

# Alcohol and Pregnancy 'One Drink'

# Community toolkit

Campaign assets and resources for you to use in  
your community and workplace.



alcohol**think**again

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# Alcohol and Pregnancy 'One Drink' campaign

## ABOUT THIS TOOLKIT

This toolkit provides information, campaign materials and strategies for professional and community groups to assist in decreasing risky drinking and related harm in Western Australia.

These resources have been developed to assist you to extend the reach of the campaign in your community using materials consistent with the statewide Alcohol.Think Again, Alcohol and Pregnancy campaign titled 'One Drink'.

As a local stakeholder, you may wish to use one or all of the supplied materials and strategies in this toolkit. You are in the best position to determine which activities will work best in your community.

The Mental Health Commission (MHC) is happy to offer assistance and support to implement the materials as requested. Please contact the Community Support and Development Programs Team at [communityprograms@mhc.wa.gov.au](mailto:communityprograms@mhc.wa.gov.au).

## ABOUT THIS CAMPAIGN

The Alcohol.Think Again public education program aims to reduce alcohol-related harm in the Western Australian community by using a mass reach social marketing strategy to provide information about health risks from drinking alcohol, consistent with the National Health and Medical Research Council (NHMRC).

The 'One Drink' campaign aims to increase the proportion of the Western Australian community who are aware that there is no safe amount or time to drink alcohol when pregnant, and that it is recommended women who are pregnant and planning pregnancy should not drink alcohol.

The campaign is consistent with the evidence base and the NHMRC's revised Australian Guidelines to Reduce Health Risks from Drinking Alcohol.

The development of the campaign was informed by independent qualitative and quantitative research conducted with men and women of child-bearing age across Western Australia. The campaign development process was also guided by an Expert Reference Group.

The 'One Drink' campaign launched across the State on 12 January 2021 and will run through until May 2022.

### Key messages

- The placenta does not protect a baby from alcohol.
- Any amount of alcohol a mother drinks, the baby drinks.
- There is no safe amount or time to drink alcohol during pregnancy.
- Women who are pregnant or planning pregnancy should not drink alcohol.

### Primary target audience

The group of women and men within Western Australia (18 to 44 years) who consider a 'small amount' of alcohol at any stage in pregnancy to be okay.

### Secondary target audience

The Western Australian adult population (18 to 44 years).

### Campaign objectives

- Decrease the proportion who consider a 'small amount' of alcohol to be okay at any stage of pregnancy.
- Increase the proportion who believe alcohol use when pregnant can result in a range of lifelong harms to the baby.
- Increase the proportion who are aware it is recommended women who are pregnant or planning pregnancy should not drink alcohol.

# Evidence to support the campaign

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This content can be used for public relations opportunities such as media statements, interviews or newspaper articles.

## 01

### **There is no known safe amount of alcohol to drink during pregnancy.**

Research suggests alcohol use, even at low levels, can impact the development of an unborn baby, resulting in lifelong consequences. The risk of harm to the unborn baby increases with the more alcohol, and the more frequently, the mother drinks.

It's never too late to stop drinking – every effort made to stop drinking alcohol, or reduce the amount of alcohol consumed, lowers the risk of harm to the unborn baby.

## 04

### **Alcohol can harm an unborn baby's development, which can have lifelong impacts.**

Alcohol is a teratogen, which means it can interrupt the normal development of an unborn baby.

Alcohol use when pregnant can cause a range of lifelong physical, mental and behavioural disabilities, known as Fetal Alcohol Spectrum Disorders (FASD). Alcohol exposure can also cause miscarriage, stillbirth, premature birth and low birth weight.

## 02

### **There is no safe time to drink alcohol during pregnancy.**

Alcohol can harm a developing baby at any time during pregnancy.

A baby's brain grows and develops throughout pregnancy, and alcohol can interfere with the chemicals necessary for normal brain development. The developing brain of a baby is more vulnerable to damage than the mature brain of an adult, and drinking alcohol at any time during pregnancy can impact the developing brain.

## 05

### **The National Health and Medical Research Council's revised Australian Guidelines to Reduce Health Risks from Drinking Alcohol.**

On 8 December 2020, the National Health and Medical Research Council (NHMRC) released their revised Australian Guidelines to Reduce Health Risks from Drinking Alcohol.

It is now recommended that to prevent harm from alcohol to their unborn baby, women who are pregnant or planning pregnancy should not drink alcohol.

## 03

### **A mother's placenta does not protect a baby from alcohol.**

The placenta links the blood supply of the mother to the blood supply of the unborn baby. When a woman drinks alcohol, it passes straight through the placenta to the developing baby, so the blood alcohol levels of the mother and unborn baby are similar.

While the mother might not feel the effects of a few sips or one drink, the unborn baby does.

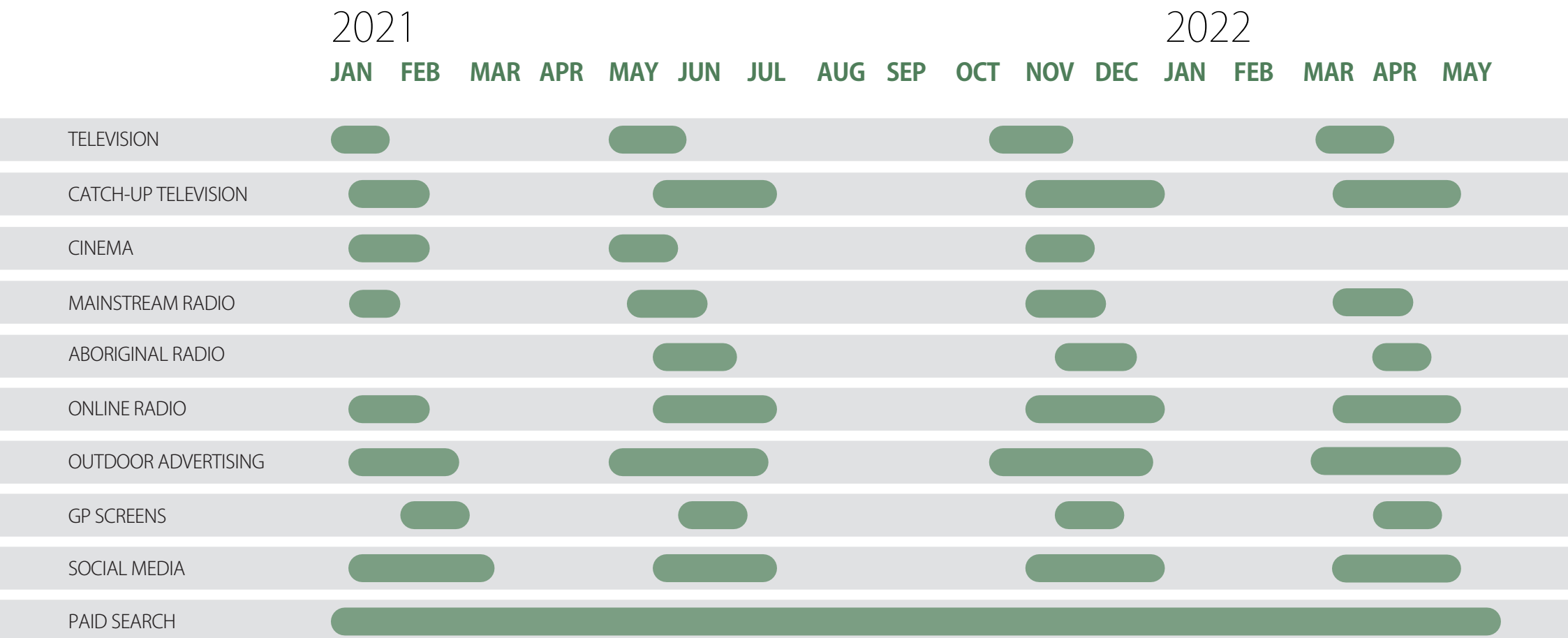
## 06

### **Not drinking alcohol is safest for women who are breastfeeding.**

In their revised 2020 Guidelines, the NHMRC recommend for women who are breastfeeding, not drinking alcohol is safest for their baby.

Any amount of alcohol the mother drinks, passes through the mother's blood into breast milk. Because of this, breast milk can have the same, or higher, amount of alcohol as the mother's blood. If a mother breastfeeds her baby while there is still alcohol in her breastmilk, the baby also drinks the alcohol.

# Statewide campaign schedule





# Campaign materials

## TELEVISION COMMERCIAL | 30 and 15 seconds



## RADIO COMMERCIAL | 30 seconds



# Campaign materials

## OUTDOOR ADVERTISING



Large format

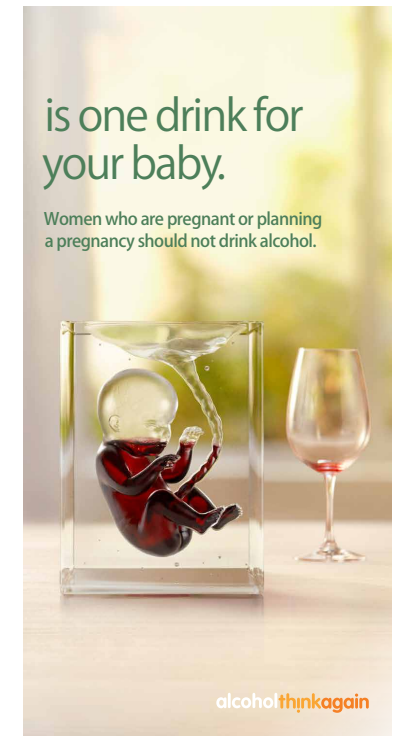


Small format

Page 1



Page 2



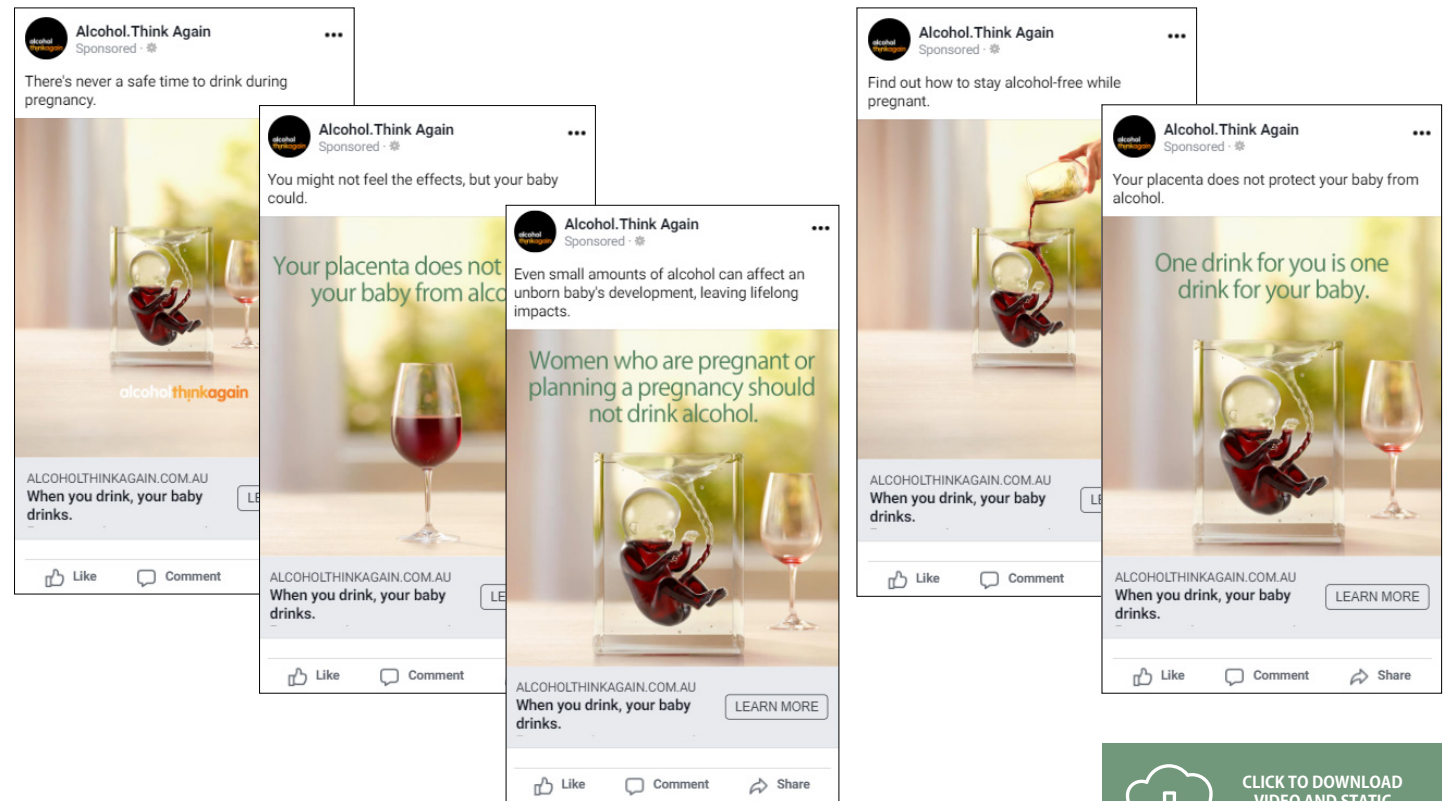
Set of 2: Perth Train Station large format

# Resources to use locally

## SOCIAL MEDIA ASSETS



Video | 15 second



Static images



CLICK TO DOWNLOAD  
VIDEO AND STATIC  
SOCIAL MEDIA ASSETS



# Resources to use locally

## A3 POSTERS



"For You" versions



"For Mum" versions



# Resources to use locally

## DL BROCHURES



Alcohol and pregnancy (6 page)



Supporting alcohol-free pregnancies (6 page)

## FACTSHEET





# Resources to use locally

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## **CULTURALLY APPROPRIATE RESOURCES**

A limited suite of culturally secure campaign assets, including local Aboriginal radio, will be available within the first quarter of 2021 and will be utilised in the second burst of campaign activity.

Materials will be made available within this Community Kit and on the [Alcohol.Think Again](#) website.

# Campaign material

## WEBSITE MATERIALS

To support the campaign, new content is now live on the Alcohol.Think Again website.

### Alcohol during pregnancy 🔍

This page contains answers to the common questions about drinking alcohol when pregnant or planning a pregnancy, including information about the National Health and Medical Research Council's recommendations.

### Tips to stay alcohol-free 🔍

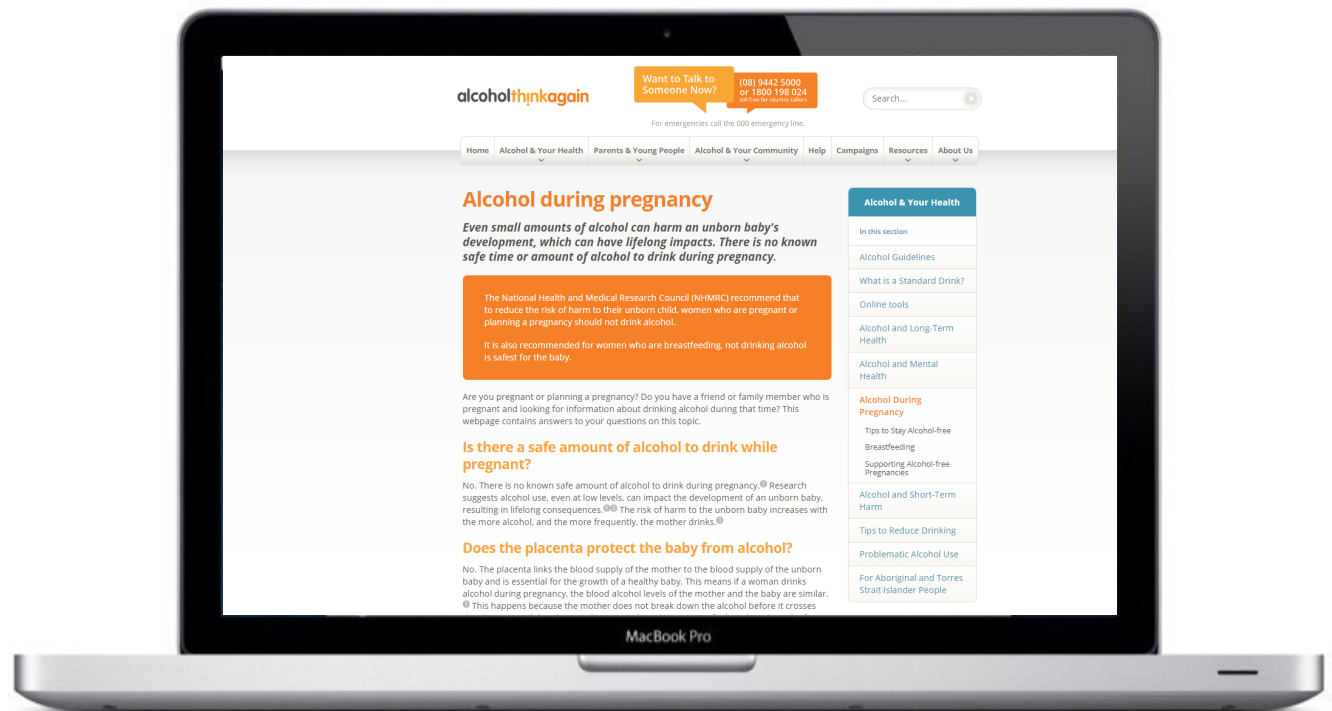
For some women, it can feel difficult to avoid alcohol when they're pregnant. This page contains tips for how women can stay alcohol-free when pregnant and planning pregnancy.

### Breastfeeding 🔍

This page explains why the National Health and Medical Research Council recommend for breastfeeding women, not drinking is safest for the baby.

### Supporting alcohol-free pregnancies 🔍

This page contains advice for how partners, friends and family can support alcohol-free pregnancies.



🔍 Click to view webpages



## Extending the campaign in your local community



**ORDER HARD COPY RESOURCES  
FREE-OF-CHARGE BY CLICKING HERE TO  
ACCESS THE RESOURCE ORDER FORM.**

The MHC encourages community groups and organisations to utilise the campaign materials and resources within this Community Kit to extend the campaign within local communities.

The Alcohol.Think Again [Style Guide](#) provides guidance on how the brand and campaign assets should be used at a local level.

The MHC is also supportive of community groups and organisations taking advantage of local media opportunities to further extend the reach of the campaign.

Where bespoke assets (e.g. posters, radio advertising) are required, the MHC is happy to assist in the development where feasible. Any new communication assets that use the Alcohol.Think Again logo or messaging will need to be approved by the MHC.

Please contact your Community Support & Development Programs team representative with the following information to support timely approval.

1. The purpose of the publication.
2. The target audience.
3. The key message you are intending to communicate.
4. Where/how the asset will be used.
5. How long will it be used for.
6. When you need approval by.



**CLICK TO EMAIL THE  
COMMUNITY SUPPORT  
& DEVELOPMENT  
PROGRAMS TEAM.**



# Useful contacts

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01

## **Alcohol.Think Again**

Visit the Alcohol.Think Again website for more information on campaigns and other alcohol-related content.

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

02

## **Prevention Services Mental Health Commission**

Get in contact with a Community Support and Development Programs member if you need help to implement any of the campaign materials.

(08) 6553 0600

03

## **Alcohol & Drug Support Line**

For anyone concerned about their own or another person's alcohol use or drug use.

A 24-hour, state-wide, confidential telephone service.

Metro callers: (08) 9442 5000

Country callers only (toll-free): 1800 198 024

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

04

## **Women and Newborn Drug and Alcohol Service (WANDAS)**

WANDAS are based at King Edward Memorial Hospital and provide care for pregnant women experiencing drug and alcohol issues. WANDAS can help work out the safest way to stop or reduce use during pregnancy, and support mothers and babies to become and stay as healthy as possible during pregnancy.

(08) 6458 1582

[kemh.health.wa.gov.au/Our-services/Service-directory/WANDAS](http://kemh.health.wa.gov.au/Our-services/Service-directory/WANDAS)

05

## **NOFASD Australia**

NOFASD Australia is a family-focused organisation whose mission is to be a strong and effective voice for individuals and families living with FASD, while supporting initiatives to promote prevention, diagnosis, intervention and management of FASD.

NOFASD are the essential bridge linking those with lived experience with researchers and clinicians.

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

06

## **Wungening Aboriginal Corporation**

Wungening alcohol and other drug (AOD) support services are a multidisciplinary team who have a strong focus on cultural security in service delivery for the community.

Together the team provide programs to Aboriginal youth, families, men, women (and their children), schools and community groups and to clients within prisons.

[wungening.com.au](http://wungening.com.au)

**alcoholthinkagain**

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

#### **Disclaimer**

The resources and materials within this toolkit are designed for the purpose of supporting local alcohol and other drug prevention and health promotion activities in Western Australia.

These materials should not be used in such a way or associated with a brand, service or organisation that may reduce the effectiveness and/or integrity of the materials; may damage the reputation of the Alcohol.Think Again brand, or supports, promotes or utilises sponsorship by companies that produce or promote alcohol beverage products or brands.

Contact your Community Support and Development Program team member for assistance interpreting the appropriate use of these materials.

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