

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

Alcohol.Think Again

Alcohol and Pregnancy

'No alcohol in pregnancy is the safest choice'

The 'No Alcohol During Pregnancy is the Safest Choice' campaign was a joint initiative of the Drug and Alcohol Office (now Mental Health Commission), and then-Injury Control Council of WA (now Injury Matters). This campaign was the first in Western Australia to target alcohol use during pregnancy in the general population.

The campaign messages were based on findings from the Healthway and National Health Medical Research Council (NHMRC) funded 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 message was based on the NHMRC guideline that for women who are pregnant, or planning a pregnancy, not drinking alcohol is the safest option.

'No Alcohol During Pregnancy is the Safest Choice' launched in May 2012 and was in-market until July 2013.

Target audience

Primary

Women of child-bearing age.

Secondary

General community aged 25 to 54 years.

Key message

No alcohol during pregnancy is the safest choice.

Campaign objectives

- If you are pregnant you should reduce your alcohol intake, with abstinence as the primary goal.
- Alcohol consumption is something that (most) pregnant women can control and that reduction or abstinence from alcohol will support the health of the pregnancy and baby.
- No alcohol during pregnancy is the safest option.
- Challenge the belief that 'a couple of drinks every now and then' are risk-free.
- Potential risk to the fetus increases with the amount and frequency alcohol is consumed. There is even a risk of harm to the fetus even when a woman doesn't feel drunk.
- Alcohol consumption is related to negative short-term and long-term effects for the pregnancy and fetus.

Media strategy

The campaign had one key burst of campaign activity in 2012 and 2013.

The media strategy was led by TV and supported by digital, press and radio advertising.

Research methodology

Mid campaign evaluation (2012)

- TNS (now Kantar Public) were commissioned to conduct a mid campaign evaluation (August 2012).
- A 14 minute online survey was in market between 2 and 20 August 2012.
- A total of 400 surveys were completed, comprising 18-45 year old females in WA. No specific quotas were set for pregnant women. Data was weighted by age and location.

No post campaign evaluation was conducted.

Key evaluation outcomes

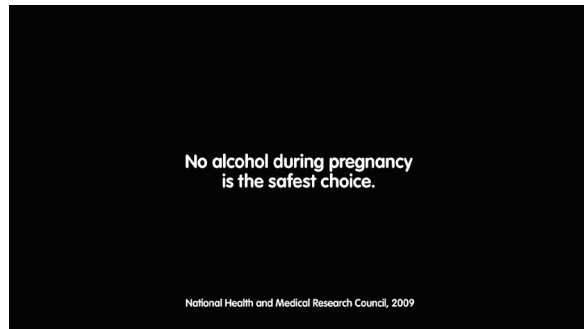
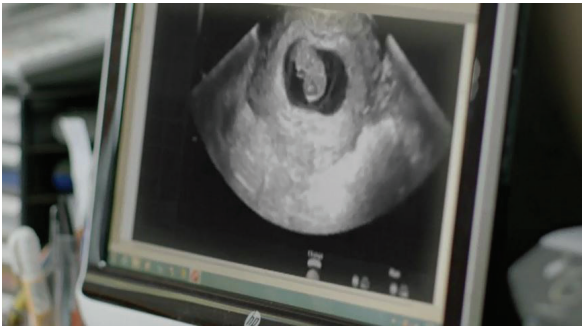
Respondent profile

- Of the women who participated, almost half (48%) reported ever having given birth. Of those, almost one in three (29%) admitted to having consumed alcohol during a pregnancy.
- Overall, almost half (49%) of the sample were classified as risky drinkers based on the Audit-C.

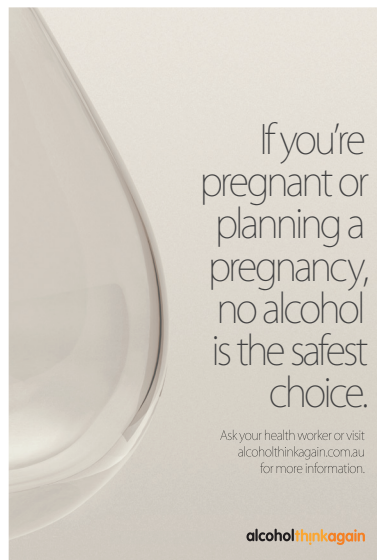
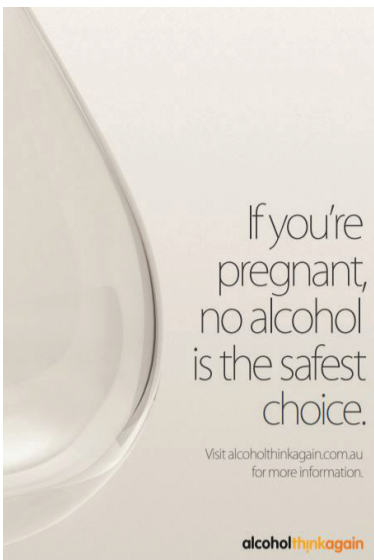
Evaluation outcomes

- Three in five (60%) recalled the campaign when prompted.
- Almost all (98%) women surveyed who saw the ad correctly recalled the message that 'if you're pregnant, no alcohol is the safest choice'. Almost two-thirds (27%) of women recalled the message about not consuming alcohol when trying to get pregnant.
- The TV ad was considered highly believable (61%) and highly relevant (66%) by those surveyed.
- Three in five (60%) women who saw the ad reported feeling proud of themselves to some extent, while approximately one in three (32%) reported at least some feelings of relief while watching the ad.
- The majority of women who had seen the ad did not report that the ad brought up any negative feelings for them. However, those who reported drinking alcohol during a previous pregnancy were more likely to report the ad brought up negative feelings.
- Three in four women felt it made them consider the health effects of drinking alcohol whilst pregnant (74%), and made them concerned about the effect that alcohol can have on an unborn child (75%).
- Eight percent of women described their personal belief that 'it is okay for pregnant women to drink one or two standard drinks every now and then'. Women also perceived this to be a more commonly held viewpoint among the general community (23%) and for those who had partners, a view held by their partner (13%).
- Of those aware of the campaign, more than nine in 10 (94%) women reported they would be 'extremely likely' to stop drinking alcohol completely if they became pregnant in the future.
- Of those aware of the campaign, almost three in five (57%) said they would stop drinking completely whilst trying to become pregnant; whilst almost one in three (31%) would reduce their consumption instead.
- Approximately half (47%) of women surveyed felt more confident they could stop drinking alcohol completely if pregnant after seeing the ad.
- Of those aware of the campaign, almost one in five (18%) reported they had suggested to someone that they know who is pregnant to stop drinking alcohol.
- Over four in five (85%) of women surveyed supported government-sponsored advertising warning about the effects of drinking alcohol during pregnancy, and over two in three (75%) supported noticeable labels on alcohol products warning about the effects of drinking alcohol during pregnancy.

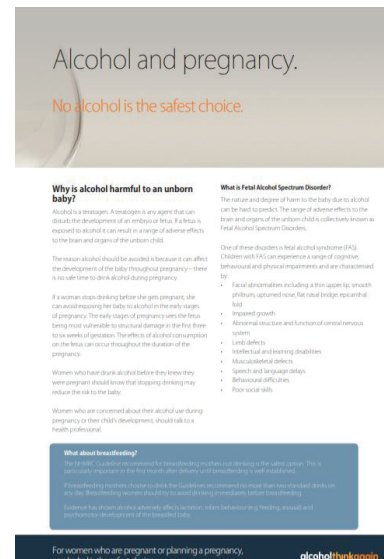
Campaign materials



Television commercials - 60 and 30 seconds



A3 posters



A4 fact sheet