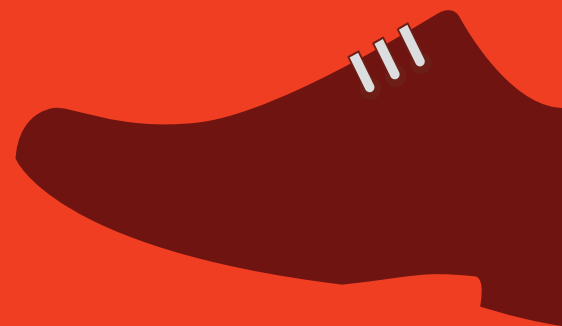
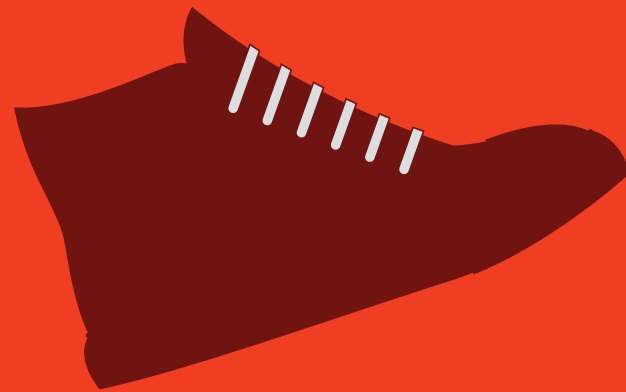


RED SHOES ROCK

SUPPORTER
PACK '23



The Foundation for Alcohol Research and Education (FARE), the National Organisation for Fetal Alcohol Spectrum Disorder (NOFASD) and the National Aboriginal Community Controlled Health Organisation (NACCHO), are committed to creating communities that support alcohol-free pregnancies.

That's why we are raising awareness of Fetal Alcohol Spectrum Disorder (FASD), as part of International FASD Awareness Month and the Red Shoes Rock campaign this September.

Red Shoes Rock is a global awareness campaign giving voice and support to those affected by prenatal alcohol exposure. The campaign was started by RJ Formanek, an adult with FASD. He decided to wear red shoes to stand out, be noticed and start a conversation about his invisible disability.

We're encouraging Australians to wear red shoes or red socks throughout the month, to spark conversations and create understanding about this largely invisible and preventable disability.

As part of Red Shoes Rock, more than 50 landmarks across Australia will be lit up red. A range of community events to increase awareness of FASD will be held throughout September. You can check the NOFASD Australia website to see what is happening in your area and how you can get involved: nofasd.org.au/september-events/.

TWOOBS, the iconic ethical Australian shoe brand, is partnering with FARE to amplify the campaign across social media.

This kit includes further information about FASD and how you and your organisation can get involved, including resources and templates you can use to support this campaign.

Thank you for joining with us to help build awareness of FASD.

Kind regards

Caterina Giorgi
CEO FARE

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 (FASD).

FASD is the leading preventable developmental disability in Australia.

People with FASD can experience challenges such as:

- 🦋 Physical and emotional developmental delay.
- 🦋 Impaired speech and language development.
- 🦋 Learning problems, such as issues with memory and attention.
- 🦋 Difficulty controlling behaviour.

The experience of each person with FASD is unique. A person living with FASD has their own individual strengths and challenges, but all experience some degree of difficulty in everyday life and will likely need additional support.

For more information about FASD and to access further support, please visit:

Every Moment Matters

NOFASD Australia

NACCHO

FASD Hub

WHAT YOU CAN DO

Together, lets raise awareness of FASD and reach as many people as possible!



On 9 September help turn the internet red! Share your content on social media with the hashtags #FASD and #RedShoesRock to show your support.

If you work for an organisation or are part of a community group, we encourage you to get involved! Every organisation can share the Red Shoes Rock campaign within and across their networks. This kit contains copy and image tiles for your organisation to share across social media, newsletters, and publications.

HERE'S HOW TO GET STARTED

1. Visit redshoesrock.org.au to learn more about FASD.

3. If you see a building lit up red in your local area, take a selfie in front of it.

Check the NOFASD September Events webpage to see buildings that will be lit up in your area: nofasd.org.au/september-events/

2. Wear red shoes or socks during the month of September and take a video or photo.

4. Follow us on social media!

 Instagram

 Facebook

[@FAREAustralia](https://www.instagram.com/FAREAustralia)

[/FAREAustralia](https://www.facebook.com/FAREAustralia)

[@NOFASD.Australia](https://www.instagram.com/NOFASD.Australia)

[/NOFASD.Australia](https://www.facebook.com/NOFASD.Australia)

[@NACCHOAu](https://www.instagram.com/NACCHOAu)

[/NacchoAboriginalHealth](https://www.facebook.com/NacchoAboriginalHealth)

[@FASDhubaustralia](https://www.instagram.com/FASDhubaustralia)

[/fasdhubaustralia](https://www.facebook.com/fasdhubaustralia)

[@TWOOBS](https://www.instagram.com/TWOOBS)

[/TWOOBS](https://www.facebook.com/TWOOBS)

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+ COPY

SOCIAL TILES



Please click on image to download tile

SOCIAL COPY



Short copy

It's Fetal Alcohol Spectrum Disorder (FASD) Awareness Month and we would love you to show your support by making it red. To get involved and find out more visit: redshoesrock.org.au
#FASD #RedShoesRock



Long copy

This September we have put on our red shoes for Fetal Alcohol Spectrum Disorder (FASD) Awareness Month. FASD is the leading preventable developmental disability in Australia.

To help us raise awareness of FASD and find out more, visit: redshoesrock.org.au
#FASD #RedShoesRock

NEWSLETTER





Globally, the month of September is recognised as Fetal Alcohol Spectrum Disorder (FASD) Awareness Month, to raise awareness about FASD and the importance of supporting alcohol-free pregnancies.

This FASD Awareness Month, we're encouraging Australians to wear red shoes or socks throughout September, to spark conversations and create understanding about this preventable disability which is largely invisible.

There is no safe amount of alcohol to drink during pregnancy. The National Health and Medical Research Council's (NHMRC) Australian guidelines to reduce health risks from drinking alcohol advise to prevent harm from alcohol to their unborn child, women who are pregnant or planning a pregnancy should not drink alcohol.

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 (FASD). FASD is the leading preventable developmental disability in Australia.

People with FASD can experience challenges such as:

-  Physical and emotional developmental delay.
-  Impaired speech and language development.
-  Learning problems, such as issues with memory and attention.
-  Difficulty controlling behaviour.

Red Shoes Rock is a global awareness campaign giving voice and support to those affected by prenatal alcohol exposure. The campaign was started by RJ Formanek, an adult with FASD. He decided to wear red shoes to stand out, be noticed and start a conversation about his invisible disability.

We would love for you to get involved!

To find out more and help us raise awareness of FASD, visit:

redshoesrock.org.au

MEET THE TEAM



The Foundation for Alcohol Research and Education (FARE) works towards an Australia free from alcohol harms. With local communities, values-aligned organisations, health professionals and researchers across the country, FARE strive to improve the health and wellbeing of everyone in Australia.

FARE develop evidence-informed policies that put people's health first, enable people-powered advocacy to help create change, and deliver health promotion programs designed to reduce the risk of alcohol harm in our communities.

FARE has been working to improve the health and wellbeing of Australians for 20 years.

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. 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 wellbeing 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 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