

Comparing FASD prevention interventions valued by Australian and Canadian women

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Thanks!

- Canada Northwest FASD Research Network
- Griffith Business School, Australia
- Social Science and Humanities Research Council, Canada

Prevalence in Canada and Australia

- In Canada, 14% drink during pregnancy
- Best Start
 - Two groups drink
 - 30+ women with successful careers
- Similar profile in Australia

Efforts to Promote Alcohol Abstinence

(Deshpande et al. 2005; Cismaru et al. 2010)

- Downstream focus
 - Education/Information/Fear
 - Campaigns
 - Governmental guidelines
 - Warnings!
 - Counseling
 - Community-based programs
- Midstream to some extent
- Lack of focus on upstream
- Lack of focus on social marketing approach

Social Marketing Framework

- Our background and our approach
- Behaviour change focus
- Audience orientation
- Offer benefits from desired behaviour and reduce barriers in addition to scaring and legalizing
- Offer opportunities in the environment

Objectives of the Study

- Our audience: 25+ professional women, attended 2+ years of post-secondary education, employed in a professional field, contemplating pregnancy or already pregnant
- Explore benefits and barriers to alcohol and alcohol abstinence during or before pregnancy
- Seek feedback to current behaviour change efforts
- Seek feedback to potential interventions

Method

- Focus groups with 24 Australian and 20 Canadian women
- Snowball recruitment
- Monetary compensation
- Ethics approval sought from Universities of Lethbridge, Regina, and Griffith.

Perceptions

	Alcohol	Alcohol Abstinence
Benefits	<ul style="list-style-type: none">• Socialization• Have a good time• Hide pregnancy to be in the “Boys Club”• Information misperceptions	<ul style="list-style-type: none">• Healthy baby• Opportunity to “de-tox”
Barriers/Costs	<ul style="list-style-type: none">• Harm the child	<ul style="list-style-type: none">• Difficult “avoidance strategies”• Exclusion• Reduction in socializing, career loss• Pressure to drink• Lack of cooperation from midstream

Current Efforts

- High awareness but does not address benefits and barriers to alcohol abstinence
- No healthy socialization opportunities
- CONFUSION on levels, frequency, time period, and so on
 - Healthcare professionals
 - Government guidelines
 - Peers
 - Online resources

Behaviour Change Strategies

- OPPORTUNITIES TO SOCIALIZE WITH FRIENDS
 - Fitness and baby care classes
 - Special interest classes
 - Clubs (WAGS)
 - Vouchers for food and socializing opportunities
- Online resources
 - FASD stories
 - Socializing opportunities
 - Information on clubs
 - Mobile phone apps
 - Dedicated libraries
 - Helpline

Midstream and Upstream

- Partners
- Healthcare professionals
- Servers and bar owners
- Employers
- Policy makers
 - Ensuring extensive menu of alcohol-free drinks
 - Water
 - Favourable pricing

So What?

- Large similarities, differences only in execution
- Move the needle by adding social marketing/environment change aspects to the basket of change tools
- Achieve efficiency along with effectiveness by creating campaigns that could work in multiple countries
 - US/UK/Canada/Aus/NZ
 - East European countries

Questions?