

DrinkWise.



The DrinkWise 'Get the Facts' labelling initiative is an important component of its suite of education activities that, in partnership with industry, educators and clinicians, engages and support the community to make informed decisions about their approach to drinking alcohol.

Labelling provides an opportunity to prompt consumers to think about their drinking while encouraging them to 'Get the Facts' from the DrinkWise website www.drinkwise.org.au where consumers will find practical tools and evidenced-based information.

Origins of the DrinkWise Pregnancy Message

It's safest not to drink while pregnant – provides consumers who may be considering pregnancy, or who are pregnant and breastfeeding, with the recommendation from the National Health and Medical Research Council (NHMRC) Alcohol Guidelines.

The adoption of consumer information messages rather than health warnings on product labels is consistent with DrinkWise's approach to effectively engage and support consumers to move towards a healthier drinking culture.

Find out more about the importance of this message here: (play video 2 mins)

<https://drinkwise.org.au/our-work/get-the-facts-labeling-on-alcohol-products-and-packaging/#>

DrinkWise has produced this video promoting standard drinks information and the advice of the National Health and Medical Research Council's Alcohol Guidelines as it relates to pregnancy and breastfeeding.



Consumers' understand the Pregnancy Message

The evaluation of the voluntary labelling initiative to place pregnancy health warnings on alcohol products commissioned by the Australian Government, found that 95% of those surveyed understood the pregnancy pictogram and 93% understood the text *It's safest not to drink while pregnant*, get the facts, drinkwise.org.au.

The results reported from the 2016 National Drug Strategy Household Survey find continuing increases in the proportion of women abstaining from alcohol during pregnancy from 40% in 2007 up to 56% in 2016.

- Of those who drank during pregnancy 97% usually consumed 1-2 standard drinks and this occurred monthly or less often (81%) or 2-4 times per month (16.2%). This level of consumption is clinically assessed as not requiring brief intervention or treatment, though acknowledges that women should be advised that no alcohol consumption is the safest option. [NDARC's Clinical Screening Tool - May 2015](#)

Best practice application of Labels

The DrinkWise logo and suite of consumer information messages for alcohol products and packaging has been modernised to provide a clearer and more legible suite of messages. Implementation of this modern imagery and messaging has been occurring as part of the Industry's re-printing of packaging and labels.

2011	2016
	

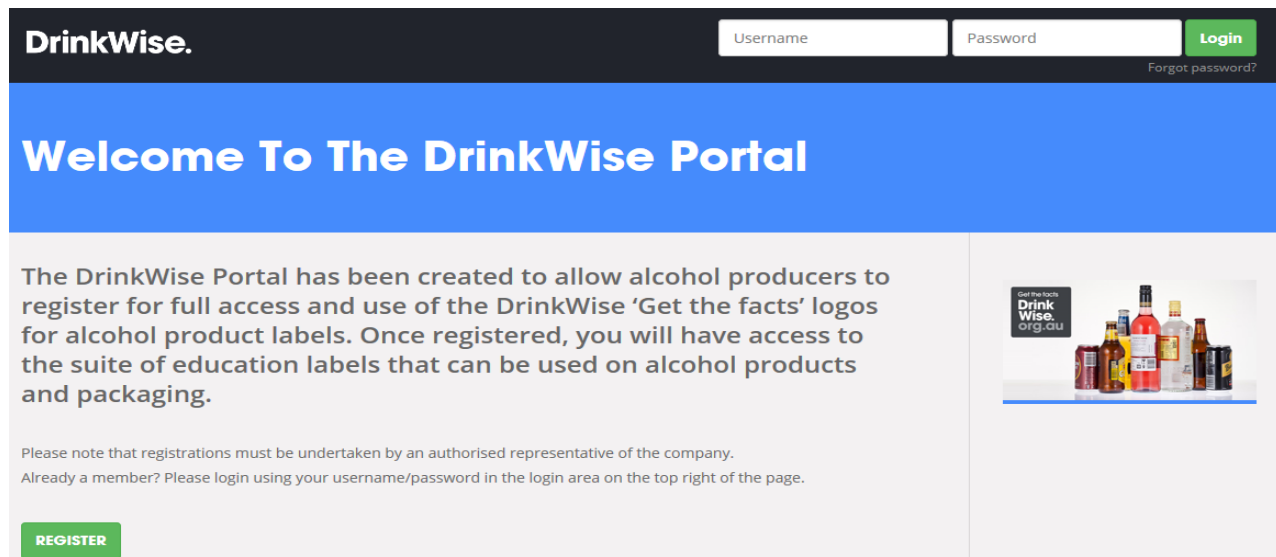
Industry Associations are assisting with the promotion of the changes and the availability of the new logos and complementary DrinkWise Label Style Guide⁷.

⁷ <http://www.wfa.org.au/assets/media/WFA-MEDIA-RELEASE-Pregnancy-Warning-Labeling.pdf>

Supporting Producers

DrinkWise provides an advisory and support service to contributors, associations and manufacturers through a web-based online system and dedicated personnel.

The DrinkWise Portal allows alcohol producers to register for full access and use of the DrinkWise 'Get the facts' logos for alcohol product labels. Once registered, producers have access to the suite of education labels that can be used on alcohol products and packaging. <https://industry.drinkwise.org.au/>




DrinkWise. Username Password **Login** Forgot password?

Welcome To The DrinkWise Portal

The DrinkWise Portal has been created to allow alcohol producers to register for full access and use of the DrinkWise 'Get the facts' logos for alcohol product labels. Once registered, you will have access to the suite of education labels that can be used on alcohol products and packaging.

Please note that registrations must be undertaken by an authorised representative of the company.
Already a member? Please login using your username/password in the login area on the top right of the page.

REGISTER



Since its commencement in 2011, over 650 new registrations have been approved to access the labels, licensing agreement and guidelines from winemakers, brewers, distillers, importers and contributors.

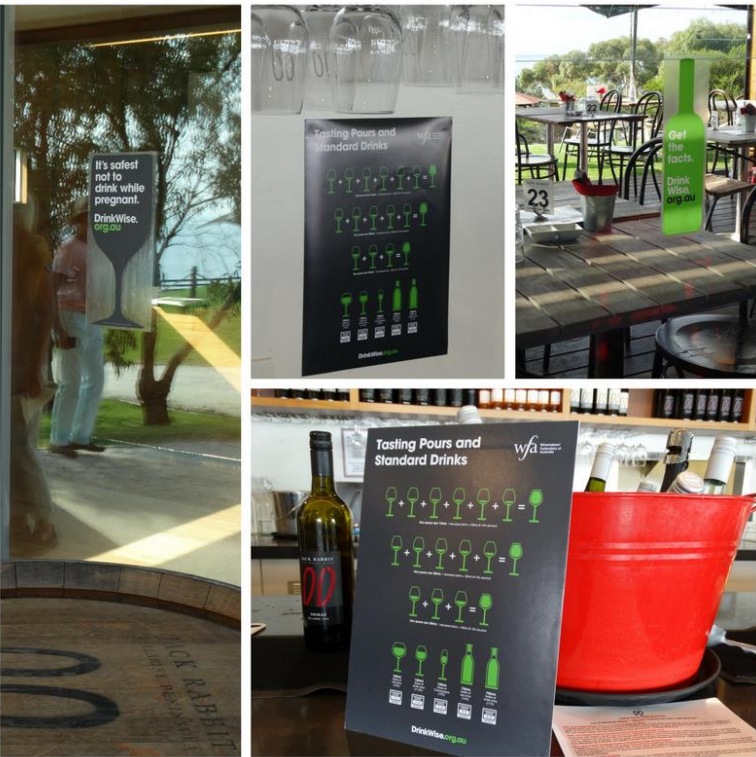
This is likely to be an under-representation of the number of producers who actually adopt the labels as DrinkWise supports associations, such as the Winemakers' Federation of Australia, to broadly promote awareness and access to the labels to smaller producers (who do not contribute to DrinkWise) in order to extend coverage⁸.

Registered Portal users may also represent several alcohol producers and clients and will apply the labels to an array of alcohol products and packaging.

⁸ <http://www.wfa.org.au/resources/pregnancy-warning-labeling/>

Supporting Retailers

A range of tailored in-store and point of sale materials have been produced to support retailers and wineries to extend and complement the DrinkWise pregnancy and moderation messages. This is an important activity to complement the logos on beverage containers and packaging, both for informing consumers shopping in-store and those frequenting wineries across the country.



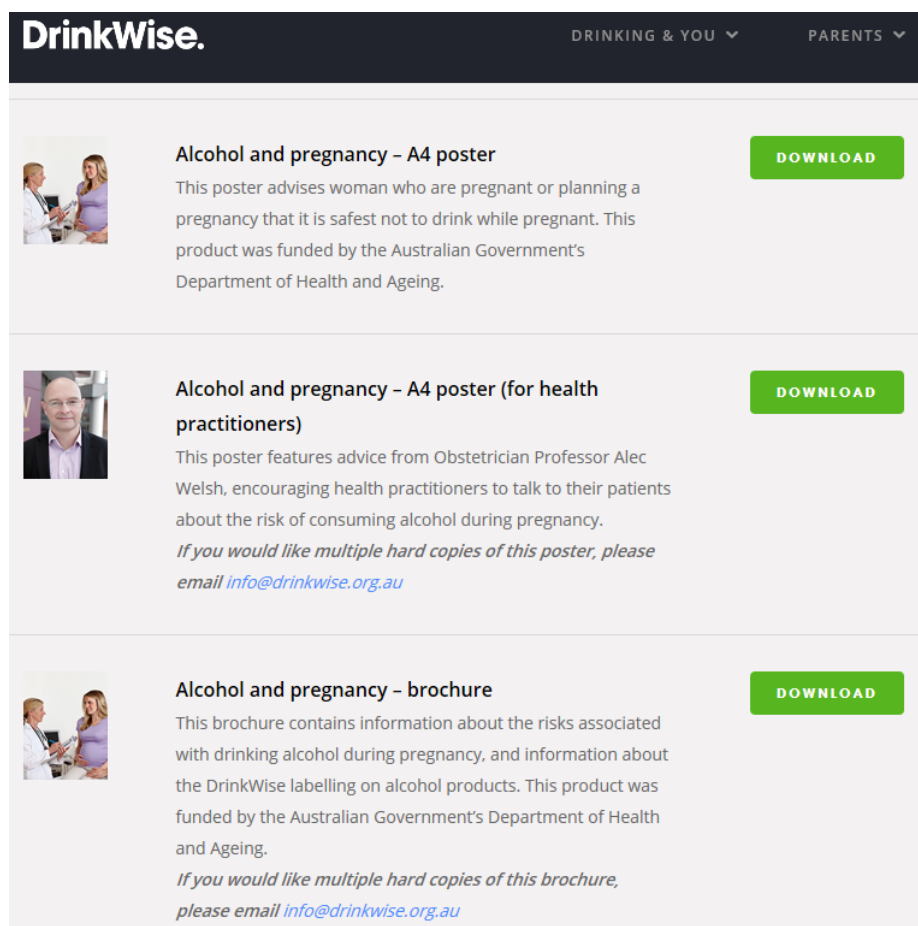
Supporting Clinicians and Educators

There are a range of pregnancy resources available from DrinkWise that promote the labelling pictogram and text that it is safest not to drink while pregnant and are tailored for use by pregnant women, their partners and health practitioners.

<https://drinkwise.org.au/about-us/resources/#>


DrinkWise has issued thousands of pregnancy resources for use in medical practices, academic institutions, schools and community centres across the country. Any requests should be directed to info@drinkwise.org.au.

Resources may also be downloaded directly from the DrinkWise Website.




The screenshot shows the DrinkWise website interface. At the top, there is a dark navigation bar with the DrinkWise logo on the left and two dropdown menus labeled 'DRINKING & YOU' and 'PARENTS'. Below the navigation bar, the main content area is divided into three sections, each featuring a resource for download. Each section includes a small thumbnail image on the left, a title, a brief description, and a green 'DOWNLOAD' button on the right. The first resource is an A4 poster titled 'Alcohol and pregnancy - A4 poster', which advises pregnant women and was funded by the Australian Government's Department of Health and Ageing. The second resource is another A4 poster titled 'Alcohol and pregnancy - A4 poster (for health practitioners)', featuring advice from Obstetrician Professor Alec Welsh and including contact information for requesting multiple hard copies. The third resource is a brochure titled 'Alcohol and pregnancy - brochure', containing information about the risks of drinking alcohol during pregnancy and the DrinkWise labelling, also funded by the Australian Government's Department of Health and Ageing, with contact information for requesting multiple hard copies.

DrinkWise. DRINKING & YOU ▾ PARENTS ▾


 **Alcohol and pregnancy - A4 poster** [DOWNLOAD](#)

This poster advises woman who are pregnant or planning a pregnancy that it is safest not to drink while pregnant. This product was funded by the Australian Government's Department of Health and Ageing.

 **Alcohol and pregnancy - A4 poster (for health practitioners)** [DOWNLOAD](#)

This poster features advice from Obstetrician Professor Alec Welsh, encouraging health practitioners to talk to their patients about the risk of consuming alcohol during pregnancy.

If you would like multiple hard copies of this poster, please email info@drinkwise.org.au

 **Alcohol and pregnancy - brochure** [DOWNLOAD](#)

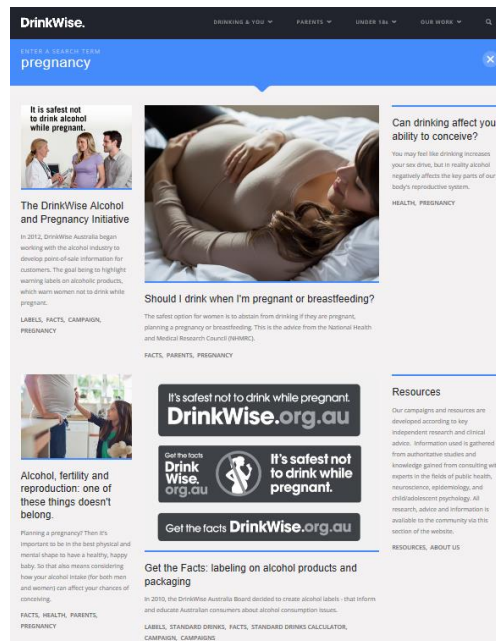
This brochure contains information about the risks associated with drinking alcohol during pregnancy, and information about the DrinkWise labelling on alcohol products. This product was funded by the Australian Government's Department of Health and Ageing.

If you would like multiple hard copies of this brochure, please email info@drinkwise.org.au

Supporting Consumers to Get the Facts – drinkwise.org.au

DrinkWise has integrated its parents and pregnancy labelling initiatives so that those who may be contemplating pregnancy, are pregnant and/or breastfeeding have access to a range of evidence based information about alcohol's effects on fertility, conception and that it is safest not to drink while pregnant.

<https://drinkwise.org.au/#q=pregnancy&r=true>



The DrinkWise website provides consumers with practical tools and evidenced-based information to inform and support the community about alcohol use. The website receives 55,000 visitors per month who are accessing the standard drinks calculator, the interactive alcohol's effects on the body tool, parenting and pregnancy videos.

Contact DrinkWise for more information

If you would like further information on this important activity, please contact DrinkWise:

Tel: (03) 9682 8641
Email: info.drinkwise.org.au