



## Alcohol and pregnancy

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**Alcool et grossesse  
Avec Modération!  
France  
2006 > 2019  
#AwarenessRaising**



### Objective

To inform pregnant women of the risks related to alcohol consumption.

### Description

The key message of "zero alcohol" during pregnancy and when breastfeeding was spread through:

- An information leaflet: "Puis-je boire un verre à sa santé?" (Can I toast his health?) distributed via gynaecologists.
- Posters in waiting rooms.
- A guide for medical staff "Alcool et grossesse si on en parlait?" (Alcohol and pregnancy, let's talk about it) promoted dialogue on alcohol consumption between a woman and her gynaecologist.

Following a pilot in Le-Havre during 2006 and evaluation report in 2007, the campaign was run nationwide. Materials could be ordered on the Avec Moderation! website.

### Partners

CNGOF (National Federation of Obstetricians and Gynaecologists)

## Results

95,000 kits were distributed until December 2016 (leaflet, poster and guide). No further kits were distributed but the materials were available on the Avec Moderation! [website](#) until it closed.

## Measurement & evaluation

Results of the post pilot evaluation among health professionals showed:

- 88% judged the campaign useful.
- 46% stated that they had improved their knowledge of the risk of drinking alcohol during pregnancy (69% of pharmacists and 68% of nurses).
- 76% would like the campaign to be permanent.
- 63% thought that the campaign tools facilitated dialogue with patients and 33% thought that the resulting dialogue could prevent pregnancies exposed to FAS (Foetal Alcohol Syndrome).
- 34% thought that the recommendation of total abstinence could make mothers feel guilty.
- 64% thought that of alcohol as a taboo subject that was still difficult to discuss with their patients.
- 89% believed that the brochure would answer questions that women may raise.
- 88% thought it was appropriate for pregnant women to consume alcohol occasionally.
- 70% believed the campaign to be helpful for pregnant women who have difficulties in their levels of consumption.

## Downloads

### Photo gallery



## Documents

**Doctors brochure (translated into EN)** (doc - 0.76 Mo)

**Doctors brochure (in FR)** (pdf - 0.39 Mo)

**Evaluation results (translated into EN)** (doc - 0.14 Mo)

**Evaluation results (in FR)** (pdf - 0.67 Mo)

**Pregant women brochure (in FR)** (pdf - 0.25 Mo)

**Pregnant women brochure (translated into EN)** (doc - 1.29 Mo)