying.

This project is endorsed and funded by the Australian Government Department of Health.

Learn more: [everymomentmatters.org.au](http://everymomentmatters.org.au)

Short copy (Twitter)

Make the moment you start trying the moment to stop drinking alcohol.

Learn more about Every Moment Matters, [@FAREAustralia](https://twitter.com/FAREAustralia)'s campaign to support Australians to stop drinking alcohol through all the moments of pregnancy: [everymomentmatters.org.au](http://everymomentmatters.org.au)

## Available assets and copy

Portrait story



Square social tile



Please click on an image to open a downloadable version.

Rectangle social tile



Long copy (Facebook/LinkedIn)

The Australian Alcohol Guidelines advise that when pregnant or planning a pregnancy you should not drink any alcohol.

Alcohol at any stage of pregnancy can damage a developing baby's brain, body and organs and lead to a preventable disability known as Fetal Alcohol Spectrum Disorder (FASD).

And that's why every moment matters when it comes to ensuring you and your developing baby are healthy and well.

*Every Moment Matters*, a new national awareness campaign developed by the Foundation of Alcohol Research and Education (FARE), highlights the risks of drinking alcohol during pregnancy and breastfeeding.

This project is endorsed and funded by the Australian Government Department of Health.

Click here to learn more: [everymomentmatters.org.au](http://everymomentmatters.org.au)

Short copy (Twitter)

The Australian Alcohol Guidelines advise that when pregnant or planning a pregnancy you should not drink any alcohol.

Every Moment Matters is [@FAREAustralia](https://twitter.com/FAREAustralia)'s campaign to support Australians to stop drinking alcohol through all the moments of pregnancy.

[everymomentmatters.org.au](http://everymomentmatters.org.au)

## Available assets and copy

Portrait story



Square social tile



Please click on an image to open a downloadable version.

Rectangle social tile



Long copy (Facebook/LinkedIn)

When breastfeeding, the Australian Alcohol Guidelines advise not drinking alcohol is safest for your baby.

Alcohol in breast milk can affect the baby's brain and spinal cord which continue to develop after the baby is born.

*Every Moment Matters*, a new national awareness campaign developed by the Foundation of Alcohol Research and Education (FARE), highlights the risks of drinking alcohol during pregnancy and breastfeeding.

This project is endorsed and funded by the Australian Government Department of Health.

Learn more: [everymomentmatters.org.au](http://everymomentmatters.org.au)

Short copy (Twitter)

When breastfeeding, the Australian Alcohol Guidelines advise not drinking alcohol is safest for your baby.

Every Moment Matters, [@FAREAustralia](https://twitter.com/FAREAustralia)'s campaign to support Australians to stop drinking alcohol through all the moments of pregnancy, is live now.

[everymomentmatters.org.au](http://everymomentmatters.org.au)



## Available assets and copy

Portrait story



Square social tile



Please click on an image to open a downloadable version.

Long copy (Facebook/LinkedIn)

Almost a third of women are not aware of the risks of drinking alcohol while pregnant and more than a quarter don't know that drinking alcohol during pregnancy can cause Fetal Alcohol Spectrum Disorder (FASD).

*Every Moment Matters*, a new national awareness campaign developed by the Foundation of Alcohol Research and Education (FARE), supports Australians by providing clear information about the risks of drinking alcohol during pregnancy and breastfeeding.

This project is endorsed and funded by the Australian Government Department of Health.

Click here to learn more: [everymomentmatters.org.au](http://everymomentmatters.org.au)

Rectangle social tile



Short copy (Twitter)

Almost 1/3 of women aren't aware of the risks of drinking alcohol while pregnant.

Every Moment Matters is [@FAREAustralia](https://twitter.com/FAREAustralia)'s campaign to support Australians to stop drinking alcohol through all the moments of pregnancy.

[everymomentmatters.org.au](http://everymomentmatters.org.au)

## Long newsletter piece

Here's a fact for you -- almost one in three Australians aren't aware that drinking alcohol during pregnancy can cause Fetal Alcohol Spectrum Disorder (FASD). Nearly one in four aren't aware alcohol should be avoided altogether during pregnancy.\*

It is important that Australians are provided with accurate and trusted information about the impacts of alcohol.

Endorsed and funded by the Australian Government Department of Health and developed by the Foundation for Alcohol Research and Education (FARE), *Every Moment Matters* highlights the importance of alcohol-free pregnancies.

Watch this video, developed by FARE, to see how every moment matters when it comes to pregnancy and alcohol.

[Video]

[Share on Facebook] [Share on Twitter]

From the moment you start trying, to the first moment you see the ultrasound and feel the early flutters of movement, right through to your baby's arrival— every moment matters in your pregnancy.

Alcohol should not be a part of any of these moments.

Any alcohol you drink when pregnant passes directly to your developing baby and can damage their brain, body, and organs. It can also lead to FASD.

Therefore, the moment you start trying is the moment to stop drinking alcohol.

*Every Moment Matters* has been developed by FARE together with advice from NOFASD Australia, National Aboriginal Community Controlled Health Organisation (NACCHO), Royal Australian and New Zealand College of Obstetricians and Gynaecologists (RANZCOG), Royal Australian College of General Practitioners (RACGP) and Australian College of Midwives (ACM) and other health professionals and experts in FASD and public health social marketing.

Please help spread the word by sharing the link with your family and friends. You learn more about the campaign at [everymomentmatters.org.au](https://everymomentmatters.org.au)

\*<https://fare.org.au/wp-content/uploads/Polling-snapshot-Risks-of-alcohol-use-during-pregnancy.pdf>

## Short newsletter piece

Almost one in three Australians aren't aware that drinking alcohol during pregnancy can cause Fetal Alcohol Spectrum Disorder (FASD). Nearly one in four aren't aware alcohol should be avoided altogether during pregnancy.\*

*Every Moment Matters*, a new national awareness campaign developed by the Foundation of Alcohol Research and Education (FARE), supports and empowers Australians to go alcohol-free through all the moments of pregnancy, right from the moment they start trying.

Endorsed and funded by the Australian Government Department of Health, this campaign provides clear and consistent messages about alcohol, pregnancy and breastfeeding.

Watch this video, developed by FARE, to see how *Every Moment Matters* when it comes to pregnancy and alcohol. You can learn more about the campaign at [everymomentmatters.org.au](https://everymomentmatters.org.au)

[Video]

[Share on Facebook] [Share on Twitter]

## Video to embed

To include the video in your email, you can add a link to:

<https://vimeo.com/646747743>

You can also save and embed the image to the right, and link the image to

<https://vimeo.com/646747743>

To encourage people to share the video, use the following links:

Facebook: <https://www.facebook.com/sharer/sharer.php?u=www.everymomentmatters.org.au>

Twitter: <https://twitter.com/intent/tweet?text=Every%20Moment%20Matters,%20a%20new%20national%20awareness%20campaign%20developed%20by%20%40FAREAustralia,%20supports%20Australians%20to%20go%20alcohol-free%20through%20all%20moments%20of%20pregnancy,%20right%20from%20the%20moment%20they%20start%20trying%20%0D%0Awww.everymomentmatters.org.au>



\*<https://fare.org.au/wp-content/uploads/Polling-snapshot-Risks-of-alcohol-use-during-pregnancy.pdf>

## Frequently Asked Questions

### What are the risks of drinking alcohol in pregnancy?

Drinking alcohol during pregnancy increases risks of miscarriage, stillbirth, babies being small for gestational age, having low birth weight, and being born prematurely. It can also lead to a baby being born with Fetal Alcohol Spectrum Disorder (FASD).

### What is FASD?

FASD is a lifelong disability caused by alcohol exposure during pregnancy. It is the leading preventable non-genetic developmental disability in Australia. People with FASD experience lifelong physical, behavioural, and cognitive challenges and can need daily support. Many people with FASD experience physical and emotional developmental delay, impaired speech and language development, difficulty controlling behaviour, and learning problems, such as problems with memory and attention.

### What are common signs or effects of FASD?

People with FASD might have challenges with coordination, attention, memory, learning, speech and language, cognition, reasoning and judgment, impulse control and hyperactivity, managing emotions, life skills, social skills and relationships.

### Is it ok to drink when trying for a baby?

You should avoid any alcohol when trying for a baby and when you are pregnant. Most people are unaware of the exact time they become pregnant so, when trying to get pregnant, it is important not to drink any alcohol. The developing baby can be damaged by alcohol from the time of conception, well before the pregnancy is confirmed.

### What level of alcohol consumption during pregnancy causes FASD?

Any alcohol crosses the placenta to the developing baby, which increases the risk of damaging the developing organs and systems of the body, including the brain and central nervous system. All alcohol exposure increases the risk of a baby being born with FASD.

### Are there different risks or impacts of drinking alcohol at different stages of pregnancy?

There is no safe time to drink alcohol during pregnancy. Drinking alcohol during pregnancy increases the risk of a baby being born with FASD. Alcohol also increases the risk of miscarriage, stillbirth, premature birth, and low birth weight.

While all organs and systems can be affected, the baby's brain is developing throughout the whole pregnancy, and this is the organ that is most severely damaged by alcohol. The damage can be to the structure as well as the functions of the brain.

### What should I do if I drank alcohol before I knew I was pregnant?

It is never too late to stop drinking alcohol during pregnancy. Brain growth continues throughout pregnancy so stopping drinking alcohol and staying alcohol-free for the remainder of the pregnancy will prevent any further increase in risk.

If you drank alcohol before you knew you were pregnant and are concerned, you can talk with your doctor, midwife or obstetrician for advice about your specific circumstances.

### What should I do if I am struggling to stop or cut down on drinking during pregnancy?

If you are finding it hard to stop or cut back on drinking alcohol, you can speak with a doctor, midwife or obstetrician. Health professionals speak to lots of people about alcohol. They can answer questions and provide information on services offering support and advice.

**fare.**  
Foundation for Alcohol  
Research & Education