Introduction:
- Almost 20% of pregnant women in Australia continue to consume alcohol during pregnancy
- National guidelines recommend that no alcohol is safe during pregnancy
- Written health education materials have a number of advantages and have been found to be effective in changing health knowledge and behaviour
- Women have limited information about the harms caused by alcohol during pregnancy

Aim:
- Evaluate existing Australian health education documents that provide information about alcohol consumption during pregnancy

Method:
- A document analysis was conducted
- A range of informational documents was collected
- Content and design systematically analysed
- Each document received a quality rating score using a modified version of the DISCERN instrument

Results:
- 32 documents
- Quality rating score
  - High Quality N=1
  - Low Quality N=9
  - Medium quality N=22
- Readability score
  - Grade level 1-5 N=9
  - Grade level 6-8 N=9
  - Grade level 9-11 N=11
  - Grade level 12+ N=2

- 47% (n=15) had no publication date
- 21% (n=7) provided references
- 50% (n=16) provided links to further information and support

Conclusions:
- Many and varied documents exist on alcohol consumption during pregnancy
- However, they are of low to moderate quality which may limit their effectiveness in changing behaviour
- Valuable information is often missing, and many documents are written at too high a reading level
- Documents could be improved by providing alternatives; targeting partners and families; and stating publication date
- There is a need to enhance the quality of these documents to create a more effective public health message regarding alcohol consumption in pregnancy

References