

2005/06 FASD Media Campaign

The Saskatchewan Prevention Institute developed an innovative FASD Multimedia Awareness Campaign launched during National Addictions Awareness Week on November 21, 2005. The purpose of the campaign was to continue to increase the public's awareness and knowledge of the risks of drinking alcohol during pregnancy, and each individual's role in prevention of FASD using a highly visual, multimedia approach.

The campaign concept and strategy was developed using best evidence of effective social marketing, the existing expertise and experience of the Prevention Institute Staff, and guidance from a Communications Committee.

An essential aspect of the campaign strategy was the development of an evaluation plan that included discussion groups and province-wide telephone pre and post-campaign surveys. The telephone pre-campaign survey conducted in June 2005, of a randomly generated sample of 400 Saskatchewan residents, gauged public awareness and knowledge of the effects of drinking alcohol during pregnancy, assessed gaps in knowledge, and measured recall of past FASD campaigns and messages. A report of the pre-campaign survey results prepared by Norsask Consumer Interviewing Services Ltd and was submitted for government release of the findings.

Summary of the Pre-Survey Results:

Recall of the past campaign was 88.3%

Overall awareness of effects of alcohol during pregnancy was very high

Majority of respondents believed there was no safe time, amount or kind of alcohol during pregnancy; however 25% still thought that there was a safe amount of alcohol to drink during pregnancy

Despite high awareness, participation in preventive activities was low

Campaign messages were developed based on the results and gaps identified in the pre-survey and feedback from discussion groups.

Key Campaign Messages:

"Drinking Alcohol During Pregnancy Can Cause Fetal Alcohol Spectrum Disorder. There is No Safe Time, Kind or Amount of Alcohol During Pregnancy."

Three behavioural **Take Action** messages of the campaign:

Plan not to drink alcohol during pregnancy or when breastfeeding

Support a pregnant woman's choice not to drink alcohol

Talk to others about the harmful effects of alcohol during pregnancy

The pregnant kangaroo, “Mrs. Roo” character featured on many FASD resources developed by the Prevention Institute has become the mascot in this campaign providing a nonjudgmental yet positive example of role modeling. The Roo character was animated in the television commercial in combination with live actors.

Components of the Campaign:

Message and graphic developed for all liquor bags and till tapes distributed through Saskatchewan Liquor and Gaming Authority (SLGA)

Posters for display in all Saskatchewan liquor stores, franchises and permittees through SLGA as well as distribution through the Prevention Institute to organizations, agencies and groups throughout Saskatchewan

30-second animated television commercial produced by Division of Media and Technology, University of Saskatchewan. Provincial television stations aired the commercial intensively from November 2005 until June 2006.

30-second radio commercial available in English, Cree and Dene

Newspaper print ads

A post-campaign telephone survey was conducted by FAST Consulting when the campaign ended in mid-June 2006. The survey assessed recall of the campaign and provided information on the impact of the campaign regarding influencing knowledge and behavioral change. In combination, both the pre and post campaign surveys will provide comprehensive information that will allow informed decisions to be made regarding the best methods for achieving our goal of raising awareness and knowledge around FASD prevention.

This initiative was funded by Saskatchewan Liquor and Gaming Authority.