

# Don't Know? Don't Drink.

Creatively communicating with women  
who may be pregnant

# Wider context

## NZ Cross Agency FASD Action Plan

- Prevention
  - Culture change
  - Resources
  - Public health education campaign
  - Labelling
  - Schools
- Early identification
- Support
- Evidence

[www.health.govt.nz/our-work/diseases-and-conditions/fetal-alcohol-spectrum-disorder/fetal-alcohol-spectrum-disorder-fasd-action-plan-activities](http://www.health.govt.nz/our-work/diseases-and-conditions/fetal-alcohol-spectrum-disorder/fetal-alcohol-spectrum-disorder-fasd-action-plan-activities)

# Don't know? Don't drink.

## Why focus on pre-pregnancy confirmation?

- High rates of unplanned pregnancies
- High rates of hazardous drinking
- Widely held beliefs/myths and conflicting info from trusted sources
- Environments do not encourage abstinence



# Don't know? Don't drink.

## Phase one



health promotion agency hpa

Definitely  
definitely  
not pregnant?

If there's even a chance you could be pregnant, don't drink. Alcohol can harm a developing baby at any time - even before you know you're pregnant.  
For more info visit [alcoholpregnancy.org.nz](http://alcoholpregnancy.org.nz) or talk to a health professional.

**DON'T KNOW?  
DON'T DRINK**

ALCOHOL HARMES BABIES

# Don't know? Don't drink.

## Campaign evolution

From



To

Don't Know? Don't Drink.  
May 4

Still waiting for your period? Take a pregnancy test before hitting the drinks.

**When April Fool's was a month ago but you're still pregnant**

okay guys, you got me!

1.8K 368 Comments 75 Shares

A social media post from the 'Don't Know? Don't Drink.' campaign. The post features a cartoon illustration of a pregnant woman with long brown hair, wearing a purple shirt, holding a white pregnancy test. The text reads: 'okay guys, you got me!'. The post has 1.8K likes, 368 comments, and 75 shares.

Don't Know? Don't Drink.  
December 15, 2017

Still waiting for your precious period to arrive? Don't drink til it does. Alcohol harms babies.

**When my period finally arrives**

My precious

1.2K 301 Comments 42 Shares

A social media post from the 'Don't Know? Don't Drink.' campaign. The post features a cartoon illustration of Gollum from 'The Lord of the Rings', holding a white pregnancy test. The text reads: 'My precious'. The post has 1.2K likes, 301 comments, and 42 shares.

# Don't know? Don't drink.

## Campaign evolution – content pillars



**1**  
Healthy  
debate

**2**  
Party  
support



what u think everyone's thinking when u say no to alcohol:



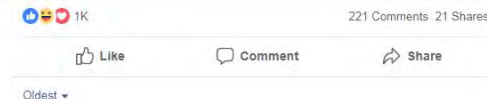
what they're actually thinking:



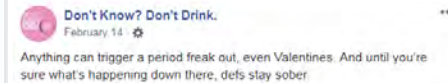
**3**  
How to be a  
good friend



When ur friend asks you to buy them a pregnancy test



**4**  
Pregnancy freak-  
outs and symptoms



Roses are red,  
periods are too.  
Haven't had one in ages...  
Sh\*t.



# Don't know? Don't Drink.

## Thinking about Phase Two

- Challenge to get 'cut through' on pregnancy issue with young audience
- Reflect on successes of current Facebook campaign
- Stakeholder feedback
- Need to avoid stigma and be non-judgemental

# Pre-Testie Bestie

## Development of Phase Two



- Continue targeting same audience
- Consumer discovery research
- Concept testing
- Stakeholder feedback
- Audience testing



# Pre-Testie Bestie

- Voiced in young women's own words
- 21 dry days concept. Mini-mini series
-   YouTube  Influencers
- Outdoor advertising
- Community localisation
- PreTestieBestie.com



# Pre-Testie Bestie

## Video content

- All videos available on [www.youtube.com/playlist?list=PLyerdg9yHkuOx9h8TM4GybXIC4OMXgKCr](https://www.youtube.com/playlist?list=PLyerdg9yHkuOx9h8TM4GybXIC4OMXgKCr)

# Pre-Testie Bestie

## Social Media sites

- [www.instagram.com/pretestiebestie/](https://www.instagram.com/pretestiebestie/)
- [www.facebook.com/dontknowdontdrink/](https://www.facebook.com/dontknowdontdrink/)

# Six Second Teaser



170,070 views  
821 Comments  
863 Reactions  
167 Shares

% VIEWS FROM TOTAL AUD\*: 46.1%

\*Total audience size n=368,514. Source: 2013 NZ Census females aged 18-30

-  **Mereama Himiona** Imma sing this to you one day bud hahah Kalani Roimata Imao  
Like · Reply · Message · 1w · Edited
-  **Kalani Roimata** Omg hahahahhaaha  
Like · Reply · Message · 1w
-  **Mereama Himiona** Number 1 supporter right here hahahahah  
Like · Reply · Message · 1w
-  **Ash Ewings** Mags I feel like this would be us two in that situation 😂😂😂  
Like · Reply · Message · 4d
-  **Mags Orr** Amazing! And definitely us hahaha 😂  
Like · Reply · Message · 4d
-  **Emma Chalklen** Heidi Payton Tayte Munokoa Stevenson-Wright my new fav jingle  
Like · Reply · Message · 1w
-  **Jayde Squires** Jess Henwood will you sing to me 😂😂😂  
Like · Reply · Message · 1w
-  **Jess Henwood** Definitely lol 🙌  
Like · Reply · Message · 1w
-  **Stevie-Lee Gardiner** Omg 😂 Violet Bristow Ngarika Harris in like 5-10 years we gonna sing this song  
Like · Reply · Message · 1w
-  **Violet Bristow** I love this song ❤️  
Like · Reply · Message · 1w

# Stick of Destiny



101,449 views  
358 comments  
❤️ 2.6K



37,469 views  
185 Comments  
454 Reactions  
52 Shares



**Luana Karina Bruna Rebelo** I see this being us if we weren't smart with our contraception 😂😂  
Like · Reply · Message · 1w

**Chelley Evans Taylor** Brunning u ma pre testie bestieeee  
Like · Reply · Message · 1w

**Katie Weineck Megan Davies** 😂😂 we never knew 😂😂 Sorry I wasn't there to be the pre- testie bestie that night 😂😂  
Like · Reply · Message · 1w

**Megan Davies** 😂😂😂😂❤️❤️  
Like · Reply · Message · 1w

**Brookelle Quinn Bella Ruddlesden** pre test besties for life 🤪  
Like · Reply · Message · 1w

**Bella Ruddlesden** Hahahah hell yes  
Like · Reply · Message · 1w

indianamisamanu @jojohermans no beersies for u sis

skypepiexox @isabelle\_tata.x this is what guidance was talking about last night 🤪🤪🤪

TOTAL VIEWS: 138,918

% VIEWS FROM TOTAL AUD\*: 37.6%

\*Total audience size n=368,514. Source: 2013 NZ Census females aged 18-30

# Maybe Baby Lady



86,600 views  
358 comments  
2.6K



81,000 views  
220 Comments  
705 Reactions  
81 Shares



- Cassandra Jade Meredith** Kayla Mihaere this would be us 😂 1  
Like Reply 7w
- Alesha Robinson** Frayja Elliott another  
Like Reply 7w
- Maddie McDowell** Brynne Hey omg  
Like Reply 7w
- Erika Deans** Mecini Fowler both of us hahahahahahaha  
Like Reply 7w
- Bex Butler** Harmony Vekony apparently I have handled some situations incorrectly in the past. I will endeavour to do better in the future xx  
Like Reply 7w

**lisa\_veint** @\_hairbysymone\_ this is what I was talking about Haha wtf ❤️

**mieka\_mania** @donna\_shae hahaha I'll be ya maybe baby lady!! ❤️

**\_isabellalam** @laceripene remember when you made me pee on a stick 🤔❤️  
🤔🤔🤔🤔

TOTAL VIEWS: 167,600

% VIEWS FROM TOTAL AUD\*: 45.5%

\*Total audience size n=368,514. Source: 2013 NZ Census females aged 18-30

# Where to from here?

- Season two of Pre-Testie Bestie?
- Focus on different supporters?
- FASD, unplanned pregnancies and contraception?

