

NO Band-aid for FASD

No alcohol when pregnant.

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Report on WCTU Australia FASD Campaign 2014

Focused on FASD Day, September 9th 2014, WCTU Australia had a campaign to promote the message that women should not drink while pregnant, planning a pregnancy or breast feeding. They bought 5000 nifty little plastic packs, each containing 5 band aids, with a graphic and the message "NO Band aid for FASD. For your baby's sake – no alcohol while pregnant."

Our members throughout Australia did what they could to spread the message by distributing as many of the band aid packs and our Fetal Alcohol Spectrum Disorder leaflets as possible to young women and girls through Infant Welfare Centres, doctors, libraries, schools (In one school a message was given to Years 10 – 12 and about 80 band aid packs and leaflets given out), youth and mothers' groups, churches, etc. and to people they knew personally. Over several months almost all the 5000 band aid packs were distributed.

A member in Alice Springs took the band aids and leaflets to Aboriginal areas north of Alice Springs where the message is urgently needed.

An on-line petition with change.org to urge the Federal Health Minister to implement effective FASD warning labels on alcohol containers and to have an information campaign to warn young women gained 200 signatures and was forwarded to the Health Minister with a letter.

Using "Fairgo", emails urging that FASD warning labels consisting of text and a symbol be mandated on all alcoholic beverages, were sent to every Member of Parliament in Australia. Replies from MPs indicated that the Federal Government is committed to provide \$9.2 million to the National Fetal Alcohol Spectrum Disorders (FASD) Action Plan to address the harmful impact of FASD on children and families. However, this does not include FASD warning labels on drinks.

Letters were sent to the editors of a number of newspapers for publication on FASD Day, 9th September, and at least one letter was published in a local paper.

A Resolution about the need for effective alcohol warning labels and a widespread and well-planned education campaign regarding the dangers of drinking while pregnant, in order to prevent more babies being born with this lifelong disorder, was sent to National Council of Women Victoria. A modified version of the resolution will be discussed at the NCW Australia Conference in October 2015.

The campaign depleted our supply of FASD information leaflets and in 2015 an up-dated modern leaflet was printed and is available from the WCTU National Office.

