



# ALCOHOL AND PREGNANCY CAMPAIGNS COMMUNITY ACTION KIT

LAST UPDATED: AUGUST 2016



alcohol**thinkagain**

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## BACKGROUND

### ABOUT THIS TOOLKIT

This toolkit provides professionals and community groups with some Fetal Alcohol Spectrum Disorders (FASD) prevention strategies.

FASD is an umbrella term used to describe a range of adverse outcomes caused by prenatal exposure to alcohol. The outcomes can be permanent with life-long implications that include: physical, cognitive, behavioural and learning disabilities. Preventing and reducing alcohol use in pregnancy can reduce the incidence of FASD.

This toolkit supports key messages of the two alcohol and pregnancy campaigns.

1. Strong Spirit Strong Future (SSSF).
2. Alcohol.Think Again: Alcohol and Pregnancy.

### ABOUT THE MESSAGE

The SSSF and Alcohol.Think Again campaign messages were based on findings from research conducted by Edith Cowan University with pregnant women and women of childbearing age in Perth, which identified communication messages to increase women's intentions to abstain from alcohol during pregnancy. The key campaign messages were based on the National Health and Medical Research Council (NHMRC) recommendation that for women who are pregnant, planning a pregnancy, or breastfeeding, not drinking alcohol is the safest option.

### THE CAMPAIGN OBJECTIVE

Increasing the knowledge of women and other community members that the safest thing to do when pregnant, planning a pregnancy or breastfeeding, is not to drink alcohol. The aim of the campaign is to increase the awareness of the NHMRC Alcohol Guideline for pregnancy and breastfeeding.

### NHMRC ALCOHOL GUIDELINE 4 – ALCOHOL AND PREGNANCY

- For women who are pregnant or planning a pregnancy, not drinking is the safest option.
- For women who are breastfeeding, not drinking is the safest option.

The SSSF campaign materials and delivery of the message were developed in consultation with the community and the Key Aboriginal Advisory Group (KAAG) to ensure it was culturally appropriate.

The September 2016 phase of the SSSF campaign is a collaborative initiative between the Mental Health Commission (MHC), Telethon Kids Institute and the McCusker Centre for Action on Alcohol and Youth (MCAAY).

### THE CAMPAIGN TARGET GROUPS

#### STRONG SPIRIT STRONG FUTURE CAMPAIGN

##### Primary target groups

- Aboriginal people, families and communities across Western Australia, with a particular focus on women of childbearing age.

##### Secondary target group

Health professionals who work with Aboriginal women, their families and communities.

#### ALCOHOL AND PREGNANCY - MAINSTREAM CAMPAIGN

##### Primary target groups

- Women of child-bearing age 25 to 39 years.

##### Secondary target group

- General community aged 25 to 54 years.

**IF YOU ARE PREGNANT, PLANNING A PREGNANCY, OR  
BREASTFEEDING NOT DRINKING ALCOHOL IS THE SAFEST CHOICE.**

## WHAT CAN YOU DO LOCALLY

There are a number of activities that you can undertake locally to prevent FASD and promote the no alcohol in pregnancy message in your community. These can include:

- Organise local events to educate women of childbearing age.
- Host a morning tea.
- Promote the campaign message through your organisation's website and/or Facebook pages.
- Promote the campaign message at health care clinics, pre and post natal clinics via posters and newsletters.
- Contact your local radio station to promote the campaign message to the wider community via radio interviews or community announcements.

You can also host events that are specific to World FASD Awareness Day. World FASD Awareness Day is held annually on the 9 September. Communities pause at 9.09am - the ninth minute of the ninth hour on the ninth day of the ninth month of the year. Event ideas include:

- Organising a community event, such as a flash mob, to pause at 09:09am on 9 September to provide an opportunity to reflect and consider the choice to have an alcohol free pregnancy and share the no alcohol during pregnancy message.
- Host a morning tea on World FASD Awareness Day, where community and health experts come together to discuss preventing FASD.

This toolkit provides a range of resources that are designed as a starting point to be adapted for implementing the campaign message locally.

## WHAT IS INCLUDED IN THIS COMMUNITY TOOLKIT

- **Brochures** which provides information on the effects of alcohol during pregnancy.
- **Calendar of events** to align various strategies for parents and community members with common celebration times where alcohol may be used.
- A suite of static **images** for use in digital media to promote the message.
- An **email signature** insert displaying the campaign message.
- **Posters** to promote the SSSF and Alcohol and Pregnancy campaign.
- Key **media messages**.
- **Frequently asked questions** which can be used through various media channels such as local newspapers, local radio interviews or talk-back radio.
- **Did you know** facts which provide useful information that can be submitted to local media, community groups or put on your organisation's website/social media pages.

**AS A LOCAL STAKEHOLDER YOU MAY WISH TO USE ONE OR ALL OF THE SUPPLIED TEMPLATES AND STRATEGIES. YOU ARE IN THE BEST POSITION TO DETERMINE WHICH ACTIVITIES WORK BEST FOR YOU AND WE ARE HAPPY TO OFFER ASSISTANCE AND SUPPORT AS REQUESTED.**

## WHEN IS THE BEST TIME TO RUN MATERIALS?

World FASD Awareness Day is held annually on the 9th September. It aims to raise awareness of FASD globally, by reminding the community that FASD can be prevented by following the NHMRC National Guidelines that recommends that for women who are pregnant or planning a pregnancy or breastfeeding, not drinking alcohol is the safest option.

We encourage you to implement localised strategies throughout the year during and outside periods of campaign advertising.

	KEY EVENTS	CAMPAIGN DATES	
		2016	2017
<b>JAN</b>	NEW YEARS, AUSTRALIA DAY		
<b>FEB</b>			
<b>MAR</b>			
<b>APR</b>			
<b>MAY</b>			
<b>JUN</b>			
<b>JUL</b>			
<b>AUG</b>			
<b>SEP</b>	WORLD FASD AWARENESS DAY - 9 SEPT	SSSF campaign	
<b>OCT</b>			
<b>NOV</b>			
<b>DEC</b>	CHRISTMAS		

# WHAT CAN COMMUNITIES DO?

# **IMPLEMENT CAMPAIGN MATERIALS**

**BROCHURES**

**IMAGES**

**EMAIL SIGNATURE**

**POSTERS**

# BROCHURES - SPECIFIC TO PREGNANCY

## PURPOSE

These brochures can be used in a variety of ways, including to highlight national alcohol guidelines for pregnancy and tips for how to stay healthy during pregnancy, as well as explaining the affect of alcohol consumption on babies before and after they are born.

## WHERE CAN YOU USE THE BROCHURE

- Within health care centres.
- Within doctors and midwife offices/surgeries.

## CONTENT

*Alcohol and your baby' brochure*

A culturally secure resource that explores healthy pregnancy and the effects of alcohol on the baby.

There are new alcohol guidelines for women:

- If you are **pregnant or planning a pregnancy, not drinking alcohol is the safest choice** for growing a strong baby
- If you are **breastfeeding, not drinking alcohol is the safest choice** for growing a strong baby

It's not just up to mums, dads are important too. We can all protect our children from alcohol.

Support your family and community and help our babies have a strong spirit for a strong future.

Sometimes women don't get help because they feel shame talking about their alcohol use.

Health workers can support you to stay healthy and grow a strong baby.

It is not easy to make changes but your friends, family and other people in the community can help you.

**Local Contact:**

**Alcohol and Drug Information Service (ADIS)**  
24 hr, statewide, confidential telephone counselling and information service.  
**Metro: (08) 9442 5000**  
**Country Toll Free: 1800 198 024**

**Parent Drug Information Service (PDIS)**  
A free, confidential, 24hr telephone counselling information and support for parents and family.  
**Metro: (08) 9442 5050**  
**Country Toll Free: 1800 653 203**  
Call charges apply from mobile phones but if you leave your number they will call you back.

Mullark (Cover graphic): Barry McGuire  
Illustrations: Patrick Bayly – Workspace Design

**Alcohol and your baby**

**alcoholthinkagain**

CLICK ON THE  
BROCHURE/S YOU  
WANT TO ACCESS  
THE PDF VERSION



# BROCHURES - SPECIFIC TO PREGNANCY

### Making sure medicine is safe

If you are taking medicine you must ask your doctor or health care worker if the medication is safe during pregnancy. Never take any prescription drugs that were not prescribed for you by your doctor. If you are buying medicine from the chemist tell them you are pregnant so that they can check if the medicine is safe for you and your baby to take.



### Ways to keep you and your baby healthy



- Get regular check ups with your health care worker.
- Eat healthy tucker.
- Drink plenty of clean water.
- Get lots of rest and sleep.
- Get some exercise.
- Talk to your grannies, your mums, your aunties, your sisters, your cousins and your friends. Talk about babies and how to keep them strong and healthy.



### Getting help for you and your baby



Sometimes women don't get help because they feel shame talking about their alcohol and other drug use. Aboriginal Alcohol and Drug Workers, Aboriginal Health Workers, doctors or other health professionals are concerned about you and your baby. They will not put you down. They want to help you and your baby stay strong and healthy. They can help you to stop or cut down your use in safe ways. They can talk to you about ways to help your baby grow strong. It may not be easy to make changes but your family, friends and other people in your community can help and support you.

#### ABORIGINAL SUPPORT SYSTEM



### For more information and help

#### Local Contact

#### The Alcohol and Drug Information Service (ADIS)

ADIS can provide information about culturally secure alcohol and drug services in your area. They can also provide other information, counselling and advice for people concerned about their own or another's drug use. This is a 24-hour, statewide, confidential telephone service.

**ADIS: 9442 5000 Toll free: 1800 198 024**  
**E-mail: [adis@health.wa.gov.au](mailto:adis@health.wa.gov.au)**  
**Website: [www.dao.health.wa.gov.au](http://www.dao.health.wa.gov.au)**

#### The Parent Drug Information Service (PDIS)

Confidential telephone support, counselling, information and referral service for parents.

**Telephone: 9442 5050**  
**Toll free: 1800 653 203**

#### Produced by the Aboriginal Alcohol and Other Drug Programs

Artist: Barry McGuire (Mullark).  
 The Aboriginal Inner Spirit Model (Ngaliu Assessment Model) was developed by Joseph 'Nipper' Roe, who belonged to the Karajarri and Yawru people.  
 Illustrations: Workspace Design.

Funded by the Australian Government, Department of Health and Ageing.



© Drug and Alcohol Office 2010

### Strong Spirit Strong Mind

Aboriginal Ways of Reducing Harm From Alcohol and Other Drugs

### Strong Babies



HP 001745 MARCH 2010

## CONTENT

*Strong Babies (HP001745)*

A culturally secure resource that explains what can affect babies.

# BROCHURES - SUPPORTING THE MESSAGE

## Alcohol and Pregnancy

If you are pregnant, planning a pregnancy or breastfeeding, not drinking alcohol is the safest choice.

There is no safe amount of alcohol use in pregnancy. Alcohol can weaken a baby's inner spirit, mind and health. Alcohol can cause brain damage and birth defects.



## Alcohol Drinking Guidelines

If you are taking medications, or have physical or mental health conditions then you should check with your doctor to see whether it is safe for you to drink alcohol. These guidelines do not apply to young people.

The safest option for children and young people under 18 years of age is not to drink alcohol. Some risks of drinking alcohol come from alcohol-related injuries such as road trauma, violence, falls, and other accidents. To reduce these risks, if you are a healthy woman you should not have more than 4 standard drinks on any single occasion.

Other health risks from drinking alcohol build up over your lifetime. This means the more you drink the greater the risk. **To reduce your risk of alcohol-related disease or injury over your lifetime you should not drink more than 2 standard drinks on any day.**

You **should not** drink alcohol when you are alone, when planning to drive, operate machinery, or do things like hunting and gathering, fishing, boating, and going bush. Alcohol will affect your judgement and your performance, and you may put yourself and other people at risk.

## What is risky drinking?

**Risky drinking is when you have more than the recommended daily amount.**

Risky drinking can damage your health and can lead to alcohol poisoning. Risky drinking is dangerous because you are more likely to get drunk or intoxicated.

When you are drunk or intoxicated you are more likely to say things you would not normally say and do things that you would not normally do. Too much alcohol can affect your mind and make you really down or blue. It can affect your judgement and make you aggressive. You are more likely to do things like pick fights, have unsafe sex, drive drunk and break Aboriginal and Whiteman's laws.

When you are drunk you are more likely to be involved in family violence, accidents and sexual assault.

When you are drunk you can not look after yourself, your family, or your children properly, and you might neglect them or put them at risk.

You might drink to forget about your problems and everyday responsibilities but they will still be there the next day, and harmful drinking can make it much harder to cope.



## Getting some help and information

If you are thinking about reducing your alcohol use maybe you would like some information and support. Or if you are worried about somebody and how their alcohol use is affecting you and your family perhaps you would like some help.

Sometimes people don't get help because they feel shame talking about how alcohol is affecting them and their families. Aboriginal Alcohol and Drug Workers

and other health professionals are there to help you. They will not put you down. They will listen and help you work out what you want to do. They can show you ways to reduce harm, cut down or stop using. They can help you access medical support, rehabilitation services, counselling and support.

It may not be easy reducing your alcohol use but your friends, family, and other people in your community can support you make changes.



## For more information and help

### Local Contact

## Alcohol and Drug Information Service (ADIS)

ADIS can provide information about culturally secure alcohol and drug services in your area. They can also provide other information, counselling and advice for people concerned about their own or another's alcohol and drug use. This is a 24 hour, state wide, confidential telephone service.

ADIS: (08) 9442 5000  
Toll free: 1800 198 024 (Country callers)

## Parent Drug Information Service (PDIS)

PDIS provide confidential telephone support, counselling, information, and referral services for parents.

Telephone: (08) 9442 5050  
Toll free: 1800 653 203 (Country callers)

## Produced by the Aboriginal Alcohol and Other Drug Programs



Artist: Barry McGuire (Mullark).  
Brochure design and illustrations Patrick Bayly Workspace Design  
The Aboriginal Inner Spirit Model was developed by Joseph 'Nipper' Roe, who belonged to the Karajarri and Yawuru people

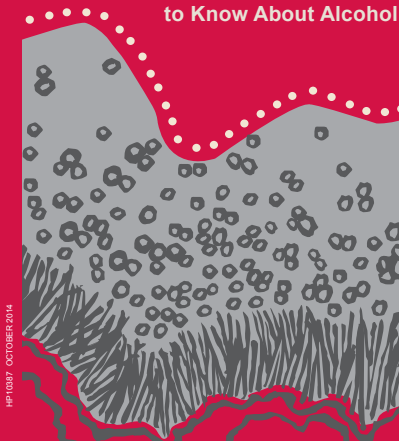
© Drug and Alcohol Office 2010



## Strong Spirit Strong Mind

Aboriginal Ways of Reducing Harm  
From Alcohol and Other Drugs

## What Our Women Need to Know About Alcohol



## CONTENT

*What our women need to know about alcohol (HP010387)*

A culturally secure resource that explores the effects of alcohol on women.

# BROCHURES - SUPPORTING THE MESSAGE

## Alcohol Drinking Guidelines

If you are **taking medications**, or have **physical or mental health conditions** then you should check with your doctor to see whether it is safe for you to drink alcohol.

These guidelines do not apply to young people. Under the age of 18 drinking alcohol is not safe.

Some risks of drinking alcohol come from alcohol-related injuries such as road trauma, violence, falls, and other accidents. To reduce these risks, if you are a healthy man you should not have more than 4 standard drinks on any single occasion.

Other health risks from drinking alcohol build up over your lifetime. This means the more you drink the greater the risk. **To reduce your risk of alcohol-related disease or injury over your lifetime you should not drink more than 2 standard drinks on any day.**

**You should not drink alcohol when you are alone, when planning to drive, operate machinery, or do things like hunting, fishing, boating, and going bush. Alcohol will affect your judgement and your performance, and you may put yourself and other people at risk.**

## What is harmful drinking?

**Harmful drinking is when you have more than the recommended daily limit.**

Harmful drinking can damage your health and can result in alcohol poisoning. Harmful drinking is dangerous because you are more likely to get drunk or intoxicated.

## Problems of being drunk or intoxicated

When you are drunk or intoxicated you are more likely to say things you would not normally say and do things that you would not normally do. Too much alcohol can affect your mind and make you really down or blue. It can affect your judgement and make you aggressive. You are more likely to do things like pick fights, have unsafe sex, drive drunk and break Aboriginal and Whiteman's laws.

When you are drunk you are more likely to be involved in family violence, accidents and sexual assault.

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It may not be easy reducing your alcohol use but your friends, family and other people in your community can support you make changes.



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Toll free: 1800 653 203 (Country callers)

Produced by the Aboriginal Alcohol and Other Drug Programs



Artist: Barry McGuire (Mullark).  
Brochure design and illustrations Patrick Bayly Workspace Design.  
The Aboriginal Inner Spirit Model was developed by Joseph 'Nipper' Roe, who belonged to the Karajarri and Yawuru people.

© Drug and Alcohol Office 2014



## Strong Spirit Strong Mind

Aboriginal Ways of Reducing Harm  
From Alcohol and Other Drugs

## What Our Men Need to Know About Alcohol

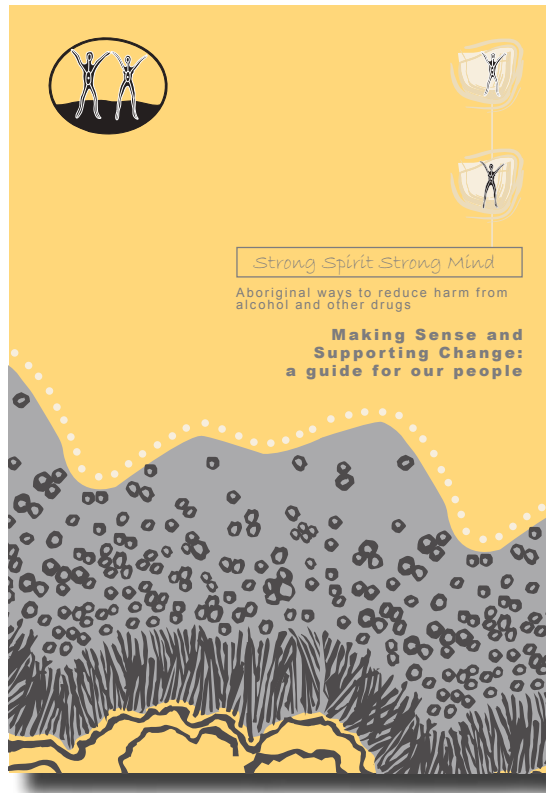


## CONTENT

*What our men need to know about alcohol (HP010388)*

A culturally secure resource that explores the effects of alcohol on men.

# BROCHURES - SUPPORTING THE MESSAGE



## CONTENT

*Making Sense and Supporting Change: A guide for our people (HP001759)*

A culturally secure resource that provides an insight into Aboriginal ways to reduce harm from alcohol and other drugs.

# BROCHURES - SPECIFIC TO BREASTFEEDING



## CONTENT

Breastfeeding focussed content and tips to avoid alcohol when breastfeeding.



# EMAIL SIGNATURE

## PURPOSE

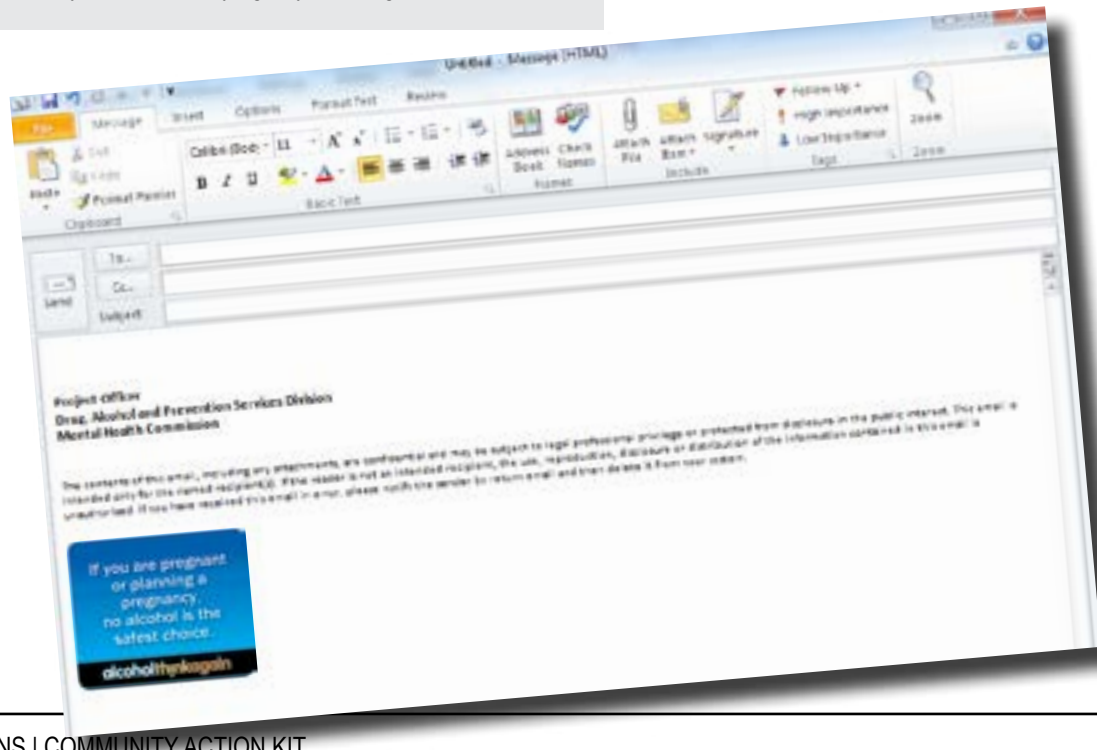
Remind people of the message everytime you email.

## WHERE CAN YOU USE THE EMAIL SIGNATURE

- Place images found on pages 15 and 16 within the footer of staff emails.
- Encourage health professionals in Aboriginal medical centers and community health workers to place on the base of their emails.
- These images can be rotated periodically to deliver varying key messages.

## HOW TO INSERT IMAGE INTO A MICROSOFT OUTLOOK EMAIL SIGNATURE

1. Open a new message.
2. Select 'Signatures' under the 'Message' tab (in the 'Include' area on the toolbar).
3. From the drop down menu, select 'Signatures'.
4. Click on the image then 'COPY' and 'PASTE' it into the desired section of your signature.
5. Click 'OK'.
6. If you do not use Microsoft Outlook as your email provider, please contact your IT department/staff for assistance.



# IMAGES

## PURPOSE

Remind people of the message.

## WHERE CAN YOU USE THE IMAGES

- On organisation websites and newsletters.
- Used in community newspapers.
- Insert under your email signature and change periodically to deliver a new message. Instructions on how to do this are on page 14.

CLICK HERE TO  
ACCESS THESE  
IMAGES TO USE  
IN THE EMAIL  
SIGNATURE

If you're pregnant or planning a pregnancy,  
no grog is the safest choice.

alcoholthinkagain

If you're pregnant,  
no grog is the safest choice.

alcoholthinkagain

If you're pregnant or breastfeeding,  
no grog is the safest choice.

alcoholthinkagain

If you're pregnant  
or planning a  
pregnancy,  
no grog is the  
safest choice.

alcoholthinkagain

If you're pregnant  
no grog is the  
safest choice.

alcoholthinkagain

If you're  
pregnant  
or breastfeeding,  
no grog is the  
safest choice.

alcoholthinkagain

# IMAGES

If you're pregnant or planning a pregnancy,  
no alcohol is the safest choice.

alcohol**thinkagain**

If you're pregnant,  
no alcohol is the safest choice.

alcohol**thinkagain**

If you're pregnant or breastfeeding,  
no alcohol is the safest choice.

alcohol**thinkagain**

CLICK HERE TO  
ACCESS THESE  
IMAGES TO USE  
IN THE EMAIL  
SIGNATURE

If you are pregnant  
or planning a  
pregnancy,  
no alcohol is the  
safest choice.

alcohol**thinkagain**

If you're pregnant,  
no alcohol is the  
safest choice.

alcohol**thinkagain**

If you're  
pregnant  
or breastfeeding,  
no alcohol is the  
safest choice.

alcohol**thinkagain**



# POSTERS - PREGNANCY

## PURPOSE

To promote the *Strong Spirit Strong Future and Alcohol.Think Again* campaign.

## WHERE CAN YOU USE THE POSTER

- Place in medical centres, health care centres, pre and post natal clinics, shopping centres, community centres.
- Display at events, particularly those where women of childbearing aged are likely to attend.

If you're pregnant,  
no grog is the  
safest choice.

For more information call 1800 198 024  
(mobiles attract higher fees) or talk to  
your local health service.



alcoholthinkagain

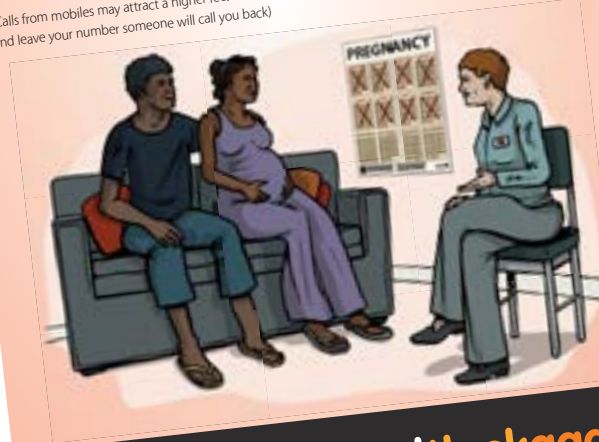


REGIONAL

If you're pregnant  
or planning a  
pregnancy, no grog  
is the safest choice.

Ask your health worker or call 1800 198 024  
for more information.

(Calls from mobiles may attract a higher fee. But if you ring  
and leave your number someone will call you back)



alcoholthinkagain



REGIONAL

If you're pregnant  
or planning a  
pregnancy, no grog  
is the safest choice.

Ask your health worker or call 9442 5000  
for more information.

(Calls from mobiles may attract a higher fee. But if you ring  
and leave your number someone will call you back)



alcoholthinkagain



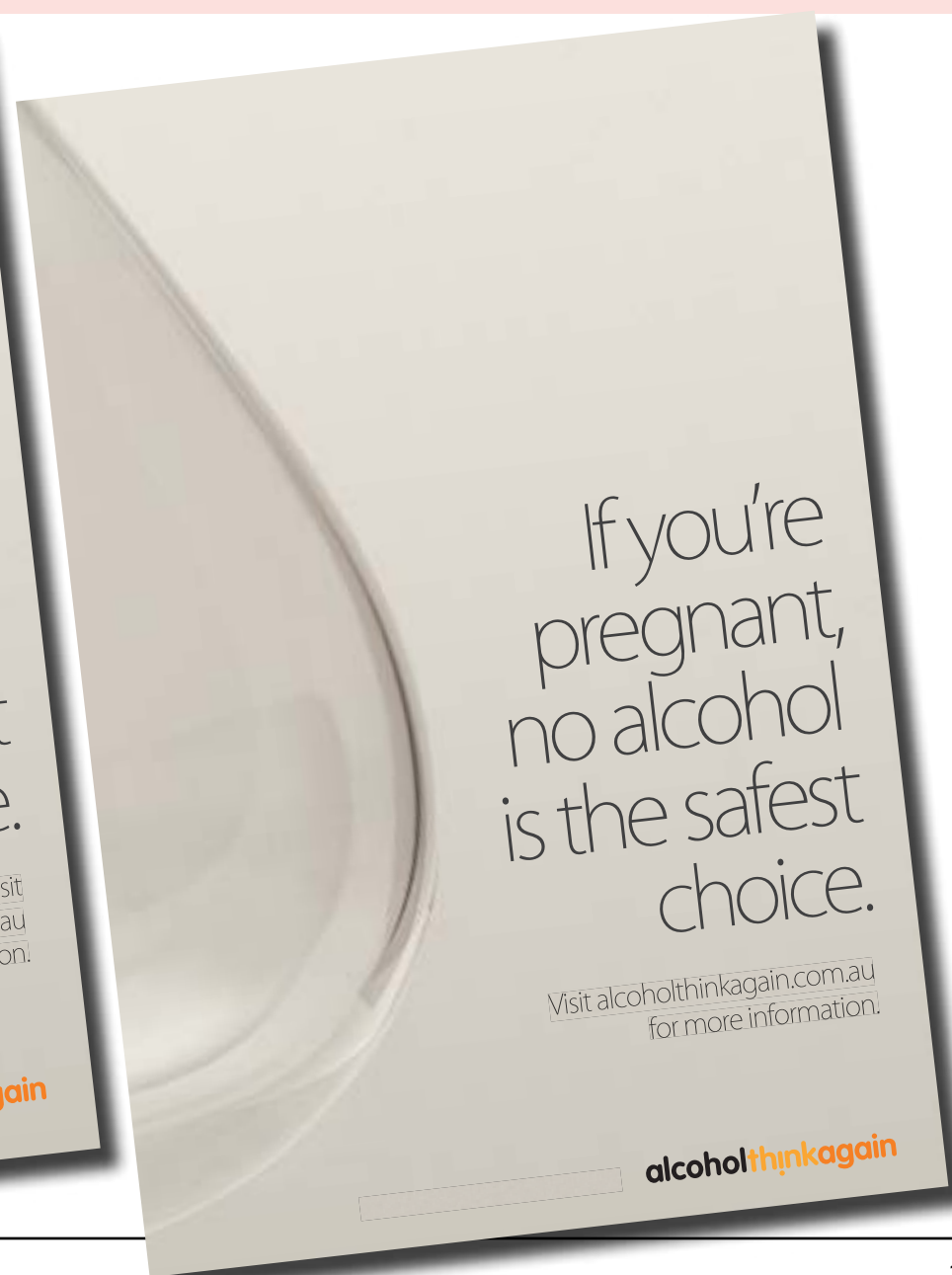
METRO

CLICK ON THE  
POSTER/S YOU WANT  
TO ACCESS THE PDF  
VERSION

# POSTERS - PREGNANCY



## POSTERS - PREGNANCY





## POSTERS - BREASTFEEDING



## ORDERING THESE RESOURCES

**ELECTRONICALLY**

Digital copies of all the previous materials are available electronically from the *Alcohol. Think Again* website. There is an Alcohol and Pregnancy section located on the Alcohol and Community section of the website.

## HARD COPIES

Hard copies can be ordered from our Resource Order Form which can be found on the following two pages.

**If other digital formats are required, please contact the Community Programs team of the Alcohol, Other Drug and Prevention Services at the Mental Health Commission via [Communityprograms@mhc.wa.gov.au](mailto:Communityprograms@mhc.wa.gov.au) or phone (08) 6553 0600.**



**alcoholthinkagain**

## Alcohol & Pregnancy | Resource Order Form

1. If you require additional resources in relation to this assessment period, please indicate the quantity you require.  
 2. Please note that distribution of resources for a short-term supply will not be supported by the National Health Commission.  
 3. PLEASE NOTE THAT THERE IS NO COST ASSOCIATED WITH THESE RESOURCES.

Image	Resource / Facilitator Information/Order Parameters	Maximum Quantity	Order Quantity
	<b>Smoking Cessation Resource: A Smoker's Guidebook - Information sheet for health professionals</b> <a href="http://www.health.gov.au/health-professionals">www.health.gov.au/health-professionals</a> <a href="http://www.health.gov.au/health-professionals">www.health.gov.au/health-professionals</a>	1000	0
	<b>Alcohol and Pregnancy: Health professionals training a difference - booklet for health professionals</b> (2015-2016) <a href="http://www.health.gov.au/health-professionals">www.health.gov.au/health-professionals</a>	1000	0
	<b>Alcohol and Pregnancy: Health professionals training a difference - booklet for health professionals</b> (2015-2016) <a href="http://www.health.gov.au/health-professionals">www.health.gov.au/health-professionals</a>	1000	0
	<b>Alcohol and Pregnancy: Health professionals training a difference - booklet for health professionals</b> (2015-2016) <a href="http://www.health.gov.au/health-professionals">www.health.gov.au/health-professionals</a>	1000	0
	<b>Alcohol and Pregnancy: Health professionals training a difference - booklet for health professionals</b> (2015-2016) <a href="http://www.health.gov.au/health-professionals">www.health.gov.au/health-professionals</a>	1000	0
	<b>Alcohol and Pregnancy: Health professionals training a difference - booklet for health professionals</b> (2015-2016) <a href="http://www.health.gov.au/health-professionals">www.health.gov.au/health-professionals</a>	1000	0
	<b>Alcohol and Pregnancy: Health professionals training a difference - booklet for health professionals</b> (2015-2016) <a href="http://www.health.gov.au/health-professionals">www.health.gov.au/health-professionals</a>	1000	0

With the greatest care and attention  
 10-11-2015 for delivery

Government of Western Australia  
 Health Department

[illegible]



# Stroma Spirit Stroma

## Promoting Healthy Women and Pregnancies

Please complete and return your order by email to Michelle Gray at [Communityprograms@mhc.wa.gov.au](mailto:Communityprograms@mhc.wa.gov.au) or fax your order to **08 6553 0400**

NAME OF RESOURCE	Max	Quantity requested
'Alcohol and your baby' brochure	25	
<b>NEW</b> Alcohol and breastfeeding fact sheet for health professionals (A4 laminate)	5	
Poster - A2 (larger size) Women	2	
Poster - A3 Women	5	
Poster - A2 (larger size) Community	2	
Poster - A3 Community	5	

### **Please note: these resources are limited**

Your order may take a minimum of 15 business days to process

Name: \_\_\_\_\_

Agency: \_\_\_\_\_

Postal Address: \_\_\_\_\_

\_\_\_\_\_  
Postcode: \_\_\_\_\_

Email: \_\_\_\_\_ Telephone: \_\_\_\_\_

Target age group:      under 18      19-30      over 30

**See reverse to order Strong Spirit Strong Mind Resources**



# Strong Spirit Strong Mind

## Resource Request

(Resources can only be distributed within Western Australia)



Name:	Position/Title:
Organisation:	
Postal Address:	
Telephone:	
Email:	

HP NUMBER	NAME OF PUBLICATION	(Please circle qty req'd)	
		Minimum	Maximum
HP001745	Strong Babies	50	100
HP001746	Mixing Drugs is Dangerous	50	100
HP001748	IDU – Never Share	50	100
HP001750	Gunja	50	100
HP001752	Speed	50	100
HP001759	Making Sense and Supporting Change: A guide for our people (A5 yellow booklet)	50	100
HP001761	Making Changes	50	100
HP010387	What our Women need to know about alcohol	50	100
HP010388	What our Men need to know about alcohol	50	100
HP010389	Reducing Risk	50	100
HP011658	Understanding hepatitis C. What our people need to know	50	100
DAO00077	Understanding hepatitis B. What our people need to know	50	100
HP011659	Taking Care: A guide to managing hepatitis C	50	100
HP011160	How risky is my drinking? AUDIT Feedback Tool (For Health Professionals Only)	50	100

For Counselling Professionals Only		Please circle
DVD	What our people need to know about Speed	
DVD	What our people need to know about Gunja	1
DVD	What our people need to know about Alcohol	1

Please fax your order through to:









Darelle Ellis  
Strong Spirit Strong Mind Aboriginal Programs Branch  
Fax No: 6553 0400



Government of Western Australia  
Mental Health Commission

## Alcohol & Pregnancy | Resource Order Form

- If you require additional resources in excess of the recommended amount, please indicate the amount you require.
- Please note that mass distribution of resources as a stand-alone activity will not be supported by the Mental Health Commission.
- PLEASE NOTE THAT THERE IS NO COST INVOLVED WITH THESE RESOURCES.

Image	Booklets / Factsheets / Information Cards / Pamphlets	Maximum Quantity	Order Quantity
	<b>Making Sense of Australia's Alcohol Guidelines – Information sheet for health professionals</b> National Centre for Education and Training on Addiction, Flinders University (NCETA) <a href="http://nceta.flinders.edu.au/workforce/publications_and_resources/nceta-workforce-development-resources/?&amp;page=2&amp;cm_paging_p=2">http://nceta.flinders.edu.au/workforce/publications_and_resources/nceta-workforce-development-resources/?&amp;page=2&amp;cm_paging_p=2</a>	N/A – online only	
	<b>Alcohol and Pregnancy: Health Professionals Making a Difference - booklet for health professionals - DAO 0005</b> More copies can be obtained at <a href="http://www.dohpackcentre.com.au/DOH/">http://www.dohpackcentre.com.au/DOH/</a>	N/A – online only	
	<b>Alcohol and Pregnancy and Fetal Alcohol Spectrum Disorder - factsheet for health professionals - DAO 0006</b> More copies can be obtained at <a href="http://www.dohpackcentre.com.au/DOH/">http://www.dohpackcentre.com.au/DOH/</a>	N/A – online only	
	<b>No Alcohol in Pregnancy is the Safest Option - wallet card for women – DAO 0007</b> More copies can be obtained at <a href="http://www.dohpackcentre.com.au/DOH/">http://www.dohpackcentre.com.au/DOH/</a>	N/A – online only	
	<b>If you're pregnant, no alcohol is the safest choice - poster</b> Drug and Alcohol Office	5	
	<b>If You Are Pregnant... The Safest Option Is Not To Drink Alcohol - leaflet</b> Australian Government Department of Health and Ageing - <a href="http://www.alcohol.gov.au/interact/alcohol/publishing.nsf/content/83B9C7EC9E8B01F23CA25767300752E3895F160/pregnant.pdf">http://www.alcohol.gov.au/interact/alcohol/publishing.nsf/content/83B9C7EC9E8B01F23CA25767300752E3895F160/pregnant.pdf</a>	5	
	<b>If you are breastfeeding, the safest option is not to drink alcohol - leaflet</b> Australian Government Department of Health and Ageing <a href="http://www.alcohol.gov.au/interact/alcohol/publishing.nsf/content/D0688D97129E7832BCA25767300752E3895F160/breastbr.pdf">http://www.alcohol.gov.au/interact/alcohol/publishing.nsf/content/D0688D97129E7832BCA25767300752E3895F160/breastbr.pdf</a>	5	
	<b>If you are breastfeeding, the safest option is not to drink alcohol - poster</b> Australian Government Department of Health and Ageing <a href="http://www.alcohol.gov.au/interact/alcohol/publishing.nsf/content/A5F8903553199748D83CA257674000403675F160/breastspo.pdf">http://www.alcohol.gov.au/interact/alcohol/publishing.nsf/content/A5F8903553199748D83CA257674000403675F160/breastspo.pdf</a>	5	



**ORDER DETAILS:**

Title	<input type="checkbox"/> Mr	<input type="checkbox"/> Mrs	<input type="checkbox"/> Ms	<input type="checkbox"/> Miss	<input type="checkbox"/> Dr	<input type="checkbox"/> Other.....
Name:						
Occupation:						
Organisation:						
Address:						
Telephone:						
Email:						

**Please return your form to:**

Laura Moniodis  
Alcohol, Other Drugs and Prevention Services  
The Mental Health Commission

Mail: 1 Nash St, Perth WA 6000

Email: [laura.moniodis@mhcc.wa.gov.au](mailto:laura.moniodis@mhcc.wa.gov.au)

**Some resources are not stored on site, so please allow a minimum of 10-14 days for delivery**



Government of Western Australia  
Mental Health Commission

# **IMPLEMENT NON-CAMPAIGN MATERIALS**

**KEY MEDIA MESSAGES**

**DID YOU KNOW - FACTS**

# KEY MEDIA MESSAGES

## PURPOSE

The following key media messages have been designed to be adapted for your local community. While the campaign's state-wide advertisements will appear at various times throughout the year, you may choose to use the key messages to support your own local strategies at other times.

### KEY MESSAGE 1

If you're pregnant, or breastfeeding, no grog is the safest choice.

### KEY MESSAGE 2

The National Health and Medical Research Council's Australian Guidelines to Reduce Health Risks from Drinking Alcohol (2009) recommend:

- For women who are pregnant or planning a pregnancy, not drinking is the safest option; and
- For women who are breastfeeding, not drinking is the safest option.

### KEY MESSAGE 3

The Strong Spirit Strong Future campaign material has been developed as a result of consultation with Aboriginal community members and health professionals and features well known celebrity and health campaigner, Mary G. The television advertisement highlights the message that the safest choice is not to drink when planning a pregnancy, during pregnancy or while breastfeeding and that men and community can support women not to drink during pregnancy.

**If you need support, or wish to adapt any of these key media messages to suit your community, please contact the Community Programs team of the Alcohol, Other Drugs and Prevention Services at the Mental Health Commission. Phone: (08) 6553 0600**

### CALL TO ACTION

For more information call 9442 5000 (metro) 1800 198 024 (country) (calls from mobiles may attract a higher fee - but if you ring and leave your number someone will call you back) or talk to your local health service.

# KEY MEDIA MESSAGES

## KEY MESSAGE 4

There is confusion among Aboriginal and Non-Aboriginal women alike about whether small amounts of alcohol during pregnancy is safe.

There is no known amount of alcohol during pregnancy that has been proven to be safe.

## KEY MESSAGE 5

For women who are pregnant, or planning a pregnancy, not drinking alcohol is the safest option.

## KEY MESSAGE 6

The reason alcohol should be avoided is because it can affect the development of the baby throughout pregnancy – there is no safe level of alcohol consumption during pregnancy.

## KEY MESSAGE 7

Evidence has shown that drinking alcohol when breastfeeding can decrease milk supply, impact on the baby's sleep and feeding and negatively affect the baby's development.

## CALL TO ACTION

For more information on alcohol and pregnancy visit [alcoholthinkagain.com.au](http://alcoholthinkagain.com.au)

# DID YOU KNOW - FACTS

## HOW TO USE THESE DID YOU KNOW - FACTS

There are many myths and misconceptions regarding alcohol and pregnancy. This section provides some factual information on debunking myths or beliefs about alcohol and pregnancy commonly held by the community.

These can be used in a variety of ways, including:

- Published in the local newspapers.
- As speaking points for radio presenters or in radio interviews.
- On your organisation's website and newsletter.
- On your social media pages.

**CLICK HERE TO  
ACCESS WORD  
DOCUMENTS OF  
THESE DID YOU  
KNOW FACTS**

## DID YOU KNOW 1

**There is no known safe amount of alcohol during pregnancy, and there is no "safe time" to drink alcohol during pregnancy.**

### PROOF

- As no level of alcohol consumption has been proven safe during pregnancy, a conservative public health approach has been taken by the National Health and Medical Research Council (NHMRC) in recommending that 'not drinking alcohol is the safest choice' for pregnant women and women planning a pregnancy.
- Every pregnancy is different, there's no certainty that a child will or will not experience harm due to maternal alcohol consumption.
- The risk of harm to the baby from alcohol is hard to predict. The risk to the baby increases with increasing amount and frequency of alcohol consumption.
- Damage to the baby is more likely to occur with high amounts of alcohol and, of particular risk, is a pattern of drinking in which high amounts of alcohol are consumed on any one occasion.
- Stopping or reducing drinking at any stage of pregnancy will be beneficial for the mother and baby.
- Alcohol can affect the development of the baby throughout pregnancy – there is no safe time to drink alcohol during pregnancy.
- If you have been drinking alcohol during pregnancy and are concerned, seek support from your GP, midwife or other health care professional.

# DID YOU KNOW - FACTS

## DID YOU KNOW 2

FASD is an umbrella term to describe a range of disabilities and a continuum of effects that can arise from prenatal alcohol exposure.

### PROOF

- The majority of people with FASD show no physical symptoms of disability.
- Children born with FASD can experience a range of problems including developmental delays, poor growth, birth defects, abnormal brain function, behavioural problems and social skill deficits. The child will have these problems for the rest of their life.
- Only a small percentage of people exposed to alcohol in utero have the distinct facial features associated with Fetal Alcohol Syndrome (FAS). These facial features form around days 17 - 22 of pregnancy.
- The only way FASD can be prevented is to not drink alcohol when you are pregnant or planning a pregnancy.

## DID YOU KNOW 4

When a mother drinks alcohol it passes into her breastmilk. Studies have shown that infants take in less breastmilk when the mother drinks any type of alcohol.

## DID YOU KNOW 3

A father's alcohol use can affect fertility.

### PROOF

- Men are advised to stick to the Australian Guidelines to Reduce Health Risks from Drinking Alcohol, which recommends that "no more than two standard drinks on any day reduces the lifetime risk of harm from alcohol-related disease or injury" and "no more than four standard drinks on any occasion reduces the risk of an injury occurring on that occasion".
- Men can certainly support their partners who wish to stop using alcohol during pregnancy by reducing, or stopping their own alcohol use.



# DID YOU KNOW - FACTS

## DID YOU KNOW 5

FASD has been researched for a long time, dating back to the early 1700's, with philosophers and doctors noting changes or deaths in babies whose mothers were drinking alcohol. Research in the last 40 years has brought the issue to the forefront.

### PROOF

- In the 17th century, Sir Francis Bacon (philosopher) warned women against drinking alcohol while pregnant.
- In 1793, Jones and Smith identified a specific pattern of malformations, growth deficiencies, and central nervous system defects in 8 children of alcoholic mothers. They published their findings and labeled the condition Fetal Alcohol Syndrome (FAS).
- In 1968, Dr Paul Lemoine published a study of 127 children from 69 French families. Twenty-five children had distinct features related to prenatal alcohol exposure. Dr Lemoine called this alcoholic embryopathy.

## DID YOU KNOW 6

Health experts do not encourage people to take up drinking to get health benefits. Recent scientific evidence suggests that any potential health benefits from consuming alcohol have probably been overestimated.

### PROOF

- Previous NHMRC Guidelines indicated that consuming small amounts of alcohol during pregnancy was low-risk. The current Guidelines are still relatively new and some health professionals may be unaware that they have changed or that they exist.
- During pregnancy, most organ development is completed in a few weeks after the first trimester. Brain development continues throughout pregnancy and after birth. Exposure to alcohol at any time in the pregnancy can affect the baby's brain.

# FREQUENTLY ASKED QUESTIONS

Digital copies of all the following questions are available electronically from the *Alcohol.Think Again* website.

**[CLICK HERE TO ACCESS WORD DOCUMENTS OF THESE QUESTIONS.](#)**



# FETAL ALCOHOL SPECTRUM DISORDER



## WHAT IS FASD?

Fetal Alcohol Spectrum Disorders (FASD) is an umbrella term used to describe a range of adverse outcomes caused by prenatal exposure to alcohol.

The outcomes can be permanent with life-long implications and include: physical, cognitive, behavioural and learning disabilities.

Preventing and reducing alcohol use in pregnancy can reduce the incidence of FASD. For women who are pregnant or planning a pregnancy, or women who are breastfeeding, not drinking alcohol is the safest choice.

## WHAT ARE THE HARMS ASSOCIATED WITH ALCOHOL?

Health and Wellbeing of WA Adults 2012 found that the highest prevalence of drinking above the single occasion risk guidelines in women was in the 16-24 year old age group with 10% consuming more than four drinks in one sitting.

This is concerning as alcohol is a teratogen that can cause birth defects in the developing fetus. Alcohol can cause miscarriage, deformities, growth deficiencies and structural and functional neurological (brain-based) deficits.

Research suggests that the birth defects caused by alcohol are not limited to chronic or heavy alcohol use.

Fetal Alcohol Spectrum Disorders (FASD), which includes intellectual, physical and behavioural problems, can be preventable and we need to ensure that a consistent and clear message is being promoted to women and their partners and family across the State. What we do know is that without the consumption of alcohol during pregnancy - FASD wouldn't exist.

# STRONG SPIRIT STRONG FUTURE CAMPAIGN

## WHAT IS THE STRONG SPIRIT STRONG FUTURE CAMPAIGN ABOUT?

The Strong Spirit Strong Future media campaign is a culturally secure campaign developed by the Mental Health Commission (formerly the Drug and Alcohol Office) and funded through the Closing the Gap initiative. The campaign was first launched in 2011.

The campaign is aimed at Aboriginal communities and promotes the National Health and Medical Research Council's recommendation that for women who are pregnant, planning a pregnancy or breastfeeding, not drinking alcohol is the safest choice.

Whilst this campaign is promoting the message that there is no safe level for alcohol consumption in pregnancy to Aboriginal women, men and communities, this is an issue for everyone in our community to be aware of. There is confusion among Aboriginal and Non-Aboriginal women alike about whether small amounts of alcohol during pregnancy are safe. There is no known amount of alcohol during pregnancy that has been proven to be safe.



## HOW DID THIS CAMPAIGN COME ABOUT?

The campaign material has been developed as a result of consultation with Aboriginal community members and health professionals and features well known celebrity and health campaigner Mary G. The television and radio advertisements highlight the message that the safest choice is not to drink alcohol when planning a pregnancy, during pregnancy or while breastfeeding and that men and community can support women not to drink alcohol during pregnancy.

Each pregnancy is different and women who have consumed small amounts of alcohol should not be unduly alarmed. However, women who are concerned about their alcohol use during pregnancy, should speak to a health professional or call the Alcohol and Drug Support Line.



# USEFUL CONTACTS

### **STRONG SPIRIT STONG FUTURE CAMPAIGN WEBPAGE**

[www.alcoholthinkagain.com.au/Campaigns/Campaign/ArtMID/475/ArticleID/9/Strong-Spirit-Strong-Future](http://www.alcoholthinkagain.com.au/Campaigns/Campaign/ArtMID/475/ArticleID/9/Strong-Spirit-Strong-Future)

### **ALCOHOL.THINK AGAIN WEBSITE**

[www.alcoholthinkagain.com.au](http://www.alcoholthinkagain.com.au)

### **ALCOHOL OTHER DRUGS AND PREVENTION SERVICES**

Mental Health Commission

1 Nash Street

Perth WA 6000

Telephone: (08) 6553 0600

Website: [dao.health.wa.gov.au](http://dao.health.wa.gov.au) | [mentalhealth.wa.gov.au](http://mentalhealth.wa.gov.au)

### **ALCOHOL AND DRUG SUPPORT LINE**

For anyone concerned about their own or another person's alcohol or drug use. A 24-hour, state-wide, confidential telephone service.

Telephone: (08) 9442 5000

Toll free (country callers only): 1800 198 024

Email: [alcoholdrugsupport@mhc.wa.gov.au](mailto:alcoholdrugsupport@mhc.wa.gov.au)

### **PARENT AND FAMILY DRUG SUPPORT LINE**

For anyone concerned about a loved one's alcohol or drug use. A 24-hour, state-wide, confidential telephone service.

Telephone: (08) 9442 5050

Toll free (country callers only): 1800 653 203

Email: [alcoholdrugsupport@mhc.wa.gov.au](mailto:alcoholdrugsupport@mhc.wa.gov.au)

### **NATIONAL BREASTFEEDING HELPLINE**

For information about alcohol and breastfeeding - 24 hours a day.

Telephone: 1800 686 2 686

Every reasonable effort has been made to ensure the accuracy of this resource at the time of publication.

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