Every Moment Matters – a nation-wide project supporting alcohol-free pregnancies and breastfeeding

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Background: Almost one in three Australians are not aware that drinking alcohol during pregnancy can cause Fetal Alcohol Spectrum Disorder (FASD). Nearly one in four are not aware alcohol should be avoided altogether during pregnancy.

The Foundation for Alcohol Research and Education (FARE) have been funded by the Australian Government Department of Health to deliver a national awareness campaign which aims to increase the awareness of the risks of alcohol harm during pregnancy, when planning a pregnancy, or when breastfeeding and FASD.

Description of Model of Care/Intervention: In developing the campaign FARE undertook three stages of research, this f. included: foundational, formative and concept development, testing and refinement.

Additionally, FARE consulted with a range of key stakeholders including people living with FASD, parents and carers, FASD researchers and clinicians, women’s advocacy groups and health professionals and health professional colleges in the development of messages.

Effectiveness/Acceptability/Implementation: As a result, FARE launched ‘Every Moment Matters’ on 30 November 2021 and it will run until July 2024. The campaign will be evaluated by the University of Adelaide.

Conclusion/next steps: The ‘Every Moment Matters’ project forms part of a broader health promotion program that will:

- Raise awareness about the harms of alcohol consumption during pregnancy
- support women who are most at risk of having alcohol-exposed pregnancies
- provide information and training for a range of health professionals around the country
- deliver innovative health promotion activities with regional and remote Aboriginal and Torres Strait Islander communities, led by National Aboriginal Community Controlled Health Organisation (NACCHO).

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