

### 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

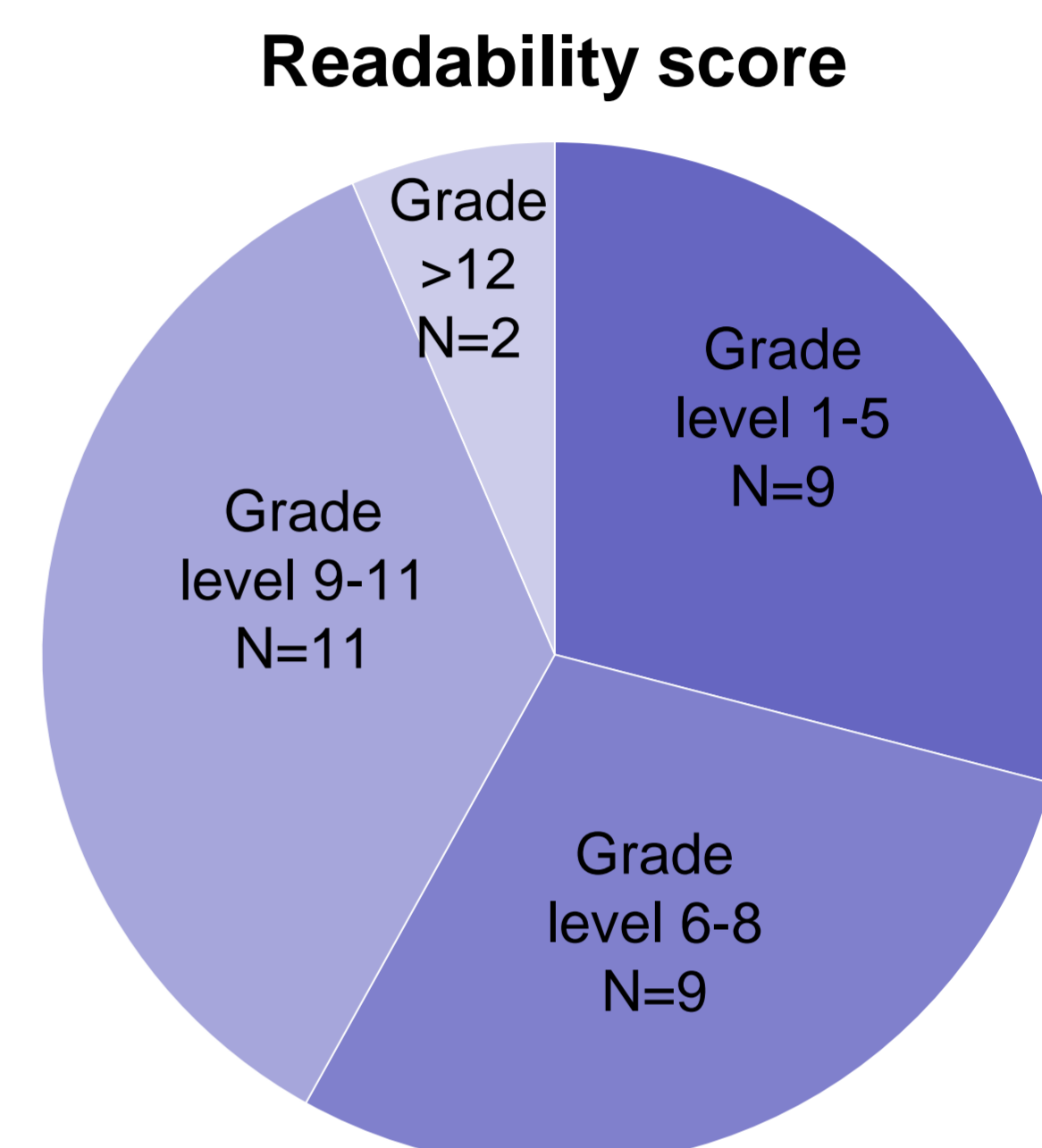
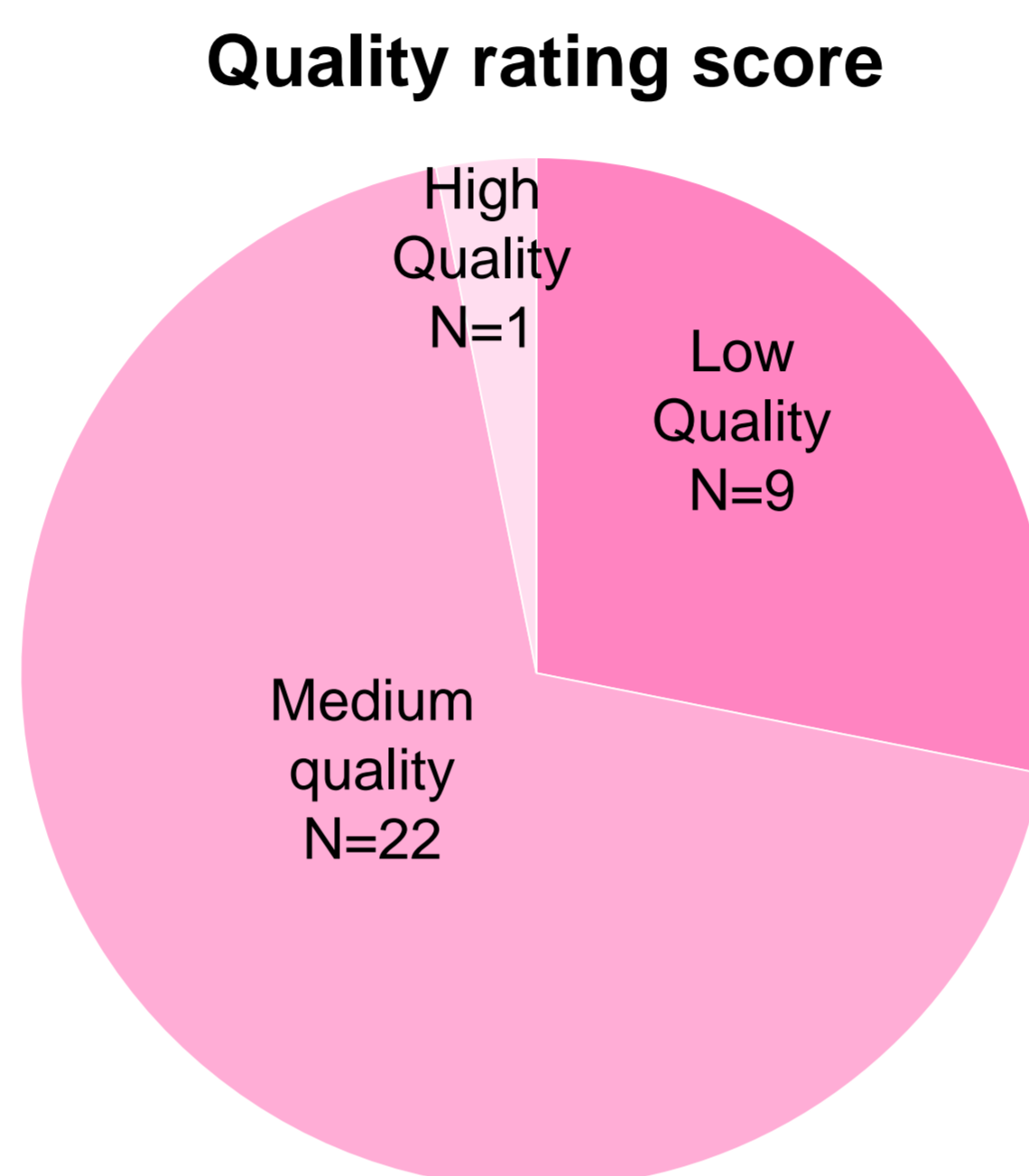
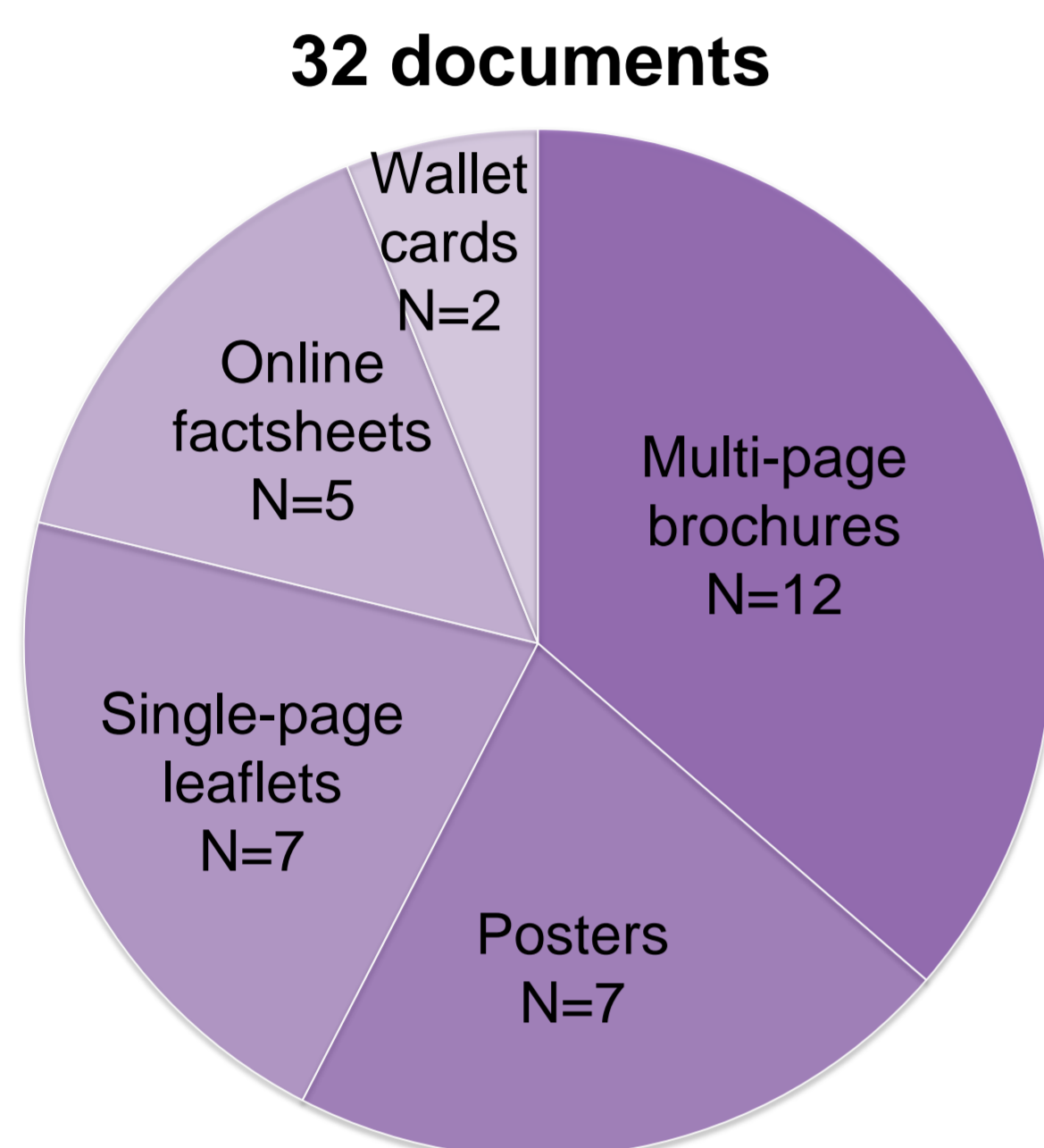
### Aim:

- 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:



**47% (n=15)** Had no publication date

**21% (n=7)** Provided references

**50% (n=16)** Provided links to further information and support

**“It’s safest for your partner not to drink while pregnant. Make sure you support her”** Dr Andrew Rochford

**6% (n=2)** documents targeted partners

**25% (n=8)** of documents targeted aboriginal populations



**9% (n=3)** documents mentioned the types of alcohol that can cause harm in pregnancy

**15% (n=5)** provided alternatives or suggestions of what to say when offered a drink:

**“No thanks, my baby is too young to drink alcohol!”**

### 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:

Australian National University. (2010) Australian National University: Canberra. See: [academic.skills.anu.edu.au/resources/handouts/writing-document-analysis](http://academic.skills.anu.edu.au/resources/handouts/writing-document-analysis) (accessed 20 May 2015). Appleton JV, Cowley S. (1997) *Journal of Advanced Nursing* 25(5): 1008-17. Callinan S, Room R. (2012) Centre for Alcohol Policy Research: Canberra. See: [fare.org.au/wp-content/uploads/2011/07/Alcohol-Consumption-During-Pregnancy-Final.pdf](http://fare.org.au/wp-content/uploads/2011/07/Alcohol-Consumption-During-Pregnancy-Final.pdf) (accessed 20 May 2015). Charnock D, Shepperd S, Needham G, Gann R. (1999) *Journal of Epidemiology and Community Health* 53(2): 105-11. Clarren SK, Smith DW. (1978) *New England Journal of Medicine* 298(19): 1063-7. Crawford-Williams, F, Fielder, A, Mikocka-Walus, A, Esterman, A & Steen-Greaves, M 2015, *Evidence Based Midwifery*, vol. 13, no. 2, pp. 40-46. Gilinsky A, Swanson V, Power K. (2011) *Addiction Research & Theory* 19(3): 235-50. Griffin J, McKenna K, Tooth L. (2003) *Australian Occupational Therapy Journal* 50(3): 170-7. Kincaid JP, Fishburne RP, Rogers RL, Chissom BS. (1975) Research branch report 8-75. Naval Air Station Memphis: Millington. See: [dtic.mil/dtic/tr/fulltext/u2/a006655.pdf](http://dtic.mil/dtic/tr/fulltext/u2/a006655.pdf) (accessed 20 May 2015). National Health and Medical Research Council. (2009) National Health and Medical Research Council: Canberra. National Organisation for Fetal Alcohol Syndrome and Related Disorders. (2011): Blackwood, South Australia. Peadon E, Payne J, Henley N, D’Antoine H, Bartu A, O’Leary C, Bower C, Elliott EJ. (2011) *BMC Public Health* 11: 584-93.