

RED SHOES ROCK

SUPPORTER
PACK '26



CONTENTS

Welcome letters	3
What is FASD?	6
Why Red Shoes Rocks matters?	7
What is Red Shoes Rock?	9
Help start conversations	10
Bring Red Shoes Rock to your community	11
Ready-to-use resources	14
Conversation starters	23
Meet the campaign partners	24



Skip straight to
the resources!

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 kit 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 part to play 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



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 and support needs.

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



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.

¹Tsang, 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>

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

WHAT IS RED SHOES ROCK?

Red Shoes Rock is a global awareness campaign that helps start conversations about Fetal Alcohol Spectrum Disorder, or FASD.

The campaign was started by RJ Formanek, a Canadian man living with FASD. He decided to wear red shoes to symbolise power and strength, to be noticed and start talking about his hidden disability.

“Red shoes were critical to my narrative, they were the key to it all. They were all about being different... They spoke of speed, of freedom of thought and being different, and red running shoes with the power suit sent a message out there to the world.”

– RJ Formanek

No red shoes? No worries! Wearing red socks can be just as effective for starting conversations and sharing on social media using the hashtag #RedShoesRock.



WHAT'S ON

Check out what's on, and see how you can get involved.

We will be driving community action across social media, media and via in-person events and invite others to do the same by encouraging your communities to wear red shoes, and to learn more about FASD. (Follow along via the #RedShoesRock hashtag!)



Lighting up Australia in red

Each year, we invite landmarks and institutions across Australia to light their buildings up in red, to raise awareness of FASD.

One action you could take is to post about a local venue in your area lighting up in red. For example, taking photos of your team in front of the venue in red and sharing to social media. You can find a map of [landmarks on our website](#).

Events and activations

Many community groups and organisations will host events during September to raise awareness of FASD, this may be hosting a morning tea to talk about it, going for a team walk in red shoes (or socks) to raise awareness, or making a trip to a landmark that's lighting up to take photos for social media or your newsletter.

You can find out what's happening in your area, or add your event to the calendar on [NOFASD's website](#).



HELP START CONVERSATIONS!

People living with FASD and their families are at the heart of Red Shoes Rock. This September, we're inviting people across Australia to wear red shoes or socks, share campaign messages and start respectful conversations about FASD and alcohol-free pregnancies.

Your support can help more people understand what FASD is, reduce stigma, and connect people with trusted information and support.

Every post, photo, story, workplace activity or conversation helps make FASD more visible.



BRING RED SHOES ROCK TO YOUR COMMUNITY

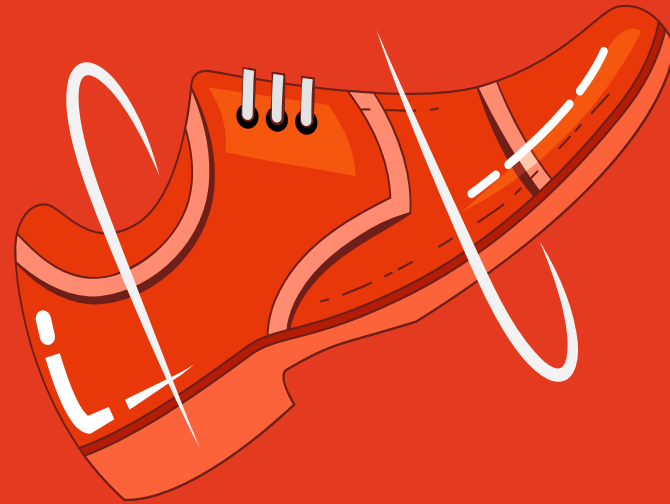
International FASD Awareness Day is held on 9 September, and the whole month of September is FASD Awareness Month.

You can take part in a way that works for you, your workplace or your community.

In this kit, you'll find:

- key messages about Red Shoes Rock and FASD
- suggested social media posts and newsletter copy
- simple ways to take part at work or in your community
- links to trusted information and support
- tips for talking about FASD in a respectful, strengths-based way

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



HERE'S HOW TO HELP:

1 Wear red shoes or socks

Wear red shoes or socks on 9 September or throughout the month. Take a photo and share why you're supporting Red Shoes Rock.

2 Start a conversation

Talk with your family, friends, colleagues or community about FASD, alcohol-free pregnancies and the importance of understanding and support.

3 Share a post

Use our ready-to-share social media copy and graphics in this kit. Add #RedShoesRock and #FASD so others can follow the campaign.

4 Bring Red Shoes Rock to your workplace

Encourage staff to wear red shoes or socks, add a Red Shoes Rock banner to email signatures, share a staff update, or host a morning tea or team walk.

5 Visit a red landmark

See which landmarks are lighting up red near you. Take a photo or reel and share why Red Shoes Rock matters.

6 Share trusted info

Help people find reliable information about FASD, alcohol-free pregnancies, diagnosis pathways and support services.

7 Support change

People living with FASD and their families need better recognition, diagnosis and support. Share the campaign with decision-makers and help build momentum for lasting change.

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](#)

[/nofasdaustralia](#)

[/naccho-australia](#)

READY-TO-USE
ASSETS
+ COPY

SOCIAL TILES

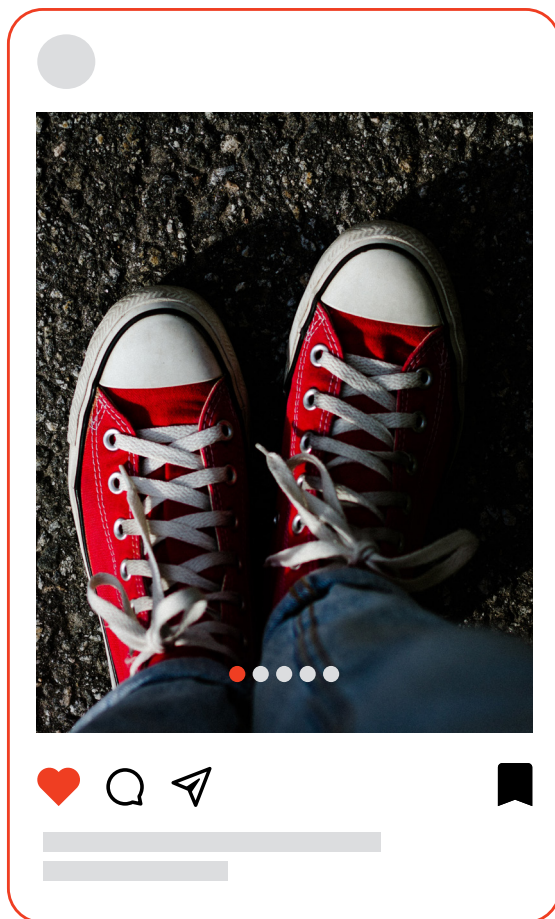
Available in:



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

SOCIAL TILE — CAROUSEL A

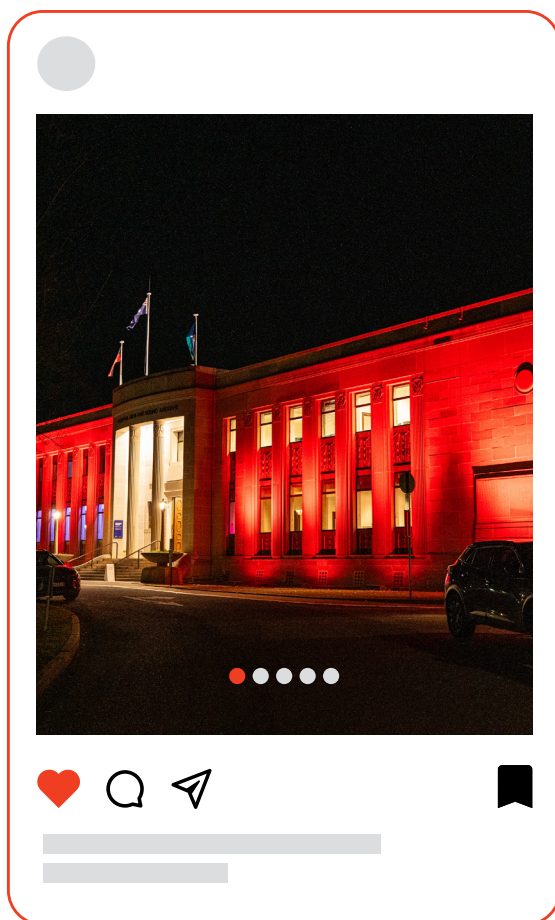
Available in:



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

SOCIAL TILE — CAROUSEL B

Available in:



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

SOCIAL COPY

— OPTION A



Short copy

This September, we're taking part in Red Shoes Rock. Wear red shoes or socks, share a photo and start a conversation about Fetal Alcohol Spectrum Disorder (FASD). Download the supporter kit: redshoesrock.org.au

#FASD #RedShoesRock



Long copy

This September, we're taking part in Red Shoes Rock. Wear red shoes or socks, share a photo and start a conversation about Fetal Alcohol Spectrum Disorder (FASD). Together we can reduce stigma, support alcohol-free pregnancies, and build stronger understanding and support for people living with FASD.

Download the supporter kit: redshoesrock.org.au

#FASD #RedShoesRock

SOCIAL COPY

— OPTION B



Short copy

People living with FASD are at the heart of Red Shoes Rock. This September, we're listening to lived experience, and helping more people talk about FASD with care, dignity and hope.

Hear their stories: redshoesrock.org.au



Long copy

People living with FASD are at the heart of Red Shoes Rock.

This September, we're listening to lived experience, sharing resources, connecting people with trusted services, and helping more people talk about FASD with care, dignity and hope.

Hear their stories: redshoesrock.org.au

#FASD #RedShoesRock

SOCIAL COPY

— OPTION C



Short copy

This September, our workplace is supporting Red Shoes Rock. We're wearing red shoes or socks to start conversations about FASD.

Get involved at: redshoesrock.org.au

#FASD #RedShoesRock



Long copy

This September, our workplace is supporting Red Shoes Rock. We're wearing red shoes or socks to start conversations about FASD, support alcohol-free pregnancies, and support people living with FASD and their families.

Get involved at: redshoesrock.org.au

#FASD #RedShoesRock

NEWSLETTER A

Step into your red shoes or socks for FASD Awareness Month!

This September, we're proud to support Red Shoes Rock, a national campaign raising awareness of Fetal Alcohol Spectrum Disorder, or FASD.

Red Shoes Rock invites people across Australia to wear red shoes or socks, share stories and start conversations about FASD.

FASD is a lifelong disability caused by prenatal alcohol exposure, which can damage a developing baby's brain, body and organs. People living with FASD have their own strengths, challenges and support needs.

Red Shoes Rock is led by lived experience advocates and helps build understanding, reduce stigma, support alcohol-free pregnancies and connect people with trusted information and support.

You can take part by wearing red shoes or socks, sharing a campaign post, starting a conversation at work or in your community, or downloading the supporter kit.

Together, we can help create communities where people living with FASD and their families feel seen, respected and supported.

Head to: redshoesrock.org.au to learn more and to get involved.

NEWSLETTER B

Wear red shoes or socks for FASD Awareness Month!

It's FASD awareness Month, and we're supporting Red Shoes Rock.

What is FASD?

Fetal Alcohol Spectrum Disorder, or FASD, is a lifelong disability caused by prenatal alcohol exposure. Alcohol consumed at any stage of pregnancy passes directly to the developing baby and can damage their brain, body and organs.

People living with FASD have their own strengths, challenges and support needs. With understanding, early diagnosis and the right support, people living with FASD and their families can be better supported to live fulfilling lives.

Why Red Shoes?

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

Today, people across the world wear red shoes or socks during September to make FASD more visible and start respectful conversations..

How you can make a difference

- ♦ Wear red shoes or socks on 9 September or throughout September
- ♦ Share a photo using #RedShoesRock and #FASD
- ♦ Start a conversation about FASD and alcohol-free pregnancies
- ♦ Share trusted information and support services
- ♦ Download the supporter kit at redshoesrock.org.au

Every conversation can help reduce stigma and build stronger understanding and support for people living with FASD.

CONVERSATION STARTERS

For more information, read
our [Conversation Guide](#)

Why are you wearing red shoes?

I'm taking part in Red Shoes Rock for FASD Awareness Month.

Red shoes are a way to start conversations about Fetal Alcohol Spectrum Disorder, or FASD.

The campaign helps build understanding, reduce stigma and show support for people living with FASD and their families.

What is FASD?

FASD is a lifelong disability caused by prenatal alcohol exposure. It can affect a person's brain, body and development.

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

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

How can I support people with FASD?

Start by listening to lived experience and using respectful language, like "people living with FASD" rather than "FASD sufferers".

People living with FASD and their families deserve understanding, recognition and practical support.

You can help by sharing Red Shoes Rock resources, starting respectful conversations and connecting people with trusted information and support.

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