

# Helping GPs talk to parents about Foetal Alcohol Syndrome



Primary was engaged by the Federation for Alcohol Research and Education (FARE) on behalf of the Department of Health to develop a national engagement, awareness and education program for GP's and health practitioners about foetal alcohol syndrome (FAS) and the NHMRC National Alcohol Guidelines.



## Strategy

The strategy recognised the need to provide GPs and medical professionals with support to have conversations with women and men about the dangers of FAS and FASD, while raising awareness of these dangers with members of the general community.

The strategy:

- » Established a stakeholder consultation group that participated in a full day workshop to inform the strategy
- » Formed a working group to guide the development of the project including GPs, tertiary clinical experts, international researchers, sector representatives and communication specialists
- » Involved patients, their support networks and the wider community in community conversation about alcohol and pregnancy
- » Developed consultation tools and resources including surveys, professional peak group consultation meetings and a review of current tools and programs.

## Outcomes

Primary and FARE developed a user-friendly campaign that:

- » Achieved the Department's project objective to raise awareness of the impact of alcohol on unborn children and mothers
- » Provided tailored resources across many platforms to reach expecting parents and their medical support professionals
- » Was endorsed by the professional peak medical group
- » Launched a campaign website and fundraising appeal challenge by FARE and consumer / media partners to appeal to fathers <http://pregnantpause.com.au/>
- » Established relationships with key medical stakeholders and drove uptake through a tailored education and CPD program.

As an extension of this strategy, FARE developed and launched the Women Want to Know campaign that encourages health professionals to talk about alcohol with women and their partners who are pregnant or planning pregnancy.

