

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH PORTFOLIO

Budget Estimates 2017 - 2018, 29 May 2017

Ref No: SQ17-000746

OUTCOME: 2 - Health Access and Support Services

Topic: National public education campaign

Type of Question: Written Question on Notice

Senator: Watt, Murray

Question:

Is the Government planning to undertake a public education campaign aimed at addressing alcohol harm?

Answer:

The Government is progressing public education and prevention activities relating to building awareness that not drinking alcohol during pregnancy is the safest option. The Foundation for Alcohol Research and Education (FARE) and the National Organisation for Fetal Alcohol Spectrum Disorder (NOFASD) have both been engaged to undertake awareness raising activities which target not drinking alcohol in pregnancy, while breastfeeding and when planning a pregnancy.

Public awareness campaigns under the banners of Pregnant Pause and Women Want To Know will be on radio, social media. There will also be grass roots promotional activities, which together aim to build awareness of this important message which will culminate in activities to mark International FASD day which occurs on 9 September each year.

This awareness raising will then continue to ensure that people are aware of the message and continue to be encouraged to abstain from alcohol as the year moves into the Christmas and New Year period, which is a time of higher consumption of alcohol for many people.