

# RED SHOES ROCK

CAMPAIGN  
KIT '25



# HEY THERE!

September is International  
FASD Awareness Month.

Will you help raise awareness of  
Fetal Alcohol Spectrum Disorder (FASD)?

# HOW TO GET INVOLVED

On 9 September,  
snap and share on  
social media to help  
turn the internet red!

1. Pop on a pair of red shoes or socks and snap a pic – or head to one of the over 70 sites that are lighting up in red across Australia, and take a pic in front of it!
2. Share your photo alongside the carousel, tile or story templates sharing info about FASD (pg. 5 + 6)
3. Add a caption (pg. 7), use **#FASD #RedShoesRock** and tag **@FAREAustralia**
4. Share to your social media
5. Ask your friends to join you in helping to raise awareness.

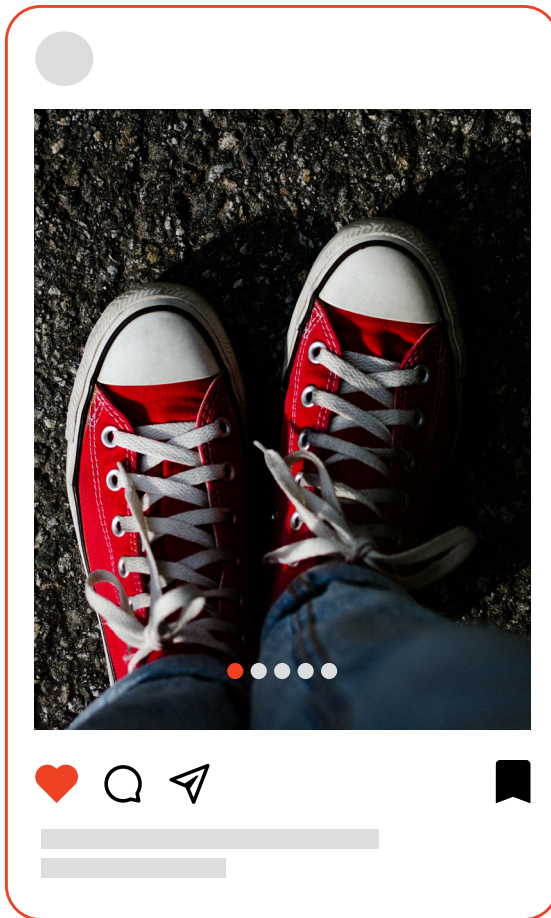


AVAILABLE  
ASSETS  
+ COPY



# DOWNLOAD — CAROUSEL A

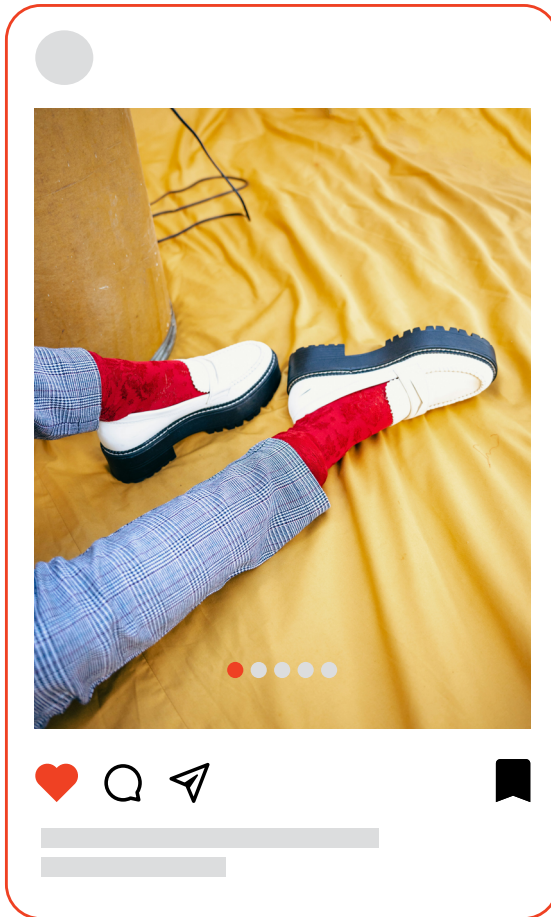
Available in:



Please click on image to download tile  
or visit: [redshoesrock.org.au/resources](https://redshoesrock.org.au/resources)

# DOWNLOAD — CAROUSEL B

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# ADD YOUR CAPTION



## Short copy

It's Fetal Alcohol Spectrum Disorder (FASD) Awareness Month – I'm showing my support by wearing red and sparking conversations. To get involved and find out more visit: [redshoesrock.org.au](https://redshoesrock.org.au)

#FASD #RedShoesRock



## Long copy

This September I am putting on my 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 or learn more, visit: [redshoesrock.org.au](https://redshoesrock.org.au)

#FASD #RedShoesRock

(And if you want some more words, there's some fantastic extra wording in the blog and newsletter template!)

# LOOKING FOR A TILE INSTEAD?

Available in:



Please click on image to download tile  
or visit: [redshoesrock.org.au/resources](https://redshoesrock.org.au/resources)

OR A GRAPHIC TO POP  
IN YOUR STORY?

Available in:



Please click on image to download artwork  
or visit: [redshoesrock.org.au/resources](https://redshoesrock.org.au/resources)

*NO RED SHOES OR SOCKS,  
BUT STILL WANT YOUR  
OWN SPECIAL PIC?*



## VISIT A RED LANDMARK

Visit one of the amazing landmarks across Australia that are lighting up red for FASD awareness!

Over 70 landmarks and institutions are showing their support for International FASD Awareness Month by lighting up in red during September.

You can head to one in your area, and snap a pic to share to social media – don't forget to use the hashtags #FASD #RedShoesRock, and to tag the location when you post!



# CREATE SOME RED SHOES ROCK OR OR STORIES!

Want to create a  
personalised Red Shoes  
Rock Story on social  
media to help raise  
awareness of FASD?  
Here is how:



1. Open **Instagram** and swipe right from your feed or tap the 'Your Story' icon at the top of the screen.
2. Take a photo or video, or select one from your gallery, to use in your story.
3. Tap the sticker icon (a square smiley face) at the top of the screen.
4. In the search bar, type "Red Shoes Rock" or "FASD" to find stickers related to the Red Shoes Rock campaign.
5. Browse through the available stickers and tap the one you want to add to your story.
6. Drag the sticker to your desired location on the screen. You can pinch to resize or rotate the sticker as needed.
7. Once you're happy with your story, tap "Your Story" or "Share" to post it.

You can also find the stickers on **Facebook**, by clicking 'stickers', then 'GIF', and then searching FASD or 'Red Shoes Rock'!



# POSE WITH A RED SHOES ROCK SIGN!



Got access to a printer? Snap a pic holding our Red Shoes Rock sign!

This is a perfect way for organisations and community groups to show their support at upcoming events or market stalls:

1. Print a sign and hold it up proudly!
2. Get creative and strike your best pose.
3. Take a photo with the sign to show your support.
4. Post your photo on Instagram, Facebook, LinkedIn or Bluesky.
5. Use the hashtags **#RedShoesRock** and **#FASD** and tag us (**@FAREAustralia**) to spread the word even further!

# FAQs

Want to learn more about FASD,  
or have other questions?

We've got answers!

# FAQS

## 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).

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.

## What is the Red Shoes Rock campaign?

Red Shoes Rock is a global awareness campaign giving voice and support to those affected by prenatal alcohol exposure. It is marked in September to raise awareness of the importance of staying alcohol-free throughout the nine months of pregnancy.

The campaign was started by Canadian 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. In 2014 Jodee Kulp, a graphic designer and parent of an adult with FASD in the US, stepped in to help him build visibility and get the word out.

The campaign gained momentum and grew over the years, and Red Shoes Rock is now recognised all over the world!

Here at home, Australians wear red shoes or red socks throughout the month to spark conversations and create understanding about this largely invisible and preventable disability. Iconic buildings and landmarks also light up red across the country, to help raise awareness.

## What can I do?

On 9 September – **and throughout 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 as a community! Every organisation can share the Red Shoes Rock campaign within and across their networks.

Our Red Shoes Rock website has a range of copy and images that you, or your organisation can share across social media, newsletters, and publications.

Find out more at: [redshoesrock.org.au](https://redshoesrock.org.au)

## But what if I can't post on 9 September?

The entire month of September is International FASD Awareness Month – so if you can post, share, or get involved any time during the month, that's still brilliant!

# HOW CAN I LEARN MORE?

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

Red Shoes Rock: [redshoesrock.org.au](https://redshoesrock.org.au)

Every Moment Matters: [everymomentmatters.org.au](https://everymomentmatters.org.au)

NOFASD: [nofasd.org.au](https://nofasd.org.au)

NACCHO: [naccho.org.au/fasd](https://naccho.org.au/fasd)

FASD Hub: [fasdhub.org.au](https://fasdhub.org.au)

# 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](https://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](https://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](https://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 Australian Guidelines for Assessment and Diagnosis of FASD, and connects audiences with other specialist groups.

To learn more about the FASD Hub visit: [fasdhub.org.au](https://fasdhub.org.au)

# REACH OUT

Have feedback or want to get  
in touch with the team?

Email [info@fare.org.au](mailto:info@fare.org.au)