

RED SHOES ROCK

LIGHTING
PACK '26



YOU ROCK!

We think it's amazing that your organisation is lighting up in red for International Fetal Alcohol Spectrum Disorder Awareness Month 2026.

In this pack, you'll find:

- ♦ Information about the campaign and team
- ♦ Eye-catching social media graphics and wording
- ♦ Website or e-newsletter content
- ♦ A template media release and pitch to engage local media

You can also find more information and ways to support at:
redshoesrock.org.au



HELLO,

Thank you for supporting Fetal Alcohol Spectrum Disorder (FASD) Awareness Month!

Each September, advocates, organisations and community groups come together to spark conversation and drive change by raising awareness of FASD, through the Red Shoes Rock campaign.

Red Shoes Rock is a global awareness campaign focused on awareness, visibility, conversation and support for people living with Fetal Alcohol Spectrum Disorder (FASD).

In Australia, Red Shoes Rock is a partnership between lived experience advocates and the Foundation for Alcohol Research and Education (FARE), NOFASD Australia, FASD Hub Australia, the National Aboriginal Community Controlled Health Organisation (NACCHO), and the FASD Research Australia NHMRC Centre of Research Excellence in Fetal Alcohol Spectrum Disorder.

The campaign was started in 2013 by RJ Formanek, a Canadian man with FASD, with the support of Jodee Kulp. RJ decided to wear red shoes to stand out, be noticed and start a

conversation about his hidden disability.

Now, red shoes, socks, clothes, monuments - everything red! - is part of a global annual event during September, and we're inviting you to be part of the movement!

You can take part by wearing red shoes or socks, sharing campaign messages, starting a conversation or downloading resources for your workplace or community.

Together, we can help reduce stigma, increase understanding and build stronger support for people living with FASD.

This pack includes information about FASD and resources you can use to amplify the campaign with your community.

Thank you for your support.

Warm regards,

Ayla Chorley
CEO FARE



LET'S DO THIS!

Welcome to Red Shoes Rock 2026!

Every September, I feel the power of Red Shoes Rock all over again.

For me, this campaign is personal. I live with Fetal Alcohol Spectrum Disorder, or FASD. I know what it feels like to move through the world with a disability that many people still do not understand, and I know how much difference it can make when someone listens with care rather than judgement.

That is why Red Shoes Rock matters.

Red Shoes Rock is a chance for people across Australia to make FASD visible. By wearing red shoes or socks, sharing stories and starting conversations, we can help build a community that understands FASD with more honesty, respect and hope.

FASD is a lifelong disability caused by prenatal alcohol exposure. People living with FASD have our own strengths, challenges, needs and stories.

We are all different. We are artists, advocates, workers, students, friends, family members and community

members. We deserve to be seen as whole people, and we deserve the right support to live well.

Too many people living with FASD and their families still face stigma, misunderstanding, underdiagnosis and gaps in support. Too many people also receive mixed messages about alcohol and pregnancy. These barriers hurt people, but they are not impossible to change.

Clear information helps. Early diagnosis helps. Supportive families, schools, workplaces, health services and communities help. Conversations about alcohol-free pregnancies help too, especially when they are approached with care and support.

For a healthy pregnancy, it is important to have an alcohol-free pregnancy. Partners, friends, families and communities all have a role in making this easier.

Small actions can make a huge difference. Things like offering alcohol-free options at a get together, backing someone's decision not to drink, sharing trusted information, or encouraging someone to talk with their doctor, midwife or obstetrician if they have questions.

This September, I invite you to step into Red Shoes Rock with us.

Wear your red shoes or socks. Share a photo. Start a conversation at work, at school, in your community or around your kitchen table. Read

and share lived experience stories. Help people find trusted information and support. Ask decision-makers to invest in better awareness, diagnosis and services for people living with FASD and their families.

Every pair of red shoes can open a conversation. Every respectful conversation can help reduce stigma. And every person who takes part helps build a movement where people living with FASD are understood, respected and supported.

Thank you for standing with us.

**Jessica Birch
FASD Advocate
Red Shoes Rock Team**



AUSTRALIA LIT UP RED IN 2025

Across Australia, landmarks and institutions lit up red during September 2025 to make FASD more visible and support respectful conversations in their communities.

Each light-up created an opportunity for people to stop, take notice, learn more and show their support for people living with FASD and their families.

Every red landmark can open a conversation, and every conversation can help reduce stigma.

In 2026, we're inviting landmarks and institutions to light up red on 9 September, or another night during September, and help make FASD visible across Australia.

Canberra



Melbourne



Brisbane



YOUR LIGHTING CHECKLIST:

Before September

- 1 Confirm the date and time your venue will light up red.
- 2 Email your venue name, location and lighting times to: emm@fare.org.au
- 3 Download the campaign tiles, suggested copy and digital signage.
- 4 Schedule an announcement for the week before your light-up.
- 5 Nominate someone to photograph or film the venue.

During September

- 1 Light up red.
- 2 Share a photo or short video and explain why.
- 3 Tag the campaign and use #FASD and #RedShoesRock.
- 4 Encourage visitors to take photos and learn more at redshoesrock.org.au.

After September

- 1 Email two or three high-resolution photographs to: emm@fare.org.au
- 2 Share a short recap with your community.
- 3 Complete a brief feedback form to help improve future campaigns.

WHAT IS FASD?

Alcohol consumed at any stage of pregnancy passes directly to the developing baby and can damage their brain, body and organs. It can lead to a lifelong disability known as Fetal Alcohol Spectrum Disorder, or FASD.

People living with FASD can experience challenges with:

- ♦ physical and emotional development
- ♦ speech and language
- ♦ memory, attention and learning
- ♦ sensory processing
- ♦ emotional regulation and behaviour
- ♦ daily living skills

Every person living with FASD is different. People living with FASD have their own strengths, challenges, personalities and support needs.

With understanding, early diagnosis and the right support, people living with FASD and their families can be better supported to thrive.



WHY RED SHOES ROCK MATTERS

**People living with FASD
deserve to be understood,
respected and supported.**

**But across Australia, many
people living with FASD
and their families still face
stigma, misunderstanding,
underdiagnosis and gaps in
support.**

Many people also receive mixed messages about alcohol and pregnancy.

Red Shoes Rock helps change this.

By wearing red shoes or socks, sharing stories and starting respectful conversations, people across Australia can help increase understanding of FASD, support alcohol-free pregnancies and connect people with trusted information and support.

FASD is estimated to affect 3.6 per cent of the Australian population.¹ That means many families, schools, workplaces and communities are likely to know or support someone living with FASD.

Awareness is only the first step. People living with FASD and their families also need better recognition, earlier diagnosis and practical support across health, disability, education, justice and community systems.



¹ Tsang, T.W., Rosenblatt, D.H., Parta, I. & Elliott, E.J. (2025). Estimating the Prevalence of Fetal Alcohol Spectrum Disorder in Australia. Drug and Alcohol Review, 44(5), 1522-1525. <https://doi.org/10.1111/dar.14082>

MEET THE TEAM



The Foundation for Alcohol Research and Education (FARE) is a not-for-profit organisation with a vision for an Australia free from alcohol harms – where communities are healthy and well, and where laws, policies and programs are fair, equitable and just.

We work collaboratively to build the capacity of people wanting to create change, raise community awareness of alcohol harms, advocate for policy change aimed at preventing alcohol-related harms and increase accountability of companies that fuel harm.

Working with local communities, people with lived experience of alcohol harm, values-aligned organisations, health professionals, researchers and governments across the nation, we are improving the health and wellbeing of everyone in Australia.

To learn more about FARE visit:

fare.org.au



The National Organisation for Fetal Alcohol Spectrum Disorder (NOFASD) Australia is the national peak organisation representing the interests of individuals who have Fetal Alcohol Spectrum Disorder (FASD) and the families who support them.

NOFASD's vision is the prevention of alcohol exposed pregnancies in Australia and an improved quality of life for those who have FASD. We are the essential bridge for support, knowledge, and connection for those navigating the challenges of FASD.

In addition to delivering support to individuals and families NOFASD Australia also provides education and training workshops to parent and carer groups, government and non-government service providers and school communities throughout Australia.

To learn more about NOFASD visit:

nofasd.org.au



The National Aboriginal Community Controlled Health Organisation (NACCHO) is a living embodiment of the aspirations of Aboriginal communities and their struggle for self-determination.

NACCHO represents over 140 Aboriginal Community Controlled Health Services (ACCHSs) across the country on Aboriginal health and well-being issues and is Australia's peak Aboriginal health body.

NACCHO aims to provide leadership and direction in the development of health policies affecting Aboriginal peoples, and to support ACCHSs in their delivery of comprehensive primary healthcare.

To learn more about NACCHO visit: naccho.org.au



The FASD Research Australia NHMRC Centre of Research Excellence in Fetal Alcohol Spectrum Disorder is an Australian, international collaboration in FASD research and translation, led by the University of Sydney (2026–30). It brings together experts in epidemiology, implementation science, health economics, Indigenous research, policy development and paediatrics. It will fill knowledge gaps in the epidemiology, diagnosis and management, and burden and costs of FASD through the conduct of high-impact studies that translate directly into better outcomes for individuals and families with FASD.



The FASD Hub brings together the latest evidence-based content about alcohol, pregnancy and FASD in Australia.

The FASD Hub serves a range of stakeholders including health professionals, researchers, educators, people living with FASD and their families, and those planning a pregnancy or breastfeeding.

As well as housing the latest research and publications, The FASD Hub connects FASD-informed health professionals and families through the FASD Hub Service Directory, provides online training to accompany The Australian Guide to the diagnosis of FASD, and connects audiences with other specialist groups.

To learn more about the FASD Hub visit: fasdhub.org.au

INFORMATION & SUPPORT

Red Shoes Rock helps start conversations about FASD and alcohol-free pregnancies.

If you are looking for detailed information, diagnosis pathways or support services, these trusted organisations can help.

Red Shoes Rock: redshoesrock.org.au

Every Moment Matters: everymomentmatters.org.au

NOFASD: nofasd.org.au

NACCHO: naccho.org.au/fasd/strong-born

FASD Hub: fasdhub.org.au

AVAILABLE
ASSETS
+ COPY

SOCIAL TILES

Available in:



Please click on image to download tile
or visit: redshoesrock.org.au/resources

SOCIAL TILE — CAROUSEL

Available in:



Please click on image to download tile
or visit: redshoesrock.org.au/resources

SOCIAL COPY



Short copy

If you visit [your venue] this month, you might notice something different. We're lighting up in red to support Fetal Alcohol Spectrum Disorder (FASD) Awareness Month! Take a photo out front to share your support, and don't forget to tag us when you post on social media. To get involved and find out more visit: redshoesrock.org.au

#FASD #RedShoesRock



Long copy

If you visit [your venue] this month, you might notice something different! This September we're lighting up in red for Fetal Alcohol Spectrum Disorder (FASD) Awareness Month. FASD is the leading preventable non-genetic developmental disability in Australia.

To help us raise awareness of FASD, why not visit and take a selfie? You can share it to social media, and tag us to help spread the word. To find out more, visit: redshoesrock.org.au

#FASD #RedShoesRock

A TEMPLATE MEDIA RELEASE

MEDIA RELEASE [INSERT DATE]

[LANDMARK] to light up red and help make FASD visible

[LANDMARK/INSTITUTION] will light up red on [DATE] to support Red Shoes Rock and Fetal Alcohol Spectrum Disorder Awareness Month.

The local landmark will join buildings and institutions across Australia in using red light to raise awareness of Fetal Alcohol Spectrum Disorder, or FASD, and help start conversations in the community.

FASD is a lifelong neurodevelopmental disability caused by prenatal alcohol exposure. It is often described as a hidden disability because its impacts may not be immediately visible or widely understood.

People living with FASD may experience difficulties with learning, memory, attention, communication, planning, sensory processing, emotional regulation and physical development. Every person's experience is different, and people with FASD have their own strengths, interests, goals and support needs.

[NAME, TITLE AND ORGANISATION] said lighting [LANDMARK] red offered a visible way for the local community to show its support.

"FASD is often hidden and misunderstood, so making it visible in the heart of our community is an important place to start.

"By lighting [LANDMARK] red, we hope to encourage people to ask questions, learn more and build greater understanding of FASD."

Red Shoes Rock began in 2013 when RJ Formanek, a Canadian man living with FASD, wore red shoes to stand out and start conversations about his disability. Today, people around the world wear red shoes or socks, share stories, hold community activities and light landmarks red during September.

Red Shoes Rock also shares clear information about alcohol and pregnancy. Throughout pregnancy, alcohol passes directly to the developing baby and can damage their brain, body and organs, and lead to FASD.

For people who are pregnant or planning a pregnancy, Australian alcohol guidelines recommend not drinking alcohol. Alcohol-free pregnancies are everyone's business, and partners, families, friends, health professionals and communities can all play a part.

Community members are encouraged to visit [LANDMARK] between [LIGHTING START TIME] and [LIGHTING END TIME] on [DATE], wear red shoes or socks and take a photograph to show their support.

Photos can be shared on social media using #FASD and #RedShoesRock and by tagging [INSERT VENUE AND CAMPAIGN SOCIAL MEDIA ACCOUNTS].

To learn more about FASD, hear community stories and find ways to participate, visit:

redshoesrock.org.au.

TEMPLATE MEDIA PITCH

Email subject: Media opportunity - [Landmark] to light up red for FASD awareness

On [DATE], [LANDMARK/ORGANISATION] will light up red to support Red Shoes Rock and Fetal Alcohol Spectrum Disorder (FASD) Awareness Month.

FASD is a lifelong neurodevelopmental disability caused by prenatal alcohol exposure. Because its impacts are often not immediately visible or widely understood, lighting a familiar local landmark red can help make FASD visible and encourage respectful conversations across the community.

The light-up will provide a strong local photography opportunity, and [SPOKESPERSON NAME AND ROLE] will be available for interview.

What: [LANDMARK] lighting up red for FASD Awareness Month

Where: [FULL ADDRESS OR BEST PUBLIC VIEWING LOCATION]

When: [DATE AND LIGHTING TIMES]

Best photography time: [TIME]

Access or parking information: [DETAILS]

Interview opportunities: [NAMES, TITLES AND AVAILABILITY]

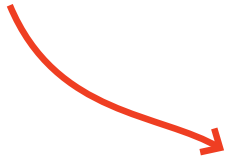
Community members are also encouraged to visit the landmark, wear red shoes or socks, take a photo and share it using #FASD and #RedShoesRock.

Please contact me to arrange an interview, photography access or further information. a selfie to post online. Learn more about FASD and share this information with your communities.

Head to: redshoesrock.org.au

TEMPLATE NEWSLETTER OR WEBSITE COPY

Short option



We're lighting up red for Fetal Alcohol Spectrum Disorder Awareness Month!

On [DATE], [LANDMARK/INSTITUTION] will light up red to support Red Shoes Rock and Fetal Alcohol Spectrum Disorder (FASD) Awareness Month.

FASD is a lifelong neurodevelopmental disability caused by prenatal alcohol exposure. People living with FASD may experience challenges with learning, memory, attention, communication, sensory processing, emotional regulation and daily living. Every person's experience is different, and people living with FASD have their own strengths, challenges, goals and support needs.

FASD is often described as a hidden disability because its impacts may not be immediately visible or widely understood. By lighting up a familiar community landmark, we can help make FASD more visible, reduce stigma and encourage respectful conversations.

We invite you to visit [LANDMARK] between [LIGHTING TIMES] on [DATE], wear red shoes or socks and take a photo to show your support.

Share your photos using #FASD and #RedShoesRock, and tag [ORGANISATION'S SOCIAL MEDIA ACCOUNT].

Learn more about FASD, hear community stories and find trusted information and support at: redshoesrock.org.au

Long option



Why is [LANDMARK] lighting up red?

On [DATE], [LANDMARK/INSTITUTION] will join landmarks and institutions across Australia in lighting up red for Red Shoes Rock and Fetal Alcohol Spectrum Disorder (FASD) Awareness Month.

The light-up will help make FASD visible in our community and encourage people to learn more, start respectful conversations and show their support for people living with FASD and their families.

What is FASD?

Fetal Alcohol Spectrum Disorder, or FASD, is a lifelong neurodevelopmental disability caused by prenatal alcohol exposure.

People living with FASD may experience challenges with:

- learning, memory and attention
- communication and language
- planning and daily living skills
- sensory processing
- emotional and behavioural regulation
- physical development.

Every person living with FASD is different. People with FASD have their own strengths, personalities, challenges, goals and needs.

FASD is often described as a hidden disability because its impacts may not be immediately visible or widely understood. Greater awareness can help reduce stigma and support earlier recognition, diagnosis and practical assistance across families, schools, workplaces, health services and communities..

Why red?

Red Shoes Rock began in 2013 when RJ Formanek, a Canadian man living with FASD, wore red shoes to stand out and start conversations about his disability.

Today, people around the world wear red shoes or socks, share community stories, hold events and light landmarks red throughout September.

When people see a familiar building glowing red, they often ask why. That question creates an opportunity to share trusted information and build greater understanding of FASD..

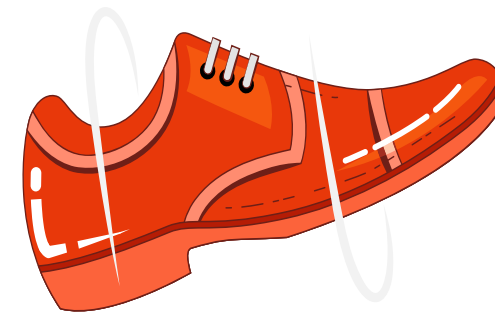
Join us

You can support Red Shoes Rock by:

- visiting [LANDMARK] between [LIGHTING TIMES] on [DATE]
- wearing red shoes or socks
- taking a photo in front of the light-up
- sharing your photo using #FASD and #RedShoesRock
- tagging [ORGANISATION'S SOCIAL MEDIA ACCOUNT]
- learning more and sharing trusted information with your community.

Every red landmark can open a conversation. Learn more about FASD, community stories and available support at: redshoesrock.org.au.

STAY IN THE LOOP



Follow the campaign online!

 Instagram

[@FAREAustralia](#)

[@NOFASD.Australia](#)

[@NACCHOAu](#)

[@FASDhubaustralia](#)

 Facebook

[/FAREAustralia](#)

[/NOFASD.Australia](#)

[/NacchoAboriginalHealth](#)

[/fasdhubaustralia](#)

 BlueSky

[@fareaustralia](#)

[@nofasdaustralia](#)

 LinkedIn

[/fareaustralia](#)

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[/naccho-australia](#)