**From:** Christine Rogan
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**To:** fannz
**Subject:** FASD update Jun 15

Kia ora FANNZ

**New alcohol and pregnancy campaign for NZ – Don’t know? Don’t Drink**

The first phase of HPA’s (Health Promotion Agency) alcohol and pregnancy ‘Don’t know? Don’t Drink’ campaign went online on Sunday 14 June.

It is a mainly online campaign focused on young women.  It reminds them that alcohol can harm developing babies and if they ‘don’t know’ whether or not they’re pregnant then ‘don’t drink’.  The campaign involves video content appearing in a range of digital environments, online display banner placements and posters placed in bars.  The campaign media will run until the end of August.

The campaign is supported by a wider alcohol and pregnancy work programme which includes:

* an alcohol and pregnancy key message that is supported by a wide range of health sector agencies
* resources for health professionals to help them have conversations with women about alcohol and pregnancy
* input and leadership from HPA’s Alcohol and Pregnancy Sector Leaders’ Group

You can find more information about the ‘Don’t Know? Don’t Drink’ campaign and HPA’s wider alcohol and pregnancy work at  <http://www.alcohol.org.nz/alcohol-its-effects/alcohol-pregnancy/dont-know-dont-drink>.

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**Top of the South FASD interview**

Sage Forrest from Fresh FM Top of the South interviewed Christine Rogan about FASD its prevention and implications.  The 15 min interview airs live Tuesday (tomorrow) 16 June at 11.40am, is replayed on Friday at 2.40pm and subsequently podcast on their website <http://www.freshfm.net/>

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Nga mihi nui

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