

My baby doesn't want alcohol



Mein Kind will keinen Alkohol
Pernod Ricard
Germany
2010 > 2021
#AwarenessRaising



Objective

To educate and raise awareness about the dangers of alcohol during pregnancy and more specifically of foetal alcohol syndrome (FAS).

To decrease the number of pregnant women consuming alcohol in Germany.

Description

Foetal alcohol syndrome (FAS) is a condition in a child that results from alcohol exposure during the mother's pregnancy, which causes brain damage and growth problems. The problems caused by FAS vary from child to child, but defects caused by FAS are not reversible. Throughout Germany, several thousand children are born every year with FAS, which is completely preventable. Many women, and their partners, are not adequately informed about the risks of alcohol during pregnancy. The dangers of drinking during pregnancy are often played down, not noticed or accepted due to social pressure.

Thus, "*Mein Kind will keinen Alkohol*" was created to raise awareness in Germany about FAS. It was launched in 2010 together with the German foundation for disabled children "*Stiftung für das behinderte Kind*" through social media platforms, TV and magazine ads, and a dedicated website. One of the features of the campaign is the pregnancy pictogram with a red prohibition sign, which now adorns all Pernod Ricard bottles worldwide. In Germany, this pictogram has long since become the figurehead and symbol of the "*Mein Kind will keinen Alkohol*" campaign.

Results

Since 2010, the programme has 4,000 followers on Facebook page, 8,500 visits to the website, 10 TV broadcasts reaching 35.3 million viewers. Also, 30,000 postcards and 350 posters have been distributed to 350 women's medical practices reaching 1.6 million women, and 2 ads in magazines reached 1 million women.

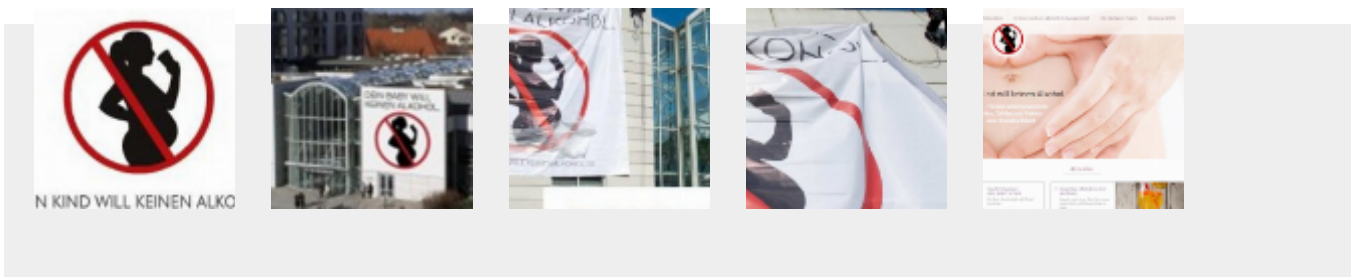
Pernod Ricard Germany was honoured with the Health Media Award 2013 for its support of this campaign.

Website

<https://www.mein-kind-will-keinen-alkohol.de/>

Downloads

Photo gallery



Documents

A few words for those who cannot speak yet (in German) (pdf - 0.5 Mo)

Testimonials (in German) (pdf - 1.83 Mo)

Alcohol during pregnancy (in German) (pdf - 0.24 Mo)