



ALCOHOL  
HEALTHWATCH

**MEDIA RELEASE**  
**Thursday 17 May 2007**

With the release of its briefing paper on Fetal Alcohol Spectrum Disorder (FASD) today Alcohol Healthwatch calls for action on the problems associated with drinking alcohol during pregnancy.

The paper's author and advocate on the issue Christine Rogan says that other countries are leaps and bounds ahead in acknowledging the issue, the incredible costs associated with it and implementing effective prevention, diagnosis and support interventions.

Rogan says that with increasing drinking by women, young women in particular, we simply must get our heads out of the sand and fund comprehensive strategic action.

The briefing paper "*Fetal Alcohol Spectrum Disorder in New Zealand: Activating the Awareness and Intervention Continuum*" describes the disorder, the New Zealand context and makes a range of recommendations for moving forward.

Drinking alcohol during pregnancy can cause irreparable damage to the brain of the developing baby and a range of other effects, collectively known as FASD. Rogan emphasises that FASD is a 100% alcohol-related disability and is therefore preventable.

As well as planning and funding a range of prevention strategies it is essential to fund diagnosis and support mechanisms for those families already affected. With appropriate care and support affected people can lead active and productive lives so there is an imperative to respond appropriately to their needs.

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The briefing paper "*Fetal Alcohol Spectrum Disorder in New Zealand: Activating the Awareness and Intervention Continuum*" can be found at [www.ahw.co.nz](http://www.ahw.co.nz)

**Action on Liquor** campaign information and a range of other briefing papers on topics including sale of liquor, advertising, taxation can also be found on our website.