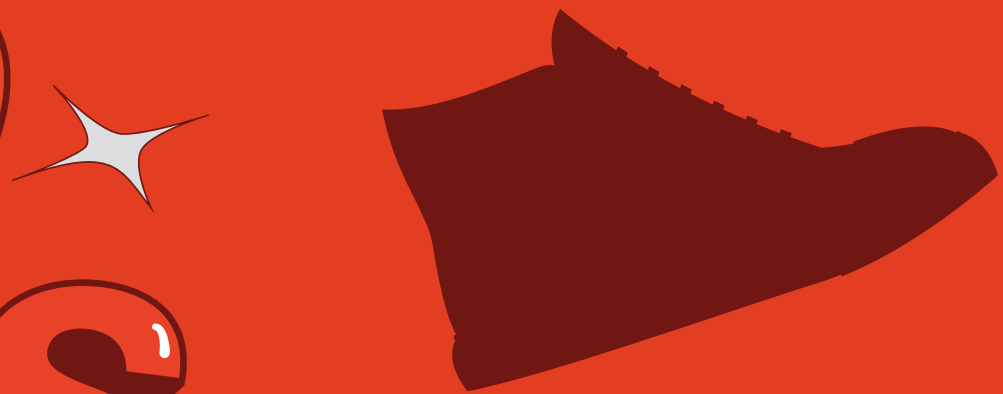


RED SHOES ROCK

LIGHTING
PACK '25



We think it's amazing that your organisation is lighting up in red for International FASD Awareness Month, and we want to make sure the community knows about it. One way you can help us spread the word is by sharing your support on social media.

In this kit, you'll find:

- ♦ Eye-catching assets and wording for you to use on social media
- ♦ A pre-written blog or e-newsletter message for your community
- ♦ Information about other exciting activities taking place across Australia

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 conversations and drive change by raising awareness of FASD, through the Red Shoes Rock campaign.

Red Shoes Rock is a global awareness campaign giving voice and support to people affected by FASD.

The campaign was started in 2013 by RJ Formanek, an adult with FASD living in Canada, with the support of Jodee Kulp commencing from 2014 onwards. 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!

Can you help raise awareness of FASD by supporting Red Shoes Rock in your workplace, on your social media and with your community through any upcoming publications or events?

This kit includes 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 us to help support people with FASD and their families.

Warm Regards,

Ayla Chorley
CEO FARE



HI THERE!



My name is Jessica, and I wanted to introduce myself and personally thank you for getting behind the Red Shoes Rock Campaign.

Six years ago, after a lifetime of difficulty and a decade of ill health, I was diagnosed with FASD. It's been a rough journey, but understanding the challenges and access to support has allowed for healing and fundamentally transformed my life for the better!

Today I have the tools, knowledge and support to use my strengths, achieve my goals and contribute to my community in positive and meaningful ways, a life I had always hoped for.

I share my experience to raise awareness, support alcohol free pregnancies and highlight the importance of correct diagnosis and informed services. We have made great strides in Australia, but there is much more work to do, and we need your help!

It can be hard to believe but FASD is the leading cause of non-genetic disability in Australia yet remains one of the most heavily stigmatised, underdiagnosed and misunderstood.

Stigma and misinformation continue to push individuals with FASD, their families and carers into the margins, leaving us out of critical conversations about alcohol harm, neurodiversity, health care, education and much more. This has devastating and far-reaching consequences for individuals and their families as well as impacting literally every sector of Australian society.

By rocking your red shoes (or socks) over the month of September and sharing accurate information about alcohol and pregnancy with your friends, family and networks, you help relieve the stigma and shame that keeps individuals like me, and their families, hidden and unsupported.

Your support allows us to be seen. Elevates our voices. Shines a light on inequity. Reframes accountability, supports inclusion, minimises the harm and ultimately aids prevention.

Make no mistake that recognition saves lives, it saved mine, and I thank you for your support.

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 (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.



WHY IS RAISING AWARENESS OF FASD SO IMPORTANT?



FASD is the leading cause of preventable disability, estimated to affect over 3.6% of the Australian population. That equates to at least one child in every classroom living with FASD.¹

Raising awareness around the challenges of living with FASD and the potential consequences of prenatal alcohol exposure can have a profound positive impact on people living with FASD, their family members and the people who support them.

FASD is associated with over 400 comorbid conditions. **Individuals living with FASD are more likely to experience mental illness, suicide, substance use disorder and homelessness** and interactions with the justice system.

However, with early diagnosis and support in areas such as health, education and social connection, individuals with FASD and their families can be given the best opportunity to thrive.

Raising awareness and understanding of FASD can **encourage more women to have an alcohol free pregnancy and will reduce the incidence of FASD**.

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>

HOW CAN YOU LEARN MORE?

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

Red Shoes Rock: redshoesrock.org.au

Every Moment Matters: everymomentmatters.org.au

NOFASD: nofasd.org.au

NACCHO: naccho.org.au/fasd

FASD Hub: fasdhub.org.au

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

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



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 developmental disability in Australia.

To help us raise awareness of FASD, why not visit and take a selfie in front of our building? 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 FOR YOUR NEWSLETTER OR BLOG

We're lighting up red for FASD Awareness!

This September, join us in supporting Fetal Alcohol Spectrum Disorder (FASD) Awareness Month. We're lighting up in red this month to help raise awareness and spark conversations in the community about this preventable disability.

FASD is a lifelong disability caused by prenatal alcohol exposure, which can damage a baby's developing brain, body and organs. 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 National Health and Medical Research Council's (NHMRC) Australian guidelines advise that to prevent harm from alcohol to their developing baby, women who are pregnant or planning a pregnancy should not drink alcohol.

We would love for you to get involved! Wear red, visit us and take a selfie to post online. Learn more about FASD – and share this information with your communities. Head to: redshoesrock.org.au

NEWSLETTER B

Join the Movement: Red Shoes Rock for FASD Awareness Month!

It's September, which means it's time for the Red Shoes Rock campaign to raise awareness of FASD. We need your help to spark the conversation!

What is FASD?

FASD stands for Fetal Alcohol Spectrum Disorder. It is a lifelong disability caused by prenatal alcohol exposure, which can damage a baby's developing brain, body and organs. FASD is the leading preventable developmental disability in Australia – but too many Australians don't know about this hidden disability.

Why red shoes?

Red shoes are designed to spark conversation! The campaign was started by RJ Formanek, a Canadian adult with FASD. He decided to wear red shoes to stand out, be noticed and encourage people to chat with him about his invisible disability.

When people see those bright shoes, they ask questions, and that's our chance to share information about FASD.

How you can make a difference

- ♦ **Wear red shoes:** Put on your red shoes or socks throughout September to show your support.
- ♦ **Visit a red landmark:** [Find one of the 70 landmarks](#) lit up in red this September. Take a photo and share it on social media with the hashtags #RedShoesRock and #FASD.
- ♦ **Share your red photos:** Take a picture and share it on social media with the hashtags #RedShoesRock and #FASD.
- ♦ **Add some stickers:** Use Red Shoes Rock or FASD stickers in your Instagram or Facebook Stories. Just search "Red Shoes Rock" or "FASD."
- ♦ **Educate and share:** Visit RedShoesRock.org.au to learn more about FASD. Share this knowledge with your community.

Together, we can make a difference and spread awareness about FASD.

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 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