



Better start for your child



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Objective

To educate mothers-to-be and medical personnel about the risks related to alcohol consumption during pregnancy.

To promote abstinence during pregnancy.

Description

The campaign was launched in 2008 in response to research findings (carried out by TNS on behalf of ZP PPS) that some women consume alcohol during pregnancy mainly due to ignorance. Many thought that small amounts of alcohol, especially beer or wine, would not harm the developing baby, a view often shared by those close to the woman.

The campaign aims to raise awareness of the fact that even a small amount of alcohol can harm the developing baby. Drinking alcohol whilst pregnant increases the risk of miscarriage, premature birth and may cause foetal alcohol syndrome (FAS).

Dissemination of the message to pregnant women is achieved through:

- The distribution of brochures, posters, leaflets and a pregnancy card through various channels (such as doctor's surgeries and clinics, doctors' associations and NGOs). Also, posters are displayed in doctor's waiting rooms and reception areas, clinics, child hospitals and by foundations connected with women's and children's health.
- Information articles are placed in various media (magazines, online, tv and press).
- A dedicated **website** and a **Facebook** and **Instagram** page to inform women how to take care of their health during pregnancy. Regular posts on social media are published.

Dissemination of the message to medical personnel is achieved through:

- Leaflets/brochures are sent to personnel and are also distributed during conferences and seminars. Workshops for midwives and medical personnel on how to talk with women about drinking alcohol during pregnancy were organised until 2018.
- The campaign's ten-minute film "I'm not drinking while pregnant - A better start for your child" was shown throughout the year on TV Medica (medical channel) until 2014.

The campaign was paused between 2015 and 2018 when it was refreshed and the **website** used as a platform of communication. In 2019, an Instagram page was started and the "Why you should talk with pregnant women about alcohol?" educational newsletter was sent to gynaecologists. A link in it enabled the download of leaflets for pregnant women.

Partners

Medical University in Katowice, Medical University in Łódź and Collegium Medicum in Kraków

Results

2020:

- 125,000 pregnancy cards with campaign messages were delivered to 2,400 gynaecological practices.
- 2,400 leaflets on how to talk with patients about alcohol during pregnancy were sent to gynaecologists (1/3 gynaecologists in Poland)
- 110,000 copies of the magazine "Mamy Czas" (a free magazine for pregnant women and parents of toddlers featured the campaign on the inside cover.
- The Facebook page had 70,426 "likes" and the Instagram page 898 subscribers.

2019: The message was shared at 16 gynaecological conferences directly reaching 1,500 gynaecologists. "Zdrowa Ciąża" (the name for the campaign on Facebook) had 69,592 "fans". Posts had 2,961,628 views.

2018: The Facebook page had 67,760 "fans". The films on myths about alcohol in pregnancy inspired by the campaign on Najprościej Mowić Channels had 62,359 views. 6 "Effective communication doctor – patients" Workshops were held with a total of 74 participants. 2 Congresses for gynaecologists (Warsaw and Cracow) were held with a total of 3,364 participants. 4,800 leaflets were distributed during the "Health under control" week in 16

cities. Also, 4 articles, 3 videos and 4 newsletters were directed at doctors and patients on the **Medycyna Praktyczna** and **www.eduginekolog.pl** portals.

From launch until 2015:

- **Facebook page:** 1,000 'likes' during the first three months after creation (2012). By 2013, it was already the No. 1 page dedicated to pregnant women in Poland (position maintained in 2014). During 2013-2014, it had 12,070,624 page views. In November 2015, it had over 68,000 'fans' of which 93% were women aged between 18-44 (up from 50,646 in January 2015). It had over 12,070,624 views in 2015.
- **Leaflets:** 10,000 were distributed to medical personnel and over 600,000 to women. 1,500 pharmacies and 500 health centres (yearly) took part in distributing the leaflets. 10,000 were inserted in the Journal of Nursing and Midwifery and 5,000 in the Midwife quarterly in 2011. 2,000 were distributed by Enel-Med medical centres and 2,000 by SuperMama birth schools in 2012.
- **Posters:** around 3,000 posters were displayed in clinics, health centres and pharmacies. In 2012, Enel-Med medical centres and SuperMama birth schools also displayed posters.
- **Billboards:** In 2011, 20 billboards were displayed in the largest cities across the country and 2,200 mini-billboards were displayed in pharmacies in 2011.
- **Magazines:** Information about the campaign was published in 2 monthly magazines for parents (total of around 600,000 copies) and 4 women's magazines (total of 1,200,000 copies) in 2010, 100,000 (copies in 2011) and 300,000 copies (in 2012) of ABC Health of Mother and Child Magazine.
- **Ads:** in 2012, a number of press ads were printed in the biggest parent magazines (M jak mama, Mamo to ja, Będę mamą) and banners and related articles were shown on the 2 biggest parental portals (babyboom.pl, babyonline.pl, mjakmama24.pl).
- **Other:** In 2012, 700,000 pregnancy tests were sold with campaign information and website address printed on them. The campaign film was broadcast in 1,000 rooms in medical facilities in 2013 and 2014.
- **Recognition:** The campaign was lauded as an effective social responsibility practice by Poland's Responsible Business Forum in its 2008 **report**. It was mentioned in the **database of good practice** on the Polish Responsible Business Forum's website in 2010. It was presented at the first National Congress of Midwives in November 2011. It was presented at the annual conference organised by Medical Publishing in November 2012.

Measurement & evaluation

- Over the past ten years (until 2018), the number of Polish women who admit to having consumed alcohol during pregnancy has fallen from 33% to 6%.
- In 2012 the campaign was perceived by women as worth remembering (91%), informative (90%) and convincing (89%).
- In 2011 the campaign was perceived by women as informative (92%) and worth remembering (91%).

- In 2010, the campaign reached 48% of the target group. Future mums saw the campaign on posters (39%) and leaflets in health public centres (57%). The campaign perceived as clear and informative (80%) and worth remembering (82%).
- In 2009, pregnant women saw the campaign mainly through posters (45%) and leaflets in clinics (40%). 21% said that the campaign had changed their attitude to drinking alcohol during pregnancy (11% post evaluation in 2008).
- In 2008, pre and post campaign evaluation (CATI survey with 300 pregnant women and those planning to conceive, 25-30 year olds from large cities) showed: 88% of women declared that they had not drank alcohol whilst pregnant (increased by 2% after the campaign); 67% claimed that there was no permitted level of alcohol consumption when pregnant (increased by 10% after the campaign); 25% described "a single glass of wine as permissible" (decreased by 13% after the campaign) and 21% had consulted their doctor as to whether they could drink or not while pregnant (increased by 5% after the campaign).
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Website

<https://lepszystart.com.pl/>

Downloads

Photo gallery



Documents

Pregnancy card (pdf - 0.18 Mo)

Rollup 2018 (pdf - 12.2 Mo)

Poster (pdf - 1.34 Mo)

Leaflet (pdf - 0.83 Mo)

Leaflet 2012 (pdf - 0.89 Mo)

Med leaflet 2012 (pdf - 0.89 Mo)

Poster 2012 (pdf - 1.09 Mo)

Ipsos report 06-10-2008 (ppt - 1.52 Mo)