

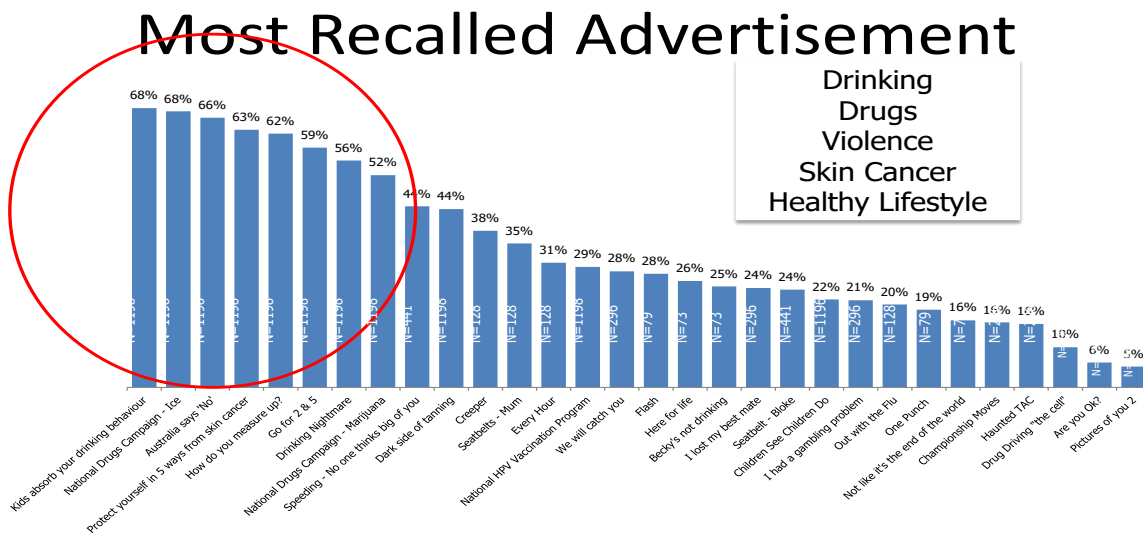
Senate Standing Committee on Community Affairs Inquiry into effective approaches to prevention, diagnosis and support for Fetal Alcohol Spectrum Disorder (FASD)

Additional information provided by DrinkWise

Following the hearing of the Senate Standing Committee on Community Affairs on 16 September, DrinkWise is pleased to provide the following additional information.

Kids Absorb Your Drinking campaign

Colmar Brunton Social Marketing Research highlighted results of its study into what works and what makes effective television advertising at the Australian Marketing Institute's Government Marketing and Communications Conference in September 2009. The study found that the *Kids Absorb Your Drinking* campaign was the most recalled advertisement among all social/government marketing and communications in 2008-2009.



Q1 Have you ever seen this ad? Base: Respondents in media specific location

Pregnancy messaging in Tasmanian medical practices

DrinkWise in collaboration with health media providers promoted abstinence in pregnancy messaging through video, consumer brochures and signage to visitors in thousands of general practice waiting rooms, operated by Tonic Health Media and Swift Media, representing approximately 70% of all general practitioners nationally.

In relation to pregnancy brochures, 4,400 alcohol and pregnancy consumer brochures were placed in 44 medical centre waiting rooms in Tasmania between August 2018 and December 2019. The list below captures the Tasmanian medical centres by postcode and suburb. Further details about each medical centre are contained in commercial agreements between the supplier and health media provider.

7000	HOBART	7021	LAUDERDALE
7000	HOBART	7030	BRIDGEWATER
7000	HOBART	7050	KINGSTON
7004	SOUTH HOBART	7050	KINGSTON
7005	LOWER SANDY BAY	7054	SNUG
7005	SANDY BAY	7109	HUONVILLE
7008	LENAH VALLEY	7140	NEW NORFOLK
7008	NEW TOWN	7172	SORELL
7008	NEW TOWN	7212	EVANDALE
7009	MOONAH	7216	ST HELENS
7010	GLENORCHY	7249	KINGS MEADOWS
7011	CLAREMONT	7275	EXETER
7015	LINDISFARNE	7277	LEGANA
7015	LINDISFARNE	7303	WESTBURY
7016	RISDON VALE	7304	DELORAINE
7018	BELLERIVE	7307	SHEARWATER
7018	BELLERIVE	7310	DEVONPORT
7018	HOWRAH	7320	COOEE
7018	HOWRAH	7320	COOEE
7018	ROSNY PARK	7320	COOEE
7018	ROSNY PARK	7320	COOEE
7019	ROKEBY	7320	SOUTH BURNIE

Trial of FASD messaging in Northern Territory (NT) venues

To coincide with International FASD Awareness Day in 2018, DrinkWise provided 30 retail packs for use within select retail and licensed venues in the Northern Territory.

The signage was displayed at point of sale and within retail outlets and licensed venues. Subsequent review of the signage and costs of production and distribution revealed that there were more cost-effective ways to promote the messaging to the target audience.

This activity followed DrinkWise work in 2017 which involved the production and distribution of over 70,000 responsible consumption (including pregnancy messaging) collateral items for use in retail and cellar door settings. This provided retailers and licensed venue operators with a range of point-of-sale materials to extend and complement the DrinkWise pregnancy messaging.

Evaluation of FASD materials in the Northern Territory

The baseline survey was designed by Red Dust and used to understand Red Dust program participant knowledge and/or misconceptions about alcohol so that program discussions could be tailored accordingly. (The baseline surveys are enclosed at Attachment A).

For remote community participants in both programs, the written baseline survey was used as the basis for local adaptation for oral data collection, facilitated by the program coordinators in upwards of four Indigenous languages.

As an example, the program facilitator would ask in Pintupi-Luritja language: *Nyurrangari ninti, wima batu or tina puntu tjurratja palatja wiya tjikintjaku, pipirri wima utitjarrinyingka?*

In English this is roughly translated as: *You mob how many of you know little bit; half-half; big mob about drinking grog when your partner is pregnant?*

These responses were recorded by the program coordinators and collated as part of the baseline survey results.

The baseline survey was replicated at the end of the sessions as a means to follow up comprehension around the topics, including FASD. (The follow up surveys are enclosed at Attachment B).

A secondary list of questions was also used during follow up to gauge depth of understanding following exposure to the DrinkWise and Australian Government produced FASD school and community focused videos. (The secondary list of questions is enclosed at Attachment C).



Strong Young Women's Program – Awareness Baseline Survey

Date: _____

Name: _____

Age: _____

Tick the response that best represents how you feel about the following statements

- 1) I know all the ways that drinking alcohol can have a negative impact on my body
 - a) I don't know anything about this
 - b) I have heard of some things about this but not sure what they mean
 - c) I know something about this but need to learn more
 - d) I know a lot about this
 - e) I know everything about this

- 2) I am aware of all the different things I may do that can put me at risk of being affected by drinking alcohol
 - f) I don't know anything about this
 - g) I have heard of some things about this but not sure what they mean
 - h) I know something about this but need to learn more
 - i) I know a lot about this
 - j) I know everything about this

- 3) I know exactly what a safe amount of alcohol to drink is
 - a) I don't know anything about this
 - b) I have heard of some things about this but not sure what they mean
 - c) I know something about this but need to learn more
 - d) I know a lot about this
 - e) I know everything about this

- 4) I know the reasons why drinking alcohol is sometimes an issue in my community
 - a) I don't know anything about this
 - b) I have heard of some things about this but not sure what they mean
 - c) I know something about this but need to learn more
 - d) I know a lot about this
 - e) I know everything about this

- 5) I know what Foetal Alcohol Spectrum Disorder (FASD) is, and its effects if we are pregnant or have newborn babies
 - a) I don't know anything about this



- b) I have heard of some things about this but not sure what they mean
 - c) I know something about this but need to learn more
 - d) I know a lot about this
 - e) I know everything about this
- 6) I know different ways to prevent myself from being at risk from drinking alcohol
- a) I don't know anything about this
 - b) I have heard of some things about this but not sure what they mean
 - c) I know something about this but need to learn more
 - d) I know a lot about this
 - e) I know everything about this
- 7) I am very confident to talk to my friends or family about the risks of drinking too much alcohol
- a) I don't know anything about this
 - b) I have heard of some things about this but not sure what they mean
 - c) I know something about this but need to learn more
 - d) I know a lot about this
 - e) I know everything about this
- 8) I know where to go or who to speak to if I want to know more or get help about anything to do with alcohol
- a) I don't know anything about this
 - b) I have heard of some things about this but not sure what they mean
 - c) I know something about this but need to learn more
 - d) I know a lot about this
 - e) I know everything about this



Strong Young Men and Boys Program – Awareness Baseline Survey

Date: _____

Name: _____

Age: _____

Tick the response that best represents how you feel about the following statements

- 1) I know all the ways that drinking alcohol can have a negative impact on my body
 - a) I don't know anything about this
 - b) I have heard of some things about this but not sure what they mean
 - c) I know something about this but need to learn more
 - d) I know a lot about this
 - e) I know everything about this

- 2) I am aware of all the different things I may do that can put me at risk of being affected by drinking alcohol
 - f) I don't know anything about this
 - g) I have heard of some things about this but not sure what they mean
 - h) I know something about this but need to learn more
 - i) I know a lot about this
 - j) I know everything about this

- 3) I know exactly what a safe amount of alcohol to drink is
 - a) I don't know anything about this
 - b) I have heard of some things about this but not sure what they mean
 - c) I know something about this but need to learn more
 - d) I know a lot about this
 - e) I know everything about this

- 4) I know the reasons why drinking alcohol is sometimes an issue in my community
 - a) I don't know anything about this
 - b) I have heard of some things about this but not sure what they mean
 - c) I know something about this but need to learn more
 - d) I know a lot about this
 - e) I know everything about this

- 5) I know what Foetal Alcohol Spectrum Disorder (FASD) is, and its effects if we are pregnant or have newborn babies
 - a) I don't know anything about this



- b) I have heard of some things about this but not sure what they mean
 - c) I know something about this but need to learn more
 - d) I know a lot about this
 - e) I know everything about this
- 6) I know different ways to prevent myself from being at risk from drinking alcohol
- a) I don't know anything about this
 - b) I have heard of some things about this but not sure what they mean
 - c) I know something about this but need to learn more
 - d) I know a lot about this
 - e) I know everything about this
- 7) I am very confident to talk to my friends or family about the risks of drinking too much alcohol
- a) I don't know anything about this
 - b) I have heard of some things about this but not sure what they mean
 - c) I know something about this but need to learn more
 - d) I know a lot about this
 - e) I know everything about this
- 8) I know where to go or who to speak to if I want to know more or get help about anything to do with alcohol
- a) I don't know anything about this
 - b) I have heard of some things about this but not sure what they mean
 - c) I know something about this but need to learn more
 - d) I know a lot about this
 - e) I know everything about this



Strong Young Women's Program – Awareness Follow Up Survey

Date: _____

Name: _____

Age: _____

Tick the response that best represents how you feel about the following statements

- 1) I know all the ways that drinking alcohol can have a negative impact on my body
 - a) I don't know anything about this
 - b) I have heard of some things about this but not sure what they mean
 - c) I know something about this but need to learn more
 - d) I know a lot about this
 - e) I know everything about this

- 2) I am aware of all the different things I may do that can put me at risk of being affected by drinking alcohol
 - f) I don't know anything about this
 - g) I have heard of some things about this but not sure what they mean
 - h) I know something about this but need to learn more
 - i) I know a lot about this
 - j) I know everything about this

- 3) I know exactly what a safe amount of alcohol to drink is
 - a) I don't know anything about this
 - b) I have heard of some things about this but not sure what they mean
 - c) I know something about this but need to learn more
 - d) I know a lot about this
 - e) I know everything about this

- 4) I know the reasons why drinking alcohol is sometimes an issue in my community
 - a) I don't know anything about this
 - b) I have heard of some things about this but not sure what they mean
 - c) I know something about this but need to learn more
 - d) I know a lot about this
 - e) I know everything about this

- 5) I know what Foetal Alcohol Spectrum Disorder (FASD) is, and its effects if we are pregnant or have newborn babies
 - a) I don't know anything about this



- b) I have heard of some things about this but not sure what they mean
 - c) I know something about this but need to learn more
 - d) I know a lot about this
 - e) I know everything about this
- 6) I know different ways to prevent myself from being at risk from drinking alcohol
- a) I don't know anything about this
 - b) I have heard of some things about this but not sure what they mean
 - c) I know something about this but need to learn more
 - d) I know a lot about this
 - e) I know everything about this
- 7) I am very confident to talk to my friends or family about the risks of drinking too much alcohol
- a) I don't know anything about this
 - b) I have heard of some things about this but not sure what they mean
 - c) I know something about this but need to learn more
 - d) I know a lot about this
 - e) I know everything about this
- 8) I know where to go or who to speak to if I want to know more or get help about anything to do with alcohol
- a) I don't know anything about this
 - b) I have heard of some things about this but not sure what they mean
 - c) I know something about this but need to learn more
 - d) I know a lot about this
 - e) I know everything about this



Strong Young Men and Boys Program – Awareness Follow Up Survey

Date: _____

Name: _____

Age: _____

Tick the response that best represents how you feel about the following statements

- 1) I know all the ways that drinking alcohol can have a negative impact on my body
 - a) I don't know anything about this
 - b) I have heard of some things about this but not sure what they mean
 - c) I know something about this but need to learn more
 - d) I know a lot about this
 - e) I know everything about this

- 2) I am aware of all the different things I may do that can put me at risk of being affected by drinking alcohol
 - f) I don't know anything about this
 - g) I have heard of some things about this but not sure what they mean
 - h) I know something about this but need to learn more
 - i) I know a lot about this
 - j) I know everything about this

- 3) I know exactly what a safe amount of alcohol to drink is
 - a) I don't know anything about this
 - b) I have heard of some things about this but not sure what they mean
 - c) I know something about this but need to learn more
 - d) I know a lot about this
 - e) I know everything about this

- 4) I know the reasons why drinking alcohol is sometimes an issue in my community
 - a) I don't know anything about this
 - b) I have heard of some things about this but not sure what they mean
 - c) I know something about this but need to learn more
 - d) I know a lot about this
 - e) I know everything about this

- 5) I know what Foetal Alcohol Spectrum Disorder (FASD) is, and its effects if we are pregnant or have newborn babies
 - a) I don't know anything about this



- b) I have heard of some things about this but not sure what they mean
 - c) I know something about this but need to learn more
 - d) I know a lot about this
 - e) I know everything about this
- 6) I know different ways to prevent myself from being at risk from drinking alcohol
- a) I don't know anything about this
 - b) I have heard of some things about this but not sure what they mean
 - c) I know something about this but need to learn more
 - d) I know a lot about this
 - e) I know everything about this
- 7) I am very confident to talk to my friends or family about the risks of drinking too much alcohol
- a) I don't know anything about this
 - b) I have heard of some things about this but not sure what they mean
 - c) I know something about this but need to learn more
 - d) I know a lot about this
 - e) I know everything about this
- 8) I know where to go or who to speak to if I want to know more or get help about anything to do with alcohol
- a) I don't know anything about this
 - b) I have heard of some things about this but not sure what they mean
 - c) I know something about this but need to learn more
 - d) I know a lot about this
 - e) I know everything about this

ATTACHMENT C



Strong Young Women's and Strong Young Men and Boys Additional Survey Questions

- 1) How much alcohol (grog) is safe for the mother to drink if she's planning a family, is pregnant and/or if she's breastfeeding her baby?
 - a) a little bit is ok
 - b) no alcohol (grog) is safest
 - c) she should drink as much as she likes is ok
 - d) not sure

- 2) If mother drinks alcohol (grog) during pregnancy, how does it hurt a growing baby?
 - a) it doesn't hurt it at all
 - b) it just hurts a little bit of the baby
 - c) it can hurt the baby at ALL stages of growing and development
 - d) not sure

- 3) If you are planning to have a child, pregnant and/or breastfeeding, choose the ways below that you can best support your partner and family:
 - a) spend more time on country with family and away from town and grog
 - b) stop drinking (leave it) or slow down drinking
 - c) support my partner and our family to eat healthy, do plenty of exercise, and stay at home
 - d) all of the above