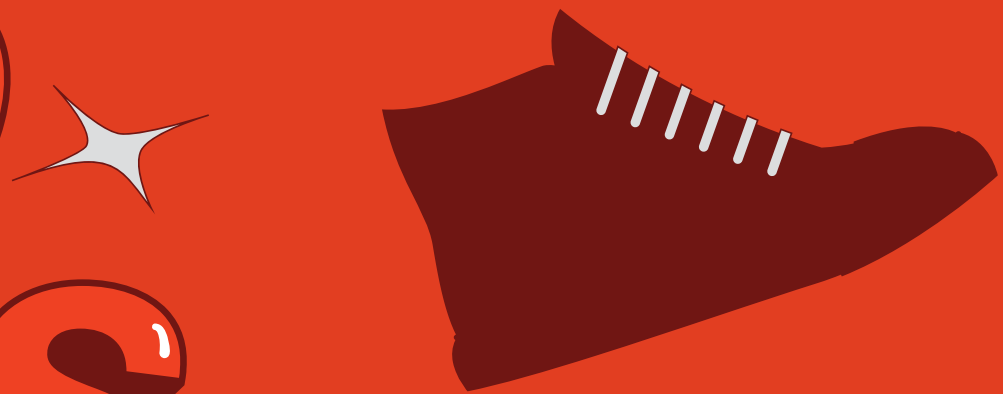


RED SHOES ROCK

SUPPORTER
PACK '24



We invite you to support Fetal Alcohol Spectrum Disorder (FASD) Awareness Month in September, 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 by RJ Formanek, an adult with FASD. He decided to wear red shoes to stand out, be noticed and start a conversation about his hidden disability.

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 raising awareness of FASD and creating communities that support alcohol-free pregnancies.

That's why we're encouraging Australians to wear red shoes or socks throughout the month of September, to spark conversations and create understanding about this largely invisible and preventable disability.

As part of Red Shoes Rock this September, more than 60 landmarks across Australia will be lit up red. There will also be a range of community events to increase awareness of FASD.

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/.

FARE will be working with supportive organisations and individuals to amplify the campaign across social media – and we're asking you to join with us.

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

Thank you for joining with us to help support people with FASD and their families.

Caterina Giorgi
CEO FARE

WELCOME TO SEPTEMBER!

After last year's massively successful campaign, the Red Shoes Rock team is back and ready to rock!

We've been working hard behind the scenes and are so excited to be launching FASD Awareness Month 2024. Together we are spreading the word and raising awareness about FASD (Fetal Alcohol Spectrum Disorder), the leading cause of non-genetic disability in Australia.

Did you know that for more than 20 years, the 9th hour on the 9th day of the 9th month – symbolising the 9 month period of gestation – has held special significance for millions (yep, millions) of individuals worldwide living with the consequences of prenatal alcohol exposure?

You may be surprised to learn that despite common misconceptions, not drinking any alcohol during pregnancy is best for the health of the mum and developing baby and yes, that includes from conception! Even low levels

of exposure can be harmful to your baby's developing brain and body.

FASD is deeply misunderstood and often misdiagnosed – FASD serves as a blanket term for a whole range of cognitive and physical challenges, as a result of the fetus being exposed to alcohol: Autism, ADHD, conduct disorder, developmental delay, learning disability, mental illness, auto-immune diseases, metabolic disorder, gastrointestinal issues, Dysautonomia, congenital heart defects, thyroid dysfunction, joint and skeletal abnormalities, hearing and vision impairments, chronic pain, sleep disorder. The list goes on and on. Awareness along with the right diagnosis is critical to positive outcomes.

FASD does not discriminate between socio-economic classes or race. Around 60% of Australian women consume alcohol regularly,

and around 60% of pregnancies are unplanned. These numbers boggle the mind, but stigma deafens the ears of Australians, who often hang onto the belief that FASD “only happens to other people”. We know this is not the case.

Life is really tough for people with FASD, and it impacts every sector of Australian life. Without awareness and support, outcomes are poor, and the prognosis is often grim. The cost is severe, but it doesn't have to be that way. We can do better, and we need to do better for all Australians

Throughout September organisations, healthcare workers, educators, parents/carers and individuals alike put their red shoes on and come together to share vital information to support families, empower women, promote alcohol-free pregnancies and drive prevention while advocating for much needed education, training, diagnostic clinics and support services.

Help us amplify the conversation and raise awareness of this hidden, permanent and lifelong disability. By wearing your red shoes (or socks) you can help us make what has long been an “invisible” disability, visible.

Check out the resource page on our website and be a part of this very important message: together we can support our communities to have healthy pregnancies and change outcomes for Australians living with FASD.

Let's Rock!

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.

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

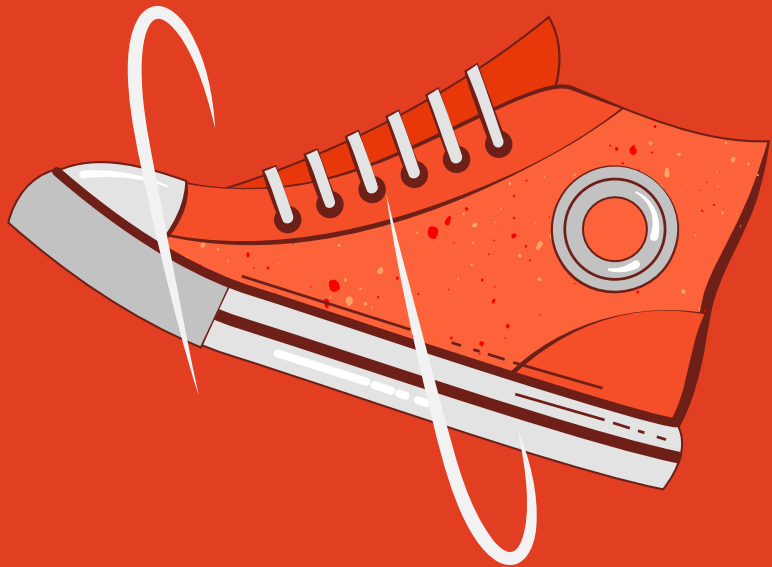
nofasd.org.au

FASD Hub

fasdhub.org.au

WHAT YOU CAN DO

Together, let's raise awareness of FASD and reach as many people as possible!



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! Every organisation can share the Red Shoes Rock campaign within and across their networks.

This kit contains copy and image ideas for your organisation to share across social media, newsletters, and publications.

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

HERE'S HOW YOU CAN HELP

1. Visit redshoesrock.org.au to learn more about FASD.
2. Share this information – use the suggested content and messages in your team updates, e-newsletters or website.
3. Wear red shoes or socks during September and share a video or photo on social media.
4. Add red to your workplace – check out the email signature and Zoom background images on the Red Shoes Rock website.
5. If you see a building lit up red in your local area, take a selfie in front of it and share this online – let people know why key landmarks are lighting up red in support of people with FASD.

- 6.** Check the NOFASD September Events webpage to see what FASD Awareness month events are happening in your area:

nofasd.org.au/september-events/

- 7.** Host an event! Get together with your workplace or community to talk about FASD, how to prevent it, and how to support people living with FASD.

- 8.** Follow us on social media!



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

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

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

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



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

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

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

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

AVAILABLE
ASSETS
+ COPY

SOCIAL TILES

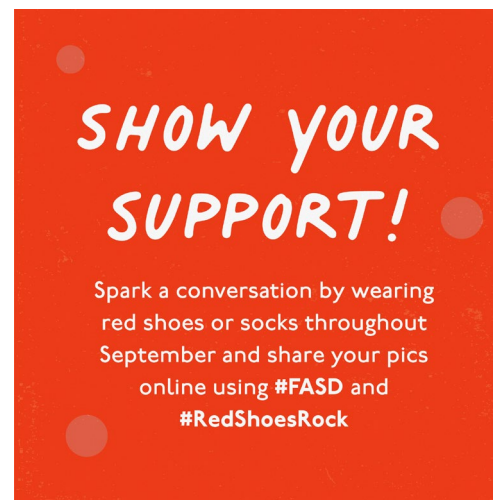
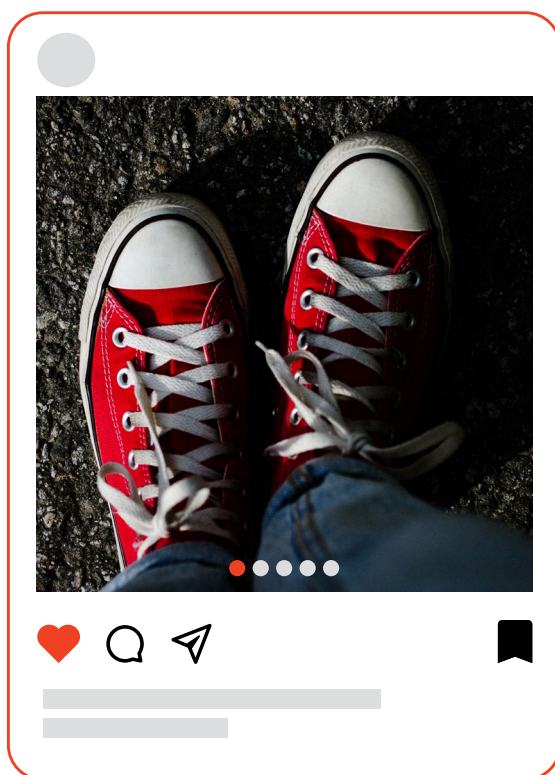
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Please click on image to download tile
or visit: redshoesrock.org.au/resources

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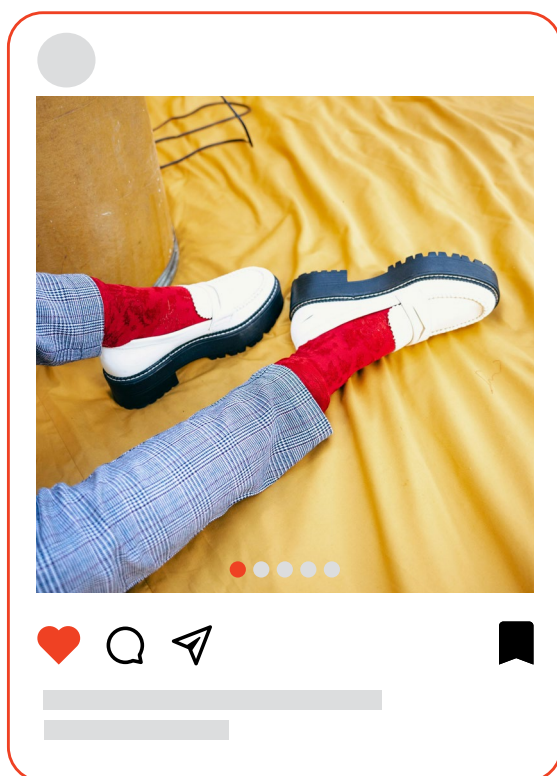
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Please click on image to download tile
or visit: redshoesrock.org.au/resources

SOCIAL TILE — CAROUSEL B

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

SOCIAL COPY



Short copy

It's Fetal Alcohol Spectrum Disorder (FASD) Awareness Month and we are showing our support by wearing red and sparking a conversation.

To get involved and find out more visit: redshoesrock.org.au

#FASD #RedShoesRock



Long copy

This September we're wearing 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 A

Step into September with Red Shoes Rock for FASD Awareness!

This September, join us in supporting the Red Shoes Rock campaign for Fetal Alcohol Spectrum Disorder (FASD) Awareness Month. Red Shoes Rock encourages Australians to wear red shoes or socks throughout September, to spark conversations about FASD and help create understanding about this preventable, hidden disability.

FASD is a lifelong disability caused by prenatal alcohol exposure, which can damage a developing baby's 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.

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

We would love for you to get involved! Wear red, 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 developing baby's 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.
- ♦ Share your 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. 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 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