



Alcohol and Pregnancy & FASD Research Team



PREVENTION



DIAGNOSIS



THERAPY & MANAGEMENT

RESEARCH SUMMARY

3M FASD
Prevention
Strategy: Marulu,
Mass Media and
Midwives
2014-2017

Fetal Alcohol Spectrum Disorder (FASD) is characterised by brain damage from prenatal alcohol exposure, the effects are lifelong and may not be seen at birth.

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What was this research about?

This program had three initiatives responding to high FASD prevalence rates in the Fitzroy Valley through a whole of community prevention strategy:

Marulu: An exemplar high-impact FASD prevention strategy in the communities of the Fitzroy Valley, where high FASD prevalence has been documented

Midwives: A workforce intervention up-skilling midwives in the documentation and brief intervention around alcohol use in pregnancy, to reinforce the community-wide interventions (for more information see Midwives AUDIT-C summary)

Mass Media: A mass media strategy targeting regional and remote communities throughout the Kimberley and Pilbara, with a further aim of ensuring state-wide impact for the program and its messages

Project aims

Implement and evaluate a community designed FASD prevention strategy for the Fitzroy Valley and surrounding communities that, if effective, can be translated to other settings in Western Australia.

What did we do?

- We conducted surveys to assess knowledge, attitudes and values associated with alcohol and pregnancy and FASD.
- We collected alcohol consumption in pregnancy data from midwives.
- We worked with the community to develop prevention strategies to increase the number of pregnant women abstaining from drinking alcohol during pregnancy.



How were consumers and the community involved in this research?

A community lead approach to FASD prevention has shown that strong partnerships between communities and researchers can achieve significant results.

Our partners in this research

- Nindilingarri Cultural Health Services, Fitzroy Crossing, Australia
- Marninwarntikura Fitzroy Women's Resource Centre, Fitzroy Crossing, Australia

How did this research help?

- Increased **community awareness** and knowledge about FASD and its impacts.
- Increased **community knowledge** of the supports available to assist women to abstain from alcohol during pregnancy and their importance.
- Increased community-level **advocacy and support** for pregnant women to abstain from alcohol during pregnancy.
- Consistent FASD prevention messaging delivered using a coordinated approach through antenatal care and cultural health services in the Fitzroy Valley.

As part of the project 6 videos were produced. These videos have been well received and help provide a lived experience of living with a child with FASD.

[What is FASD?](#)

[Marulu FASD Prevention Strategy](#)

[Children with FASD – Alex's story](#)

[Children with FASD – Lillie's story](#)

[Children with FASD – Sharon's story](#)

[The Invisible Disability](#)

[FASD's impact on remote communities](#)

Who did this research?

Investigators:

- Dr James Fitzpatrick
- Ms Maureen Carter
- Ms June Oscar AO
- Dr Rochelle Watkins
- Professor Carol Bower
- Mr Glenn Pearson
- Professor Jonathan Carapetis
- Professor Mike Daube
- Ms Kaashifah Bruce

Project Team:

- Ms Kaashifah Bruce
- Dr Martyn Symons
- Dr Tracy Reibel



Information on the Midwives component can be found in the Midwives and Women AUDIT-C Intervention Research Summary

This project was funded by WA Government Departments of Health and Aboriginal Affairs

[Read more about this project](#)

Alcohol and Pregnancy & FASD Research Team at Telethon Kids Institute

We have a comprehensive program of research in partnership with community & stakeholders to achieve our goals of developing prevention strategies; building the capacity of health, justice and other professionals to recognise and diagnose FASD; and implementing and evaluating programs for children and young people with FASD and their families.

For information on alcohol & pregnancy, FASD, our research projects, resources and publications visit our website: www.alcoholpregnancy.telethonkids.org.au

There is no safe time or amount of alcohol to drink while planning a pregnancy, when pregnant and when breastfeeding which is why the Australian Guidelines state 'not drinking alcohol is the safest choice'.

