



# The health communication campaign

**“Mamma Beve Bimbo Beve”** (Mummy Drinks Baby Drinks).

A communication plan to raise awareness of FASD in Italy

First International Conference  
on Prevention of FASD  
Edmonton, September 23, 2013

**MAMMA  
BEVE** **BIMBO  
BEVE**



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**AZIENDA  
ULSS 9  
TREVISO**



**REGIONE DEL VENETO**



- In Italy alcoholic beverages, especially wine, have an important economic and cultural connotation. Currently about 60% of women of child-bearing age drink alcoholic beverages, at least occasionally  
*(Italian National Institute of Statistics, 2011)*
- In Italy, a recent prospective study to evaluate FAS and FASD in school-aged children has estimated a prevalence of FAS between 4.0 and 12.0 cases per 1000, and between 23.1 and 62.6 per 1000 of FASD

*(May AP, Fiorentino D, Coriale G et al.. Prevalence of children with severe Fetal Alcohol Spectrum Disorders in Communities near Rome, Italy: new estimated rates are higher than previous estimates. Int J Environ Res Public Health. 2011; 8: 2331-51)*

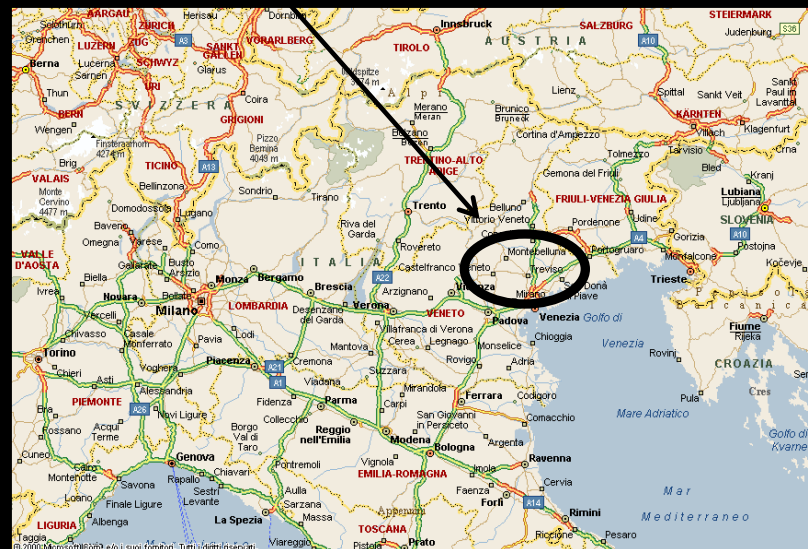


In May 2010 the Italian  
Local Health Authority of Treviso (Veneto Region)  
launched the health communication campaign  
**“Mamma Beve, Bimbo Beve”**  
 (“Mummy Drinks, Baby Drinks”)





# The Local Health Authority of Treviso area (over 400 000 inhabitants)





# Why the “Mamma Beve Bimbo Beve” campaign?

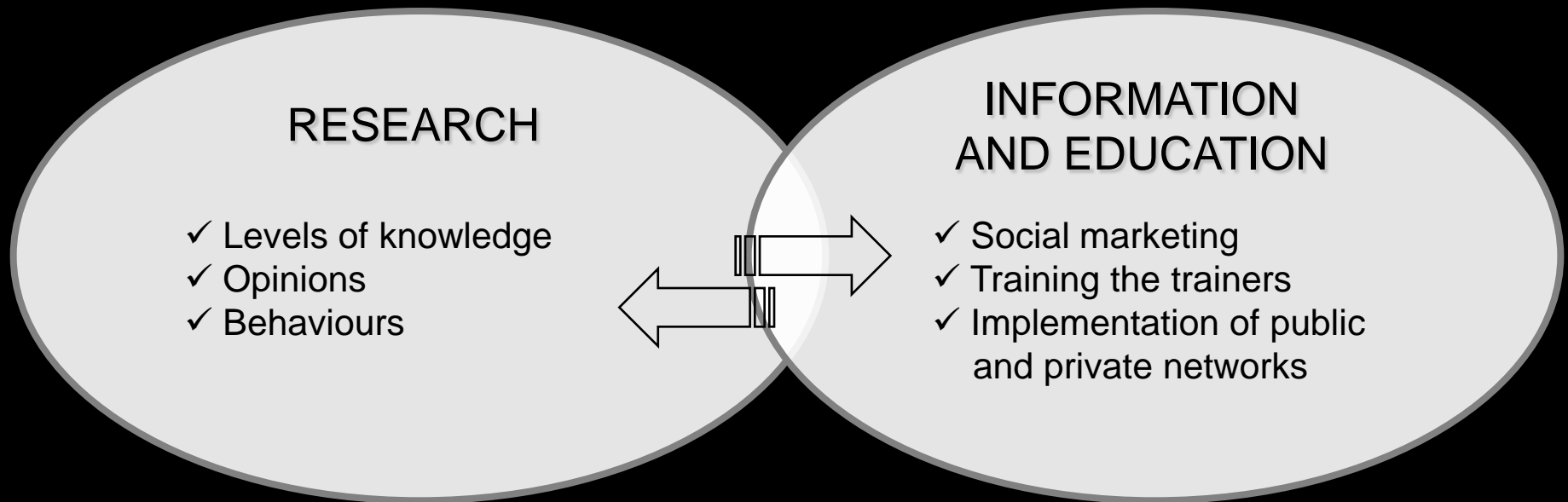


*Prosecco hills around Treviso, Italy*



# THE STRATEGY

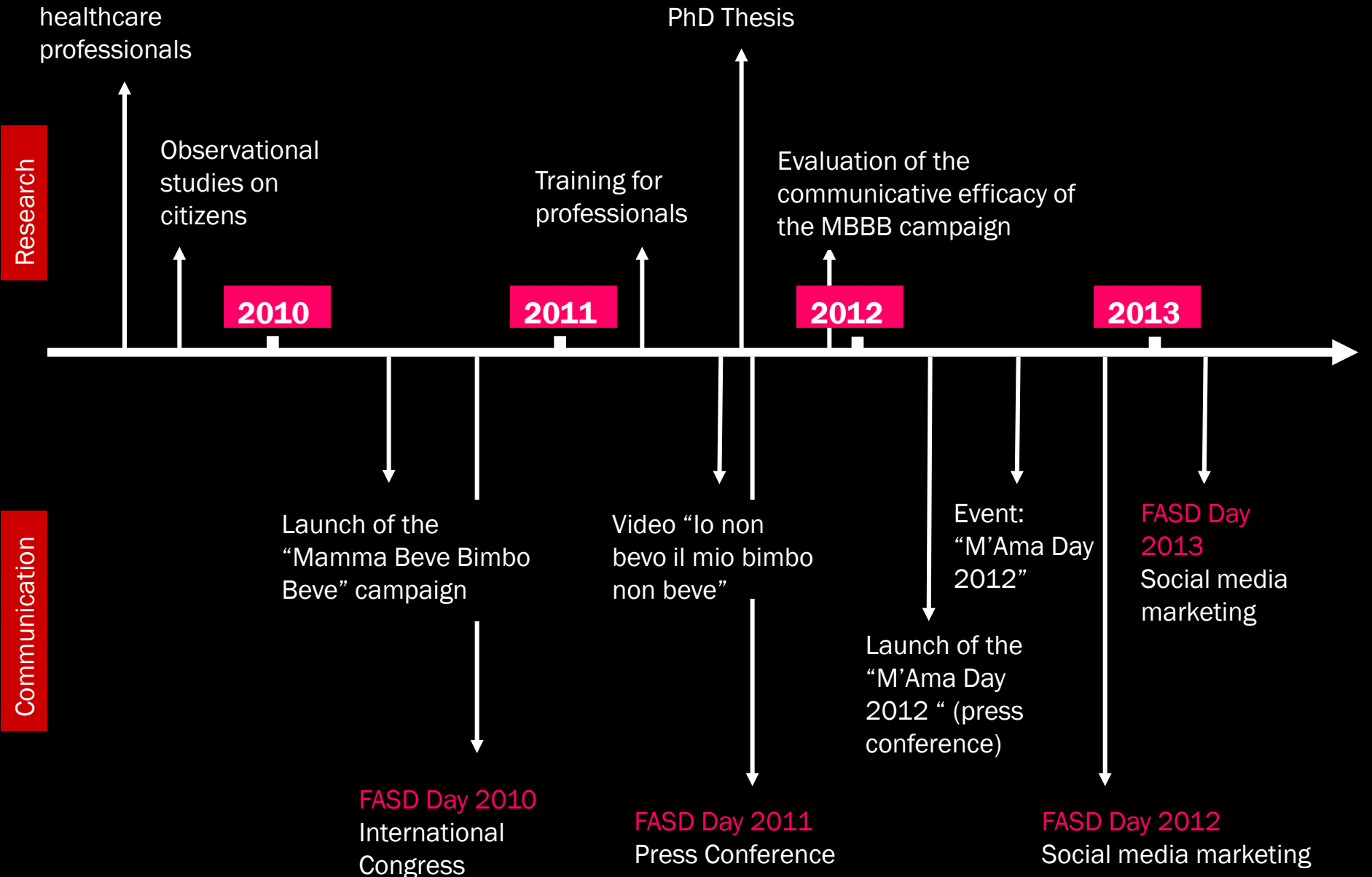
## A multilevel approach



Target: local community and professionals involved in FASD prevention



# ...a 4 years story





# 2009 RESEARCH





## Health concerns:

- 1 - alcohol use among young women
- 2 - positive attitudes towards alcohol use during pregnancy



# 1 - Alcohol consumption among young women

In 2009 we investigated alcohol use habits in a sample of 344 **driving school students** in the Treviso area: 134 were women aged 19-20 years

Results of the survey:

- 89% of women aged 19-20 years drank alcoholic beverages
- 49% sometimes took 6 or more drinks in one occasion (*“binge drinking”*)
- 29% were at risk for alcohol use (*total AUDIT-C test score  $\geq 4$* )

(Reference: Bazzo S. [Fetal Alcohol Spectrum Disorder (FASD): a prevention project targeted to healthcare professionals, young people and pregnant women]. PhD Thesis, 2011. <http://hdl.handle.net/10077/4491>)



## 2 - Positive attitudes towards alcohol use during pregnancy

Survey on opinions and attitudes of **health care professionals** working in pregnancy and child care services of the Local Health Unit (n=380), of family physicians and pediatricians (n=135). Years 2009-2010

- One out of four thought that a woman can drink alcohol daily during pregnancy
- 26% of midwives, 12% of physicians of the Local Health Unit, 14% of general practitioners and family pediatricians suggested to abstain from alcohol consumption during pregnancy

### References:

- Bazzo S, Riscica P, Battistella G et al.. [Alcohol use during pregnancy and breastfeeding: opinions and experiences of general practitioners and pediatricians in the Local Health Unit 9 of Treviso (Veneto Region)]. *Alcologia*. 2012; 14: 21-28
- Bazzo S, Riscica P, Battistella G et al.. [Alcohol use during pregnancy and breastfeeding: opinions and experiences of healthcare professionals working in the Local Health Unit 9 of Treviso (Veneto Region)]. *Alcologia*. 2011; 12: 28-34



# 2010

# AWARENESS



# The “Mamma Beve, Bimbo Beve” campaign (2010)



**Strategy:** social marketing

**Context:** community

**Aim:** raising awareness of the effects of alcohol use during pregnancy



**Target:** mothers and potential mothers + family members



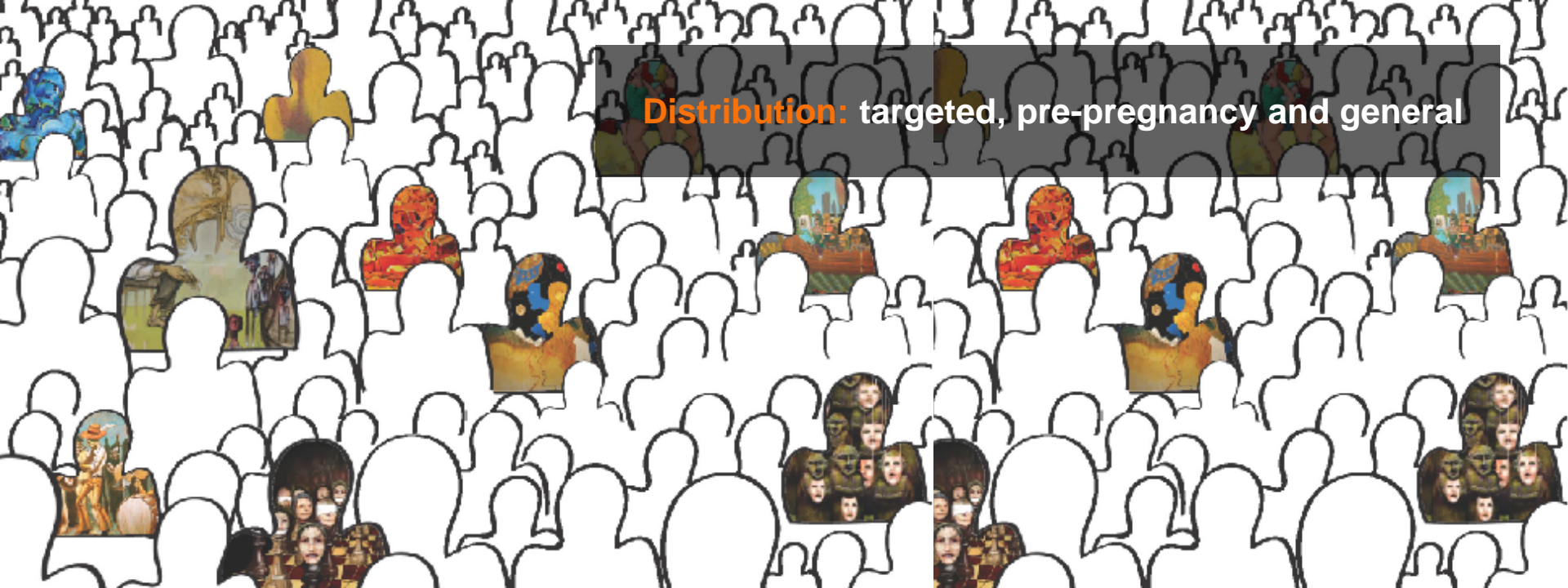
**Objective:** efficacy of the message for all ages (primarily 20-40 years old)



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**Distribution:** targeted, pre-pregnancy and general

**Starting budget** of communication: 0 €



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TREVISO**







**SPOT CHOC**

◀ StudioAperlo ▶







# THE BUZZ OF THE WEB





2011

# MAINTENANCE OF AWARENESS

(heading to empowerment)



## Facts

No money from the health system...

Strong network of partners

Develop a strategy

## Actions

Local testimonial: comedians, sportsmen

SHORT MOVIE about alcohol during  
pregnancy involving the citizens of Treviso









**I DO NOT DRINK ALCOHOLIC BEVERAGES  
AND MY BABY DOESN'T DRINK ALCOHOLIC  
BEVERAGES!**





## Mammabeve Bimbobever

Amici

Messaggio

- Vive a Treviso
- Città natale: Treviso
- Data di nascita: 9 settembre
- Orientamento politico: Salute E Benessere

Informazioni



Amici 830



Foto 25



Mappe 27



"Mi piace" 94

Post Foto

Scrivi qualcosa...

Pubblica



Mammabeve Bimbobever ha condiviso la foto di RITMI GLOBALI EUROPEI.

17 ore fa

Ebbene ragazzi, sappiate che il vincitore di Ritmi Globali Europei non solo potrà avvalersi della consulenza professionale di Bob Benazzo, ma avrà anche accesso alla Recording Magister Area per incidere due brani su disco. Sete pronti ad entrare in sala di registrazione?

Attività  
recenti

Mammabeve ha confermato la sua partecipazione a NON UN SORSO INDIETRO! - FESTA R...



Mammabeve ha stretto amicizia con Club Girasole e altre 17 persone.



Mammabeve ha partecipato a AAAHHH NON trovo LAVORO!!!



A Mammabeve piace Ascom Treviso - Confcommercio - imprese per l'Italia.



You Tube




Sfoglia

Cari

I don't drink my baby doesn't drink

aziendaulss9treviso

 Iscriviti

26 video ▾

**ALCOHOL DRUNK DURING PREGNANCY  
REACHES THE BABY'S BLOOD  
AND CAUSES DAMAGES TO HIS HEALTH.  
HELP US TO REMIND IT !**





**Training** of healthcare professionals on  
FASD

**PhD Thesis** University of Trieste:  
“Fetal Alcohol Spectrum Disorder (FASD):  
A prevention project targeted to health  
professionals, young people, pregnant  
women“ (S. Bazzo)



# 2011-2012

## EVALUATION and PUBLICATIONS





## Prevention program 2010-2012 "GENITORI PIU'" (Veneto Region)

Implementation of a guideline for healthcare professionals on **alcohol and pregnancy**



# Communicative efficacy

**MAMMA  
BEVE** **BIMBO  
BEVE**



## EVALUATION:

Sample: **690** parents

**84%** of the sample **remembered** the image

**93%** remembered the **health message** driven by the image

**55%** of those who have already seen the picture said that it **suggests** at least one of the two **behaviors recommended** by the campaign

Reference: Bazzo S, et al. Evaluation of the Impact of the Image Used in a Communication Campaign to Raise Awareness about the Effects of Alcohol Use During Pregnancy. *Alcohol Alcohol* 2012; 47 (6): 657-662.



# 2012 EMPOWERMENT



## COMMUNICATION

### Facts

No money from the health system... !!!!

Facebook profile

New sponsor and partners

Empowerment of the local community

### Actions

From shock to involvement

Integrated communication

Connect territory with the Web

Give a role to the citizen: **ambassador**



# M'AMA DAY

RICHIESTA D'AMORE. RISPOSTE DI ATTENZIONE.

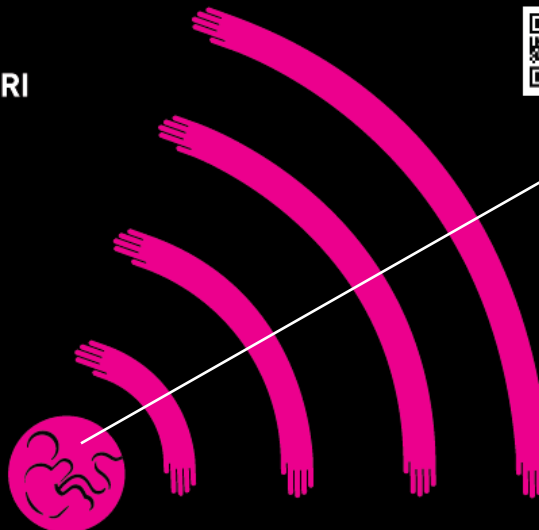


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ULSS 9  
TREVISO

**Edutainment**  
event in the  
territory to  
personally  
involve the  
citizen

29 giugno 2012  
ore 20.30  
PARCO DEGLI ALBERI  
PARLANTI

Gli ALCUNI  
presentano:  
**M'AMA DAY**  
8 attrici comiche,  
1 torneo di cabaret  
tutto al femminile.



The  
**child** at  
the  
center

**BERE ALCOL IN GRAVIDANZA FA MALE AL BAMBINO.  
DILLO ANCHE TU.**

**DIVENTA AMBASCIATORE DI QUESTO IMPORTANTE MESSAGGIO:**

- Scattati una foto con questa locandina nei locali che la espongono o scaricandola dal sito [www.mamaday.it](http://www.mamaday.it)
- Inviaci la tua foto a [info@mamaday.it](mailto:info@mamaday.it) \*
- Diventerai protagonista del video - documento che sarà girato la sera del M'AMA DAY al "Parco degli Alberi Parlanti".

Il video sarà lanciato ufficialmente il 9 settembre 2012 nella Giornata Mondiale di sensibilizzazione sulla Sindrome Alcol Fetale e i Disturbi correlati (FASD).

\* Con l'invio diretto della foto attraverso dispositivo mobile l'utente autorizza il trattamento dei dati e l'utilizzo della propria immagine per il progetto "Mamma Beve Bimbo Beve".

Parco degli Alberi Parlanti, Villa Margherita Viale Felissent, 56 - 31100 - Treviso

The citizens  
become the  
ambassadors of the  
message  
**EMPOWERMENT!**

Costs covered  
by SPONSORS  
**Social  
marketing**





How to communicate to the target?

contact within the context

multichannel tools

cause - related marketing

Teasing video



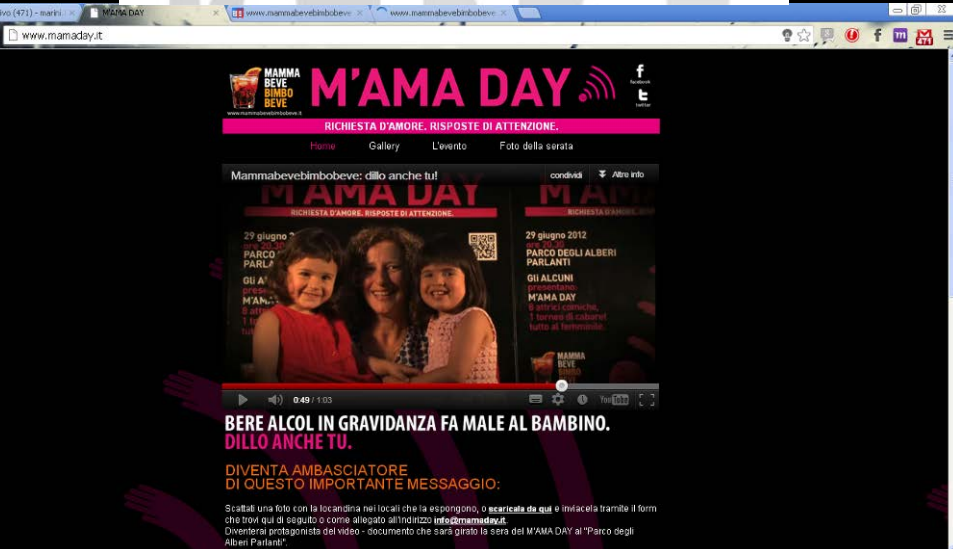
# DISCOTEQUE



# CINEMA



# WEB PAGE/ACTION PAGE



Twitter

You Tube

# SOCIAL MEDIA

facebook®



# DELIVERING EMPOWERMENT: THE VIRAL ACTION



Take a nice **photo with**  
**the visual** at...



Bar



Restaurant



Home





**Upload it at**  
**www.mamaday.it**

**DIVENTA AMBASCIATORE  
DI QUESTO IMPORTANTE MESSAGGIO:**

Scattati una foto con la locandina nei locali che la espongono, o [scaricala da qui](#) e inviacela tramite il form che trovi qui di seguito o come allegato all'indirizzo [info@mamaday.it](mailto:info@mamaday.it).  
Diventerai protagonista del video - documento che sarà girato la sera del M'AMA DAY al "Parco degli Alberi Parlanti".

Il video sarà lanciato ufficialmente il 9 settembre 2012 nella Giornata Mondiale di sensibilizzazione sulla Sindrome Alcol Fetale e i Disturbi correlati (FASD).

**I tuoi dati**

Nome \*   
Cognome \*   
E-mail \*   
Comune e Provincia    
Locale

**I NOSTRI  
AMBASCIATORI  
VAI ALLA  
GALLERY**

**Invia la tua foto**

Titolo   
Carica (MAX 4MBytes)  Nessun file selezionato

☐ Sì, esprimo il mio consenso al trattamento dei dati per le finalità espresse nell'[informativa](#)



**and become**



**M'AMA DAY** 



**RICHIESTA D'AMORE. RISPOSTE DI ATTENZIONE.**

[Home](#) [Gallery](#) [L'evento](#) [Foto della serata](#)

**Insieme possiamo gridare più forte**

Siamo noi i testimonial e gli ambasciatori che con te contribuiranno a divulgare a più persone possibili il messaggio: mamma beve, bimbo beve. Perché bere alcol in gravidanza fa male al bambino e più lo gridiamo più ci faremo sentire.

Riceverete un coupon di partecipazione all'evento M'AMA DAY del 29 giugno al parco degli alberi parlanti a Treviso con il quale potrete essere anche protagonisti in un video-documento che sarà viralizzato sulla rete e presentato ufficialmente alla "Giornata mondiale di sensibilizzazione sulla sindrome alcol fetale e i sintomi correlati (FASD) - 9 settembre 2012".

Grazie della tua collaborazione per questa campagna sociale di grande valore.



**ambassador**





**RICHIESTA D'AMORE. RISPOSTE DI ATTENZIONE.**



- Diventerai protagonista del M'AMA

**Il video sarà lan**  
**Mondiale di sen**  
**correlati (FASD)**

\* Capiluvio diretto dalla foto attraverso

**BERE ALCOL IN GRAVIDANZA  
FA MALE AL BAMBINO.  
DILLO ANCHE TU.**

Then come to the **M'Ama Day** in a **Cabaret** event





to **decide the winner**, have fun and be protagonist in the **video testimoniance**!



# Photo **Summary:** endorsement and empowerment





# FASD AWARENESS DAY

9-09-2012, 9-09-2013

## Facts

No money from the health system... !!!!

Continue the empowerment process

## Actions

Local TV appaerance

Using spot video

Social media campaign

Give a role to the citizen: **ambassador**

Zero budget action



# FASD AWARENESS DAY

## 9-09-2012, 9-09-2013



TV



**You Tube**

**SOCIAL MEDIA**



**facebook**

**Twitter**







If your company had no money for that,  
do you have a magic wand???

No, luckily we have a social marketing  
system



# SPONSORS & PARTNERS 2012



Communication  
Agency  
Visual

Event's and  
video 's support

Institutions  
City hall  
Province  
Veneto Region

Economic sponsor

Main Sponsor



Partner



Con il patrocinio:



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TREVISO

Bars' union

Commerce 's union

Scientific partners

Health Ministry's  
project

Discoteques' union



# SPONSORS & PARTNERS 2011



REGIONE DEL VENETO



AZIENDA  
ULSS 9  
TREVISO



COMUNE  
DI TREVISO





# SPONSORS & PARTNERS 2010



Main sponsor

# saluteecultura

Creative sponsor

# F A B R I C A

Partner



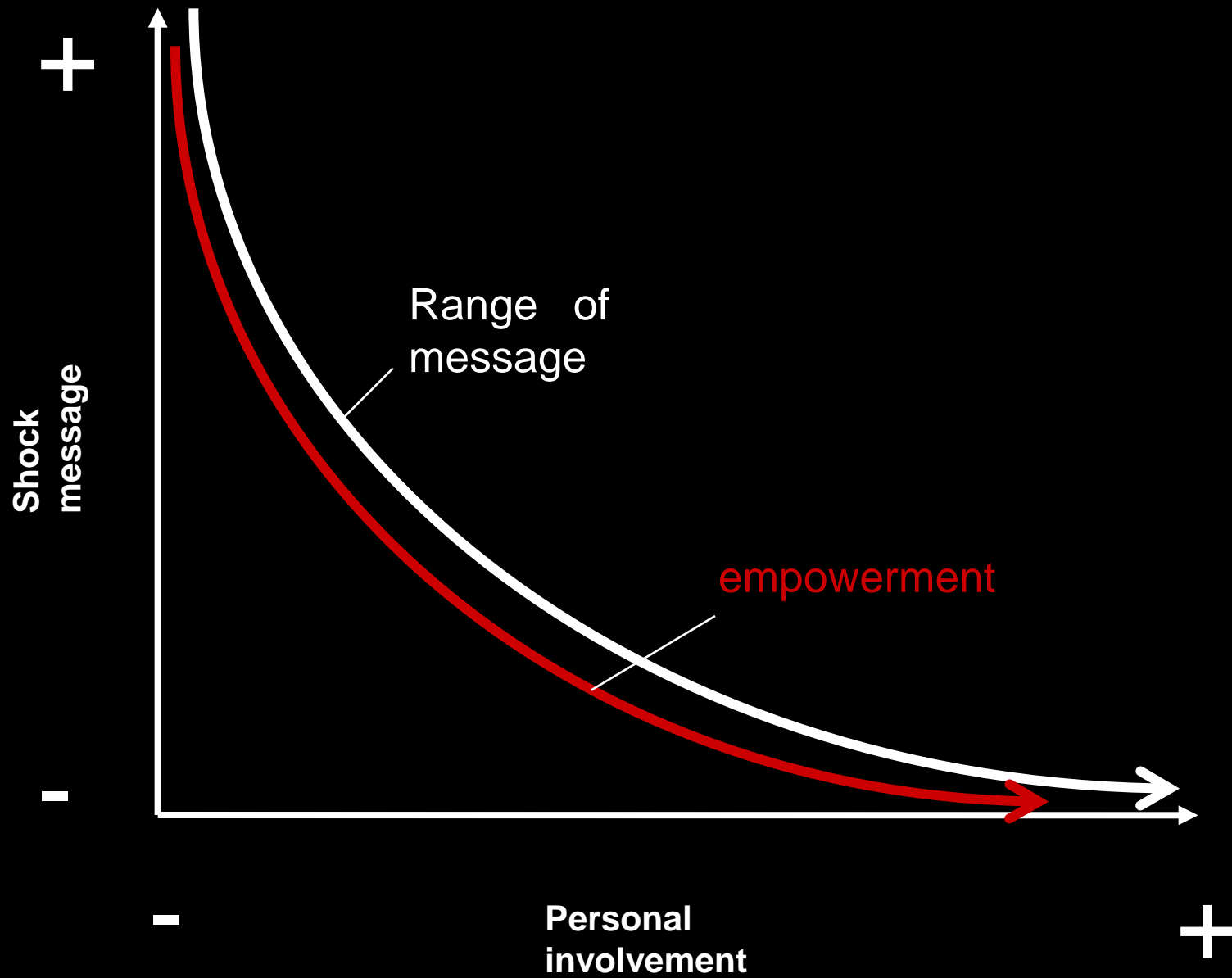
Patrocini

**Scuola di Dottorato Medicina Materno-Infantile  
Università degli Studi di Trieste,  
Associazione Ostetrici Ginecologi Ospedalieri Italiani,  
Collegio Interprovinciale Ostetriche Treviso e Belluno,**

**Federazione Italiana Medici Pediatri,  
Federazione Italiana Medici Medicina Generale,  
Commissione Provinciale Pari Opportunità**



# WHAT WE HAVE LEARNT FROM THIS EXPERIENCE?





Preliminary  
studies on  
healthcare  
professionals

Observational  
studies on  
citizens

Training for  
professionals

Evaluation of the  
communicative efficacy of  
the MBBB campaign

... and  
now?

2010

2011

2012

2013

Research

Communication

Launch of the  
“Mamma Beve Bimbo  
Beve” campaign

Video “Io non  
bevo il mio bimbo  
non beve”

Event:  
“M’Ama Day  
2012”

FASD Day  
2013  
Social media  
marketing

FASD Day 2010  
International  
Congress

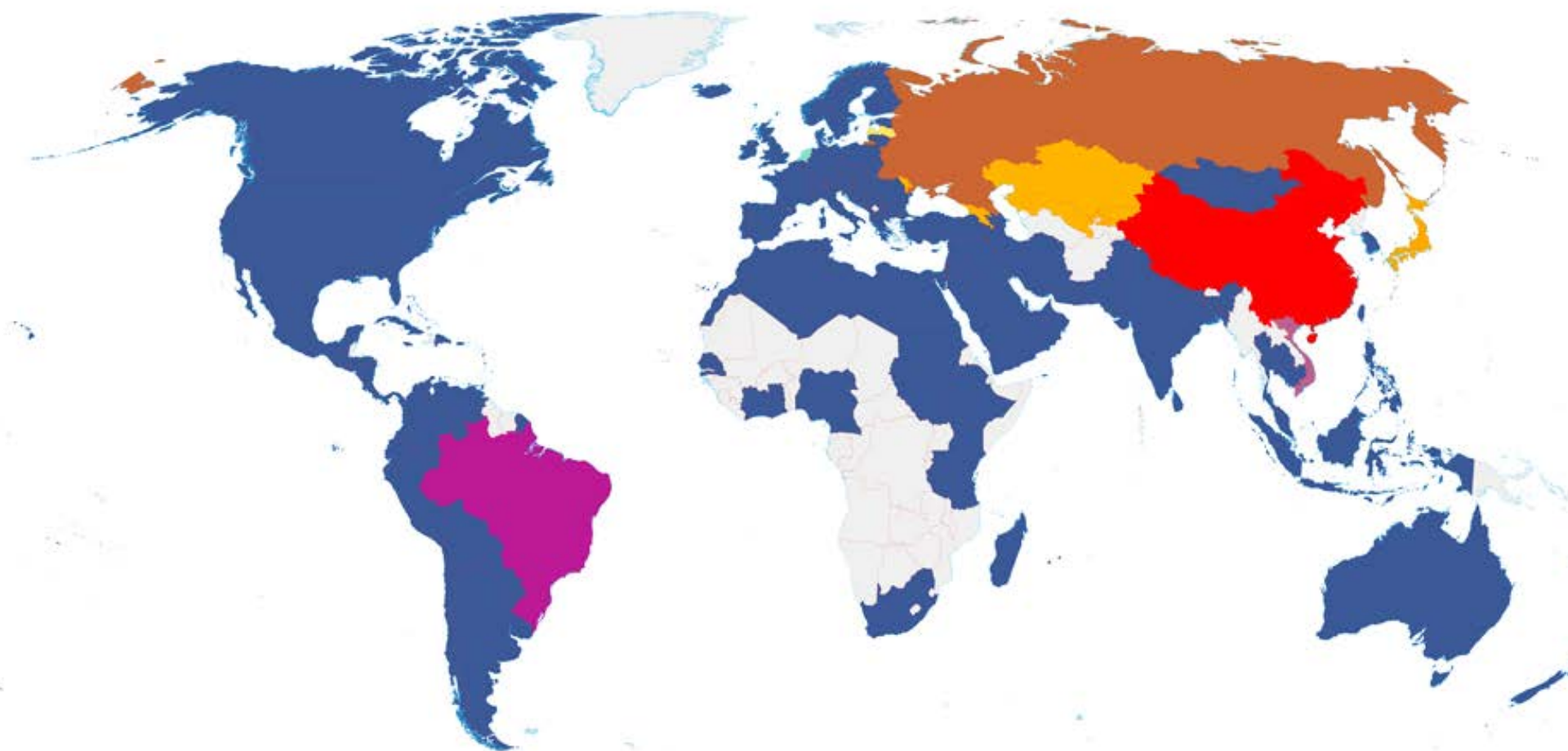
FASD Day 2011  
Press Conference

FASD Day 2012  
Social media marketing



# WORLD MAP OF SOCIAL NETWORKS

June 2011



Facebook

V Kontakte

Odnoklassniki

Draugiem

Hyves

Zing

Mixi

Orkut

QZone

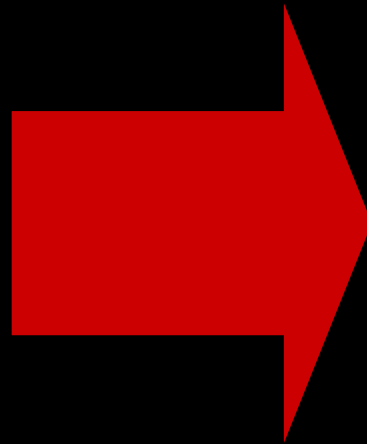


# The NETWORK EFFECT

$$C = n (n-1) / 2$$

(<http://www.mrexcel.com/forum/showthread.php?t=69118>)

n=10	C=45
n=50	C=1225
n=100	C=4950
n=1000	C=499500



If **organized**:

Awareness

Involvement

Personal  
communication

Low budget action





Contacts

**Project**

**[www.mammabevebimbobeve.it](http://www.mammabevebimbobeve.it)**



**[www.facebook.com/mammabevebimbobeve](http://www.facebook.com/mammabevebimbobeve)**



**[@mamadayTV](https://twitter.com/mamadayTV)**



**<http://www.youtube.com/mammabevebimbobeve>**

**[sefania.bazzo@gmail.com](mailto:sefania.bazzo@gmail.com)**

**[fmarini@ulss.tv.it](mailto:fmarini@ulss.tv.it)**

**Thank you!**