

EVALUATION OF THE STRONG SPIRIT STRONG FUTURE: HEALTHY WOMEN AND PREGNANCIES MASS REACH CAMPAIGN

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Introduction / Issues: The *Strong Spirit Strong Future - Promoting Healthy Women and Pregnancies* project aims to promote healthy women and pregnancies and raise awareness of NHMRC guidelines regarding alcohol use in pregnancy among Aboriginal people. The Project coordinated the development and delivery of culturally secure workforce development initiatives and awareness raising. This was expected to contribute to improvements in pregnancy and birth outcomes for Aboriginal women and improved developmental outcomes for Aboriginal children.

Method / Approach: A mass reach campaign strategy was developed to raise awareness of the alcohol and pregnancy NHMRC guidelines and has been run state wide over the last four years. It was developed through a culturally secure consultation process and tested using focus groups from around the State. The Drug and Alcohol Office has conducted one of the first formal evaluations of an Aboriginal mass reach campaign addressing alcohol use in Western Australia. The campaign evaluation sought to determine:

- The target audiences' understanding of the campaign messages
- The effect on their knowledge, awareness and behavioural intentions to address alcohol use in pregnancy.

Key Findings: Key findings from the campaign evaluation include:

- Increased knowledge among the target group with 90 per cent of respondents aware that no alcohol was the safest choice when pregnant or breastfeeding
- 75 per cent of respondents reporting they believed they should keep off alcohol when pregnant or breastfeeding
- 60 per cent of respondents reported they changed their behaviour.

Discussions and Conclusions: This presentation outlines the campaign development and key findings from the evaluation including recommendations for future campaigns.

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