

**every moment
matters**

Stakeholder Kit 2026

We all have a part to play in supporting alcohol-free pregnancies.



Thank you for supporting Every Moment Matters.

Every Moment Matters is a national campaign sharing clear, evidence-based information and resources about alcohol, pregnancy, breastfeeding and Fetal Alcohol Spectrum Disorder (FASD).

Initially launched in 2021, the campaign evaluation showed an increase in abstinence from alcohol when planning a pregnancy, and after pregnancy confirmation among women who saw the campaign ads.

We're excited to share with you the next phase of the campaign, which highlights that everyone has a part to play in supporting alcohol-free pregnancies.

We know that people do not make these decisions in isolation. Partners, friends, family members, health professionals, workplaces and communities can all help create supportive environments where having an alcohol-free pregnancy feels easier and more possible.

The new campaign creative builds on what has worked so well to date, while broadening the story beyond the person who is pregnant to show the powerful role of the people around them. It highlights everyday moments of support like a partner choosing not to drink too, friends making catch-ups alcohol-free, and a family member offering encouragement.

These small moments matter. Together, they can reduce pressure, shift social norms and help more people feel supported to have an alcohol-free pregnancy.

This toolkit has been developed to help you share the campaign with your community, staff, members, clients and networks. Inside, you will find key messages, social media copy, newsletter content, conversation starters and campaign assets that you can use across your own channels.

Thank you for helping us amplify this important message. By sharing Every Moment Matters, you are helping to build a culture where alcohol-free pregnancy is understood, supported and encouraged.

Ayla Chorley,
CEO FARE

About Every Moment Matters

Developed by FARE and endorsed and funded by the Australian Government, Every Moment Matters raises awareness of the risks of drinking alcohol while pregnant, planning a pregnancy, or breastfeeding.

This program was developed in collaboration with the:

- National Organisation on Fetal Alcohol Spectrum Disorder (NOFASD Australia)
- National Aboriginal Community Controlled Health Organisation (NACCHO)
- Royal Australian and New Zealand College of Obstetricians and Gynaecologists (RANZCOG)
- Royal Australian College of General Practitioners (RACGP)
- Australian College of Midwives (ACM)
- and with Lived Experience Advocates.

In addition to the national awareness campaign, the broader health program includes resources and training for health professionals, health promotion activities in partnership with Aboriginal and Torres Strait Islander communities, and targeted resources for women at greater risk of having alcohol-exposed pregnancies.

To learn more visit everymomentmatters.org.au or contact emm@fare.org.au

About FARE

The Foundation for Alcohol Research and Education (FARE) works towards an Australia free from alcohol harms. With local communities, values-aligned organisations, health professionals and researchers across the country, we strive to improve the health and wellbeing of everyone in Australia.

We develop evidence-informed policies that put people's health first, enable people-powered advocacy to help create change, and deliver health promotion programs designed to reduce the risk of alcohol harm in our communities.

To learn more about FARE and our work visit fare.org.au



we all have a part to play



in alcohol-free pregnancies

Why this campaign matters

Make the moment you start trying the moment you stop drinking alcohol. At any stage of pregnancy, alcohol passes directly to the developing baby. This can increase the risk of miscarriage, stillbirth, and babies being born prematurely, small for gestational age, or with low birth weight.

People are often surrounded by social moments where alcohol is offered, expected or encouraged. Some people also hear mixed messages about alcohol, pregnancy and breastfeeding from friends, family, media or even health professionals.

Every Moment Matters helps cut through that confusion with clear, evidence-informed information, resources, and support services.

Every Moment Matters: Key messages

- Alcohol at any stage of pregnancy can damage a developing baby's brain, body and organs and lead to a preventable disability known as Fetal Alcohol Spectrum Disorder (FASD).
- Alcohol also increases the risk of miscarriage, stillbirth, babies being small for gestational age, having low birth weight, and being born prematurely.
- Alcohol passes from the mother's blood to the baby's blood via the placenta.
- Alcohol can damage the development of all the organs and systems of the developing baby's body, including the brain.
- The moment you start trying to get pregnant is the moment to stop drinking alcohol.
- Everyone has a part to play in supporting alcohol-free pregnancies, from partners, family members, friends and health professionals to workplaces and communities.

The campaign has already made a real impact. Evaluation shows that Every Moment Matters has increased awareness, improved knowledge of the risks of alcohol use during pregnancy, and supported stronger intentions to avoid alcohol during pregnancy.

The campaign has reached people across Australia through TV, radio, digital, social media, outdoor advertising, resources and stakeholder networks.

Importantly, the campaign is also helping to shift knowledge and behaviour. Evaluation found increases in the proportion of Australians who understood there is no safe amount, no safe type, and no safe time to drink alcohol during pregnancy. Among people who saw the campaign, there were also increases in intention to stop drinking when trying to conceive, and in reported alcohol-free pregnancy after pregnancy confirmation.

The new additions to the campaign builds on this impact by showing the powerful role that partners, friends and family can play. Small actions like not drinking too, planning alcohol-free catch-ups, not asking why someone isn't drinking, providing alcohol-free options or offering encouragement can help reduce pressure and make alcohol-free pregnancies feel more supported, and more possible.

When we share this message, we help build a community around people who are pregnant, and families. Because every moment matters, and we all have a part to play in alcohol-free pregnancies.

TV and High impact video

Est free-to-air TV reach

2.85m+

women 18–49

145m+

completed video views across BVOD, YouTube, Meta and video platforms

Radio, podcast and digital audio

Est radio total impact of

126m+

women 18–49

18m+

completed ad listens across digital audio

*Results shown from 30 November 2021 – 23 June 2026.

Social assets and copy

Portrait story



Square social tile



Please click on an image to open a downloadable version. Then right click and choose 'save as'.

Launch post copy

Every Moment Matters has launched new campaign resources to help more Australians support alcohol-free pregnancies.

The message is simple: we all have a part to play.

Partners, friends, family members and communities can make a real difference by choosing alcohol-free moments, reducing pressure and offering support.

Learn more at everymomentmatters.org.au

#EveryMomentMatters #AlcoholFreePregnancy

Portrait social tile



Social assets and copy

Portrait stories



Square social tiles



Portrait social tiles



Partners post copy

One powerful way partners can support an alcohol-free pregnancy is by not drinking too.

Doing it together can make things easier, reduce pressure and show that going alcohol-free is something everyone can get on board with.

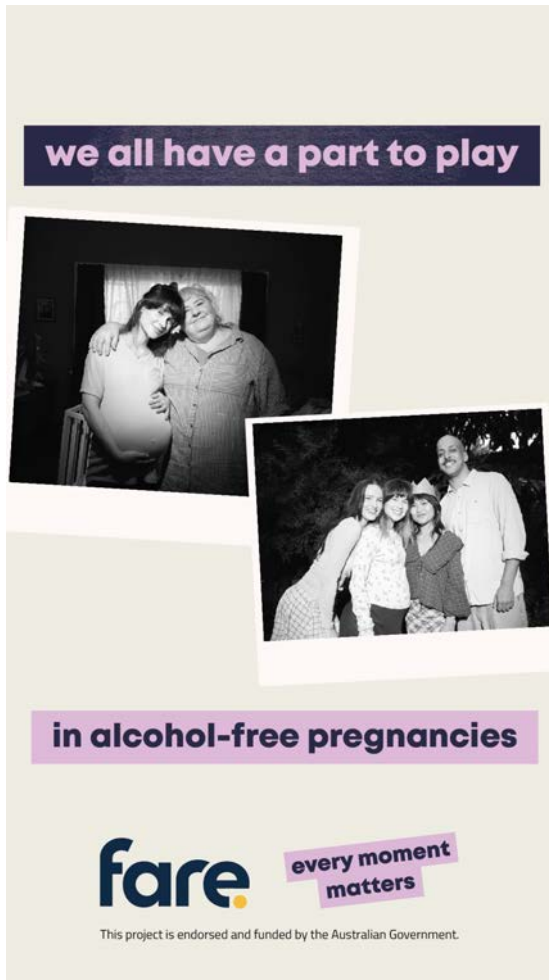
Learn more at everymomentmatters.org.au

#EveryMomentMatters #AlcoholFreePregnancy

Please click on an image to open a downloadable version. Then right click and choose 'save as'.

Social assets and copy

Portrait story



Square social tile



Please click on an image to open a downloadable version. Then right click and choose 'save as'.

Friends and family post copy

Planning a catch-up with someone who is pregnant or planning a pregnancy?

You can help by meeting at a location where alcohol isn't around, offering delicious alcohol-free drink options, and not asking why someone is not drinking.

Small moments of support matter.

#EveryMomentMatters #AlcoholFreePregnancy

Portrait social tile



Social assets and copy

Portrait story



Square social tile



Please click on an image to open a downloadable version. Then right click and choose 'save as'.

Health and community organisations post copy

We're proud to support Every Moment Matters, a national campaign sharing clear information and resources about alcohol, pregnancy, breastfeeding and Fetal Alcohol Spectrum Disorder (FASD).

The campaign reminds us that having an alcohol-free pregnancy is easier when partners, friends, family and health professionals offer support.

Find resources at everymomentmatters.org.au

#EveryMomentMatters #AlcoholFreePregnancy

Portrait social tile



Short newsletter piece

Subject/headline: We all have a part to play in alcohol-free pregnancies

Every Moment Matters has launched new campaign resources to help Australians support alcohol-free pregnancies. The campaign shares a simple message: partners, friends, family and communities can all play a part in making alcohol-free pregnancies easier.

Support can look like not drinking too, planning alcohol-free catch-ups, offering alcohol-free drink options at gatherings, not pressuring someone to drink, and encouraging people to seek help if they need it. The moment someone starts trying to get pregnant is the moment to stop drinking alcohol.

Learn more and access resources at: everymomentmatters.org.au

Long newsletter piece

Subject/headline: New Every Moment Matters campaign resources now available

Every Moment Matters is a national campaign led by FARE and funded by the Australian Government. The campaign shares clear, evidence-informed information and resources about alcohol, pregnancy, breastfeeding and Fetal Alcohol Spectrum Disorder (FASD).

The new campaign resources focuses on the important role that partners, friends and family can play in supporting alcohol-free pregnancies. The message is simple: we all have a part to play.

For some people, support might mean a partner choosing not to drink too. For others, it might be friends planning alcohol-free catch-ups, or family members offering encouragement. Alcohol can affect a developing baby at any stage of pregnancy. That's why the moment someone starts trying to get pregnant is the moment to stop drinking alcohol.

You can learn more, find tips and access campaign resources at: everymomentmatters.org.au

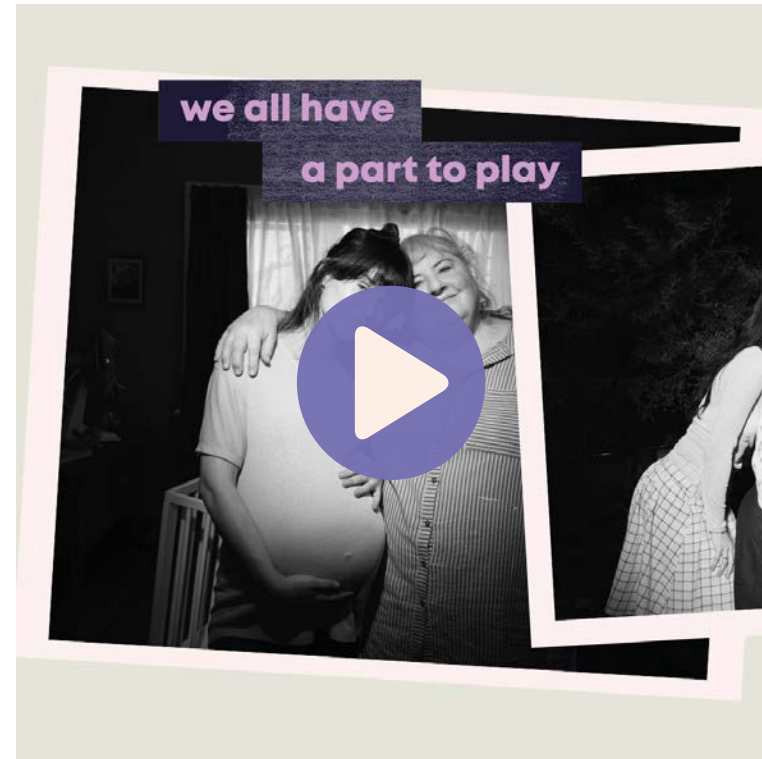
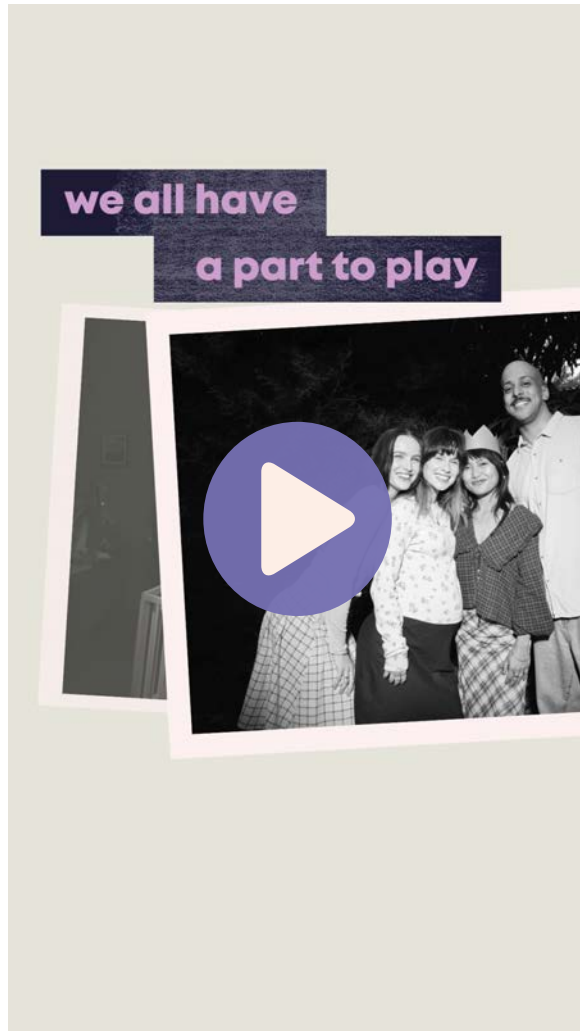
Website copy

FARE has launched new resources as part of the Every Moment Matters campaign to help more Australians have alcohol-free pregnancies. The campaign reminds us that partners, friends, family members and communities all have a part to play, whether that means choosing alcohol-free catch-ups, not offering alcohol, or supporting someone to seek help.

The moment you start trying is the moment to stop drinking alcohol. Learn more at: everymomentmatters.org.au

Video assets

Please click on a video preview to open a downloadable version.

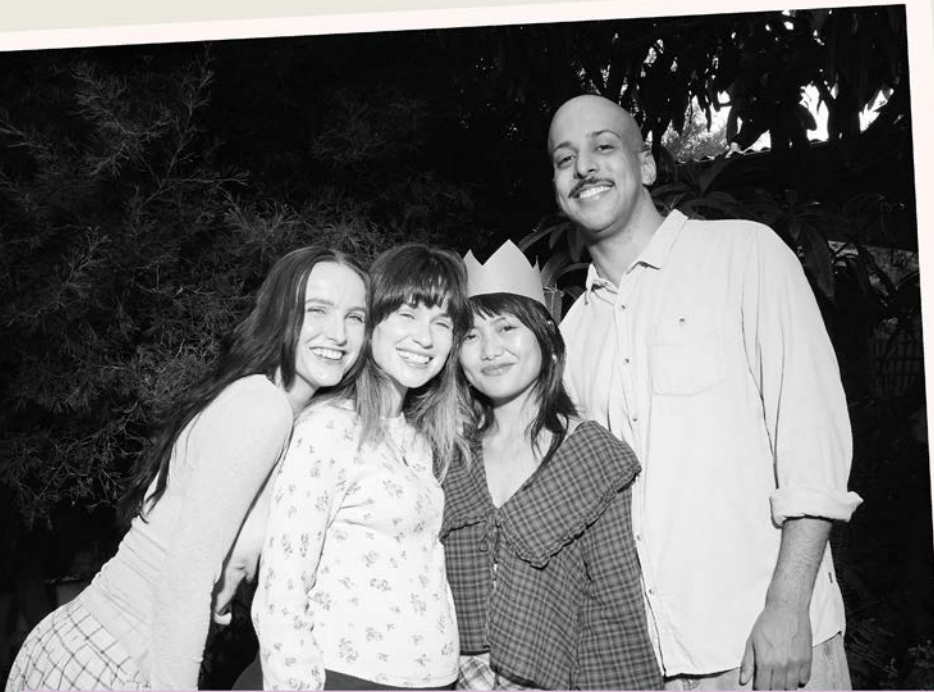


Printable assets

Please click on a poster to open a downloadable version.



we all have a part to play



in alcohol-free pregnancies

Follow and tag us

We'd love to see how you're sharing Every Moment Matters with your community.

When you post about the campaign, please tag FARE so we can follow along and help amplify your content where possible.

Tag FARE

- Instagram: @FAREAustralia
- Facebook: /FAREAustralia
- LinkedIn: /fareaustralia
- Bluesky: @fareaustralia

Suggested hashtags

- #EveryMomentMatters
- #AlcoholFreePregnancy
- #FASD
- #WeAllHaveAPartToPlay

You can use these hashtags when sharing campaign assets, posting your own reflections, promoting resources, or talking about how partners, friends, family members and communities can support alcohol-free pregnancies.

We encourage you to continue promoting existing campaign materials alongside the new creative assets provided in this toolkit. Using both existing and new creative resources will enable us to reinforce the campaign's core messaging.

A graphic for the 'Every Moment Matters' campaign. It features a collage of two black and white photographs. The top photo shows two women hugging outdoors. The bottom photo shows a pregnant woman in a white sweater being kissed on the cheek by another woman in a striped shirt. Overlaid on the collage are two dark blue text boxes. The top box contains the text 'the moment she said' in white, lowercase letters. The bottom box contains the text 'I'll go alcohol-free too' in white, lowercase letters. A small blue flower icon is positioned to the left of the top photo, with a dashed line connecting it to the top text box.

**the moment
she said**

**I'll go
alcohol-free too**

Acknowledgements

Every Moment Matters is endorsed and funded by the Australian Government.

It is supported by:

- Royal Australian and New Zealand College of Obstetricians and Gynaecologists (RANZCOG)
- Australian College of Midwives
- Royal Australian College of General Practitioners (RACGP)
- NOFASD Australia
- National Aboriginal Community Controlled Health Organisation (NACCHO)
- Royal Australasian College of Physicians (RACP).

We would also like to acknowledge the work of:

- Researchers from the Child Health Research Centre, University of Queensland, who supported the development of information resources used as part of this project
- Berlin Creative Australia as the lead creative agency for the campaign

Every Moment Matters is based on the advice of the National Health and Medical Research Council (NHMRC). Following a review of the latest evidence they advise:

- when pregnant or planning a pregnancy, you should not drink alcohol.
- when breastfeeding, not drinking alcohol is safest for the baby.

You can read more about the NHMRC Australian Alcohol Guidelines, and the evidence behind them [here](#).

Frequently Asked Questions

What are the risks of drinking alcohol in pregnancy?

Drinking alcohol during pregnancy increases risks of miscarriage, stillbirth, babies being small for gestational age, having low birth weight, and being born prematurely. It can also lead to a baby being born with Fetal Alcohol Spectrum Disorder (FASD).

What is FASD?

FASD is a lifelong disability caused by alcohol exposure during pregnancy. It is the leading preventable non-genetic developmental disability in Australia. People with FASD experience lifelong physical, behavioural, and cognitive challenges and can need daily support. Many people with FASD experience physical and emotional developmental delay, impaired speech and language development, difficulty controlling behaviour, and learning problems, such as problems with memory and attention.

What are common signs or effects of FASD?

People with FASD might have challenges with coordination, attention, memory, learning, speech and language, cognition, reasoning and judgment, impulse control and hyperactivity, managing emotions, life skills, social skills and relationships.

Is it ok to drink when trying for a baby?

You should avoid any alcohol when trying for a baby and when you are pregnant. Most people are unaware of the exact time they become pregnant so, when trying to get pregnant, it is important not to drink any alcohol. The developing baby can be damaged by alcohol from the time of conception, well before the pregnancy is confirmed.

What level of alcohol consumption during pregnancy causes FASD?

Any alcohol crosses the placenta to the developing baby, which increases the risk of damaging the developing organs and systems of the body, including the brain and central nervous system. All alcohol exposure increases the risk of a baby being born with FASD.

Are there different risks or impacts of drinking alcohol at different stages of pregnancy?

There is no safe time to drink alcohol during pregnancy. Drinking alcohol during pregnancy increases the risk of a baby being born with FASD. Alcohol also increases the risk of miscarriage, stillbirth, premature birth, and low birth weight.

While all organs and systems can be affected, the baby's brain is developing throughout the whole pregnancy, and this is the organ that is most severely damaged by alcohol. The damage can be to the structure as well as the functions of the brain.

What should I do if I drank alcohol before I knew I was pregnant?

It is never too late to stop drinking alcohol during pregnancy. Brain growth continues throughout pregnancy so stopping drinking alcohol and staying alcohol-free for the remainder of the pregnancy will prevent any further increase in risk.

If you drank alcohol before you knew you were pregnant and are concerned, you can talk with your doctor, midwife or obstetrician for advice about your specific circumstances.

What should I do if I am struggling to stop or cut down on drinking during pregnancy?

If you are finding it hard to stop or cut back on drinking alcohol, you can speak with a doctor, midwife or obstetrician. Health professionals speak to lots of people about alcohol. They can answer questions and provide information on services offering support and advice.

