

FASD Awareness Month 2024

**Red Shoes Rock campaign
wrap up**

fare.
Foundation for Alcohol
Research & Education



Summary

Our goal was to build on the success of last year's FASD Awareness Month through new content, partners, and community materials.

International Fetal Alcohol Spectrum Disorder (FASD) Awareness Month runs annually in September, with FASD Awareness Day on 9 September.

This year FARE, NOFASD, NACCHO, FASD Hub and advocates with a lived experience of FASD co-developed a campaign strategy that would build on the success of last year when we launched the new Red Shoes Rock brand and approach.



Key partners

We want to thank our key partners for their incredible work on Red Shoes Rock in 2024.

This project is only possible through the continued partnership between FARE, NOFASD, NACCHO and FASD Hub Australia.

Our work on this project would not be as strong as it is without the continued support, advice and leadership of FASD Advocates Jessica Birch and Angelene Bruce.

We also thank our hero shoe partner, ethical Australian shoe brand TWOOBS, who continue to help us amplify our message and reach new audiences.



Jessica Birch
FASD Advocate



Angelene Bruce
FASD Advocate

TWOOBS



Objectives

- Build on the momentum of the new approach Red Shoes Rock campaign from 2023.
- Mark the continued achievements of the Every Moment Matters and Strong Born campaigns.
- Re-engage TWOOBS and identify new high-profile influencers and stakeholders to help elevate the campaign.
- Work with state and territory governments and the private sector to light more than 50 landmarks and monuments up in red throughout the month of September.
- Work with the ACT Government to fly Red Shoes Rock flags throughout central Canberra during September.
- Host FASD Awareness Month Event at Australian Parliament House with parliamentarians and key stakeholders



New materials

In the lead up to FASD Awareness Day we created a range of new resources for use by community partners and advocates, including:

- A kit to help supporters raise awareness online.
- New social tiles in a range of formats.
- A3 posters and updated display screens for use in organisations and services.
- A4 posters for printing at home to use in group photos posted to social media.
- Red Shoes Rock gifs for use with user generated Instagram stories.
- Media wall for use at events, including the event at Parliament House.



Parliamentary event

FASD Awareness month was highlighted on 9 September by The Hon. Mark Butler MP, Minister for Health, in a special event at Parliament House.

- Over 50 stakeholders, including Members of Parliament and Senators, advisors, community and non-profit stakeholders, and advocates with lived experience, attended the event.
- Minister Butler provided the International FASD Awareness Day address, and Senator Anne Ruston also spoke in support of Red Shoes Rock, Every Moment Matters and Strong Born.
- FARE's Lived Experience Advisors, Angelene Bruce and Jessica Birch spoke of the impact of FASD Awareness Month.
- 9 Members of Parliament and Senators attended, as well as many advisors and staff, from most political parties as well as independents.



In the community

We engaged with community partners and advocates to generate social media activity and drive our message to new online audiences.

We engaged advocates who are values aligned

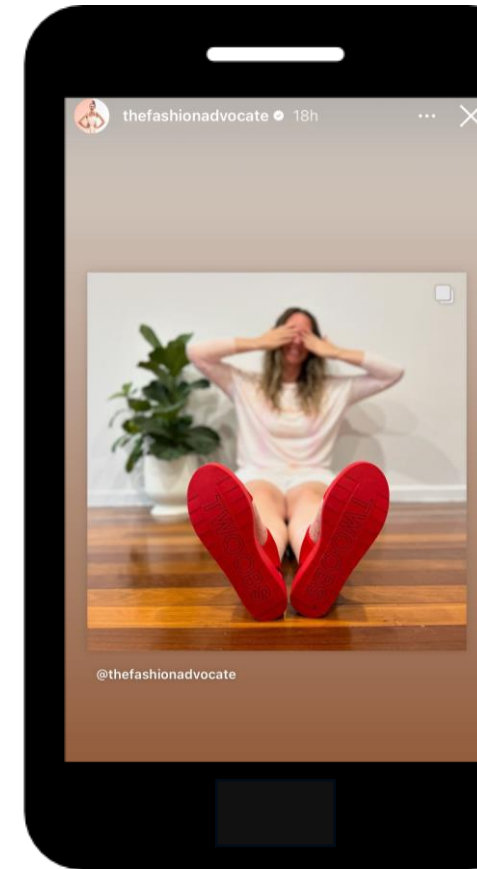
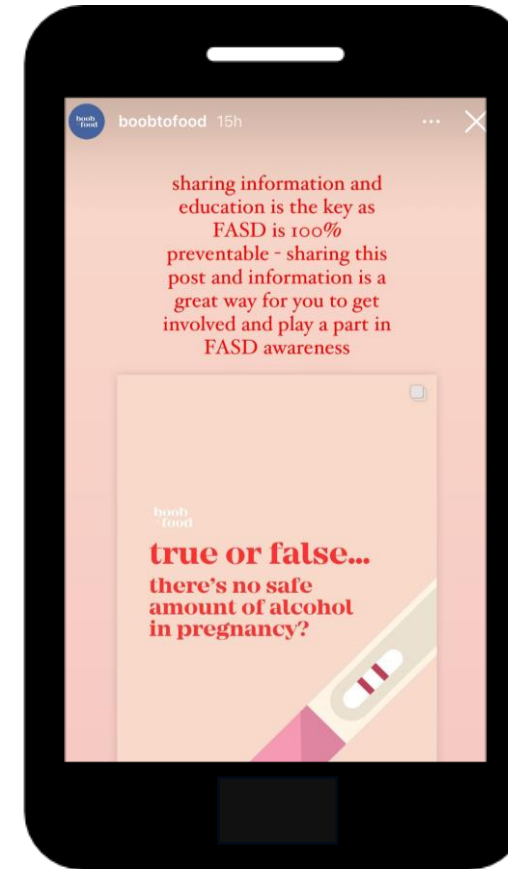
- Boob to Food
- Megha Kapoor
- Kate Holm
- Luka McCabe
- Briony Benjamin
- Jill Stark
- Fuzz Ali
- Maz Compton
- Claire Goldsworthy
- Vanessa Turnbull-Roberts

We engaged high profile community leaders

- Leadership group at NACCHO
- Board Directors of FARE
- Leaders of health organisations
- Clinicians and researchers in child and maternal health



Supporter content



Our engagements with individual supporters generated strong social media reach.

The post on Boob to Food alone was viewed by 221,147 people, and had over 2,000 likes and over 200 comments

Community engagement

Posts by individual partners generated community engagement and helped raise awareness and educate Australians – with people sharing their own stories, experiences and pointing to the warning labels on products.



sophiajphotographyaus 15h

Thanks for sharing 🙌 I wasn't aware of this!



Reply



thefashionadvocate 4h · Author

@sophiajphotographyaus I'd heard of it growing up, but no one was raising awareness or sharing conversations. @fare.australia is doing some great work now! ❤️



Reply



ocean_gypsea 1w

Anything you consume goes to the baby. It's not scare mongering it's fact and doctors would say the same. Alcohol has warnings on it also



16

Reply



itsalicegray 14h

SO passionate about this topic 🙌 thank you for posting



7

Reply



boobtofood 14h · Author

@itsalicegray ❤️❤️



Reply



jessi_and_millie 15h

Such an important post 🍷



2

Reply



boobtofood 15h · Author

@jessi_and_millie ❤️❤️❤️



Reply

View 1 more reply

Website and email

The Red Shoes Rock website supports the campaign by providing all the resources supporters need to raise awareness.

The FARE channels and Every Moment Matters website provide additional community health information for people seeking to find out more.

FARE sent a dedicated email to supporters about the campaign and provided information through our regular newsletters.

1,912

website pageviews

1,069

individual website visitors

66

PDF downloads

613

opens of RSR EDM

86

click throughs to Every Moment Matters website

Every Moment Matters

During the month, Every Moment Matters marked a new milestone – ticking over 1 million website views on the alcohol-free pregnancy campaign.

Over the past 3 years, Every Moment Matters has achieved:

- 1 million website views
- 10,100 resources downloaded
- 771,489 users on the site
- An increase in the proportion of women who intend to abstain from alcohol during pregnancy, from 82.6 per cent in January 2022 to 90.9 per cent in November 2023
- Awareness among Australians that there is no safe amount of alcohol during pregnancy increasing from 73.3 per cent in October 2021 to 79.6 per cent in October 2023.



The Every Moment Matters website has just ticked over 1 million views!

Lighting up landmarks

Together with our partners, we engaged over 50 institutions to light landmarks red across Australia during September.

We also flew Red Shoes Rocks flags throughout central Canberra.

- By visually acknowledging the campaign using well-known institutions with high visitor traffic, and flying flags on one of the busiest avenues in the Nation's Capital, we were able to reach a vast audience of Australians to raise awareness of FASD.
- Sites were lit up in every state and territory, and included major landmarks such as the Big Banana, Tasman Bridge, Royal Australian Mint, and Parliament House SA and many more.
- We encouraged supporters to take photos in front of lit up institutions to share on social media.



FASD community stories

Throughout the month we highlighted voices and stories from the FASD community

Growing up in Mexico, Gilberto always felt—as he puts it—wired differently.

He lives with Fetal Alcohol Spectrum Disorder (FASD), a developmental disability caused by prenatal exposure to alcohol.

RED SHOES ROCK



KARYN'S STORY

BUILDING AUNTIE'S PLACE



RED SHOES ROCK

#REDSHOESROCK
#FASD

"The difference between someone with FASD becoming a success story or a statistic is support, structure and social integration, which requires more than just caregivers to accomplish..."

FASD Sound Bites and Sanity Savers,
Jeff Noble and Tara Soucie

I WAS DIAGNOSED WITH
FETAL ALCOHOL



JESSICA BIRCH
FASD Advocate



SUE'S STORY

THE POWER OF COMMUNITY

"We had been searching for answers for years, and now we had an answer."

A Fetal Alcohol Spectrum Disorder (FASD) diagnosis was what Sophie's family needed to be able to support her son in the best way possible.

RED SHOES ROCK



In the media

We achieved a range of local media coverage during September.

- NOFASD Chair Cheryl Dedman's Red Shoes Rock exhibition was featured in [Shepparton News](#) (& 5 syndications) [twice](#) and was interviewed on ABC radio Shepparton.
- NOFASD COO Sophie Harrington was interviewed on WA Triple M radio and ABC Coffs Coast.
- FASD Consultant Prue Walker was interviewed on ABC Alice Springs, where she highlighted the Red Shoes Rock campaign.
- The Every Moment Matters campaign [featured in AdNews](#) to celebrate 1 million views on the campaign website.
- [The Canberra Times](#) covered FASD Awareness Day highlighting NOFASD.



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