

Nurture the Future Within

Keeping Pregnancy Alcohol-Free in Aotearoa New Zealand

Use these key messages to raise awareness about the importance of keeping pregnancy alcohol-free by sharing them through community events, social media, radio interviews, newsletters and other opportunities.

Preventing FASD

- Fetal alcohol spectrum disorder (FASD) is a neurodevelopmental condition caused by prenatal alcohol exposure.
- It can lead to lifelong physical, behavioural, learning and intellectual challenges with varying impacts depending on the timing and amount of alcohol exposure during pregnancy.
- There is no known safe level of alcohol consumption during pregnancy, making prevention through education and support vital.
- FASD is preventable, and every action taken to support alcohol-free pregnancies contributes to a healthier future for New Zealand.

Collective responsibility

- Everyone has a role to play in supporting alcohol-free pregnancies, from friends and family to community leaders and organisations.
- Simple actions, like avoiding pressure to drink and promoting alcohol-free social events, can make a significant difference.

Actionable guidance

- If planning a pregnancy, the best advice is to stop drinking alcohol in advance.
- If you're not planning to get pregnant, contraception can help prevent exposing an unborn child to alcohol.
- Health NZ | Te Whatu Ora and the Ministry of Health emphasise there is no safe level of alcohol consumption during pregnancy.

Shaping the future

- By addressing New Zealand drinking culture and advocating for accessible and inclusive alcohol education and support, we create a healthier society for future generations.
- The campaign highlights tools and resources for individuals and communities to take action, available at alcohol.org.nz.

Community action

- Nurture the seed so it will bloom. Let's work together to protect unborn children and create a healthier, more inclusive New Zealand. Visit [Health NZ | Te Whatu Ora](https://www.health.govt.nz/our-work/te-whatu-ora) for more information and resources.

Community-driven approach

- The campaign is shaped by the voices of whānau (families) and hāpori (communities), with co-designers, Te Kapa Manawa, supporting the development of the initiative.
- This team symbolises a collective heartbeat connecting māmā (mothers) and pēpi (babies) through shared experiences, cultural insights and future aspirations.

Support available

Individuals needing help with alcohol can reach out to the Alcohol Drug Helpline at 0800 787 797 or text 8681 for free support.