Social media contribution to public education – campaign “Pregnancy without alcohol” in Poland.

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I have no interest in any business or other endeavours that poses a conflict of interest of any kind
Social media contribution to public education - campaign “Pregnancy without alcohol” in Poland.
Why are social media a good platform for social education?

Breakdown of Facebook’s Global Users by Age and Gender, in millions.

The “Pregnancy without Alcohol” Campaign

(Polish: “Ciąża bez alkoholu”)

conducted by the DIAKONIA Association of the Light-Life Movement,

commissioned by The State Agency for the Prevention of Alcohol-Related Problems (PARPA)

in the scope of the National Health Program in Poland
The goals of the campaign are:

- To enhance the knowledge about the harms caused by drinking alcohol during pregnancy;
- To enhance the knowledge about health-oriented behaviors during pregnancy;
- To increase the number of women who declare they will stay abstinent during pregnancy.
Social media

- BLOG
  www.ciazabezalkoholu.info
- WEBINARS
- Engagement of the campaign’s AMBASADORS
- EXPERTS
- Engagement of the adult with FASD
- CAMPAIGN SPOT
- materials
OKIEM MAMY – DLA NAS OD MONIKI

Jesteśmy w ciąży (okiem Mamy) Pragnienie bycia mamą było we mnie od zawsze. Trochę dzięki temu, że jestem starszą siostrą, trochę dłużej, że przez lata moja mama pracowała w przedszkolu. Kiedy, mając kilka lat, po zajęciach w swojej grupie...

30 marca 2018

3 TYDZIEŃ CIĄŻY

Twoje kilka komórki jest teraz oficjalnie nazywana embrionom. Około czwartego tygodnia od początku ostatniego okresu możesz uzyskać pozytywny wynik w teście ciąży wykonanym w domu. Twój dziecko ma rozmiar ziarnka maku. Rozpoczną się rozwój układu nerwowego i sercowo-nczyniowego. Serce...

Kwiecień 2018
Marzec 2018
Luty 2018
Czerwiec 2015

58 articles and 9 interviews
Materials

- A folder describing the campaign
- a poster
- a leaflet
- TV Spot
- 3 radio spots
Ambassadors of the campaign
9 webinars - each lecture included content related to maintaining abstinence during pregnancy.

1. How do we become parents?
2. How to take care of the child’s health during pregnancy?
3. What to eat during pregnancy?
4. How to nurture the child’s development during pregnancy?
5. The time to give birth has come! What is important now?
6. What should the young mother know about the development of the child from the prenatal period?
7. Postnatal depression.
8. Stress during pregnancy – how to cope with it?
9. Development of the baby during the first year of life.
Profile on facebook

- Fanpage was liked and observed by about 32,000 users.
- The whole message of the campaign reached over 5 million users.
- 236 posts were published.
- 18 video interviews were recorded with ambassadors and experts.
VERY IMPORTANT CHALLENGE TO BUILD NORMATIVE CONVICTIONS!

- New theme in polish edition of the campaign - the message directed to partners of pregnant women
Profile on Instagram:
https://www.instagram.com/ciazabezalkoholu/
hashtag #ciazabezalkoholu

• 91 posts
• 450 pregnant women put up their own picture using #pregnancywithoutalcohol
Over $10,400,000 were spent on advertising of the portal.
The mechanisms created in the social media are beneficial for activities in the scope of public education.
How do you assess the usefulness of the particular strategies used during the campaign in promoting the knowledge about the necessity of keeping abstinence during pregnancy? (N = 370)
Did the published content increase your knowledge about the effects of alcohol consumption during pregnancy?

Definitely YES: 43%
Rather YES: 19%
Hard to say: 13%
Rather NO: 11%
Definitely NO: 3%

How do you assess the campaigns?

Definitely positive: 27%
Rather positive: 73%
Hard to say: 0%
Rather negative: 0%
Definitely negative: 0%
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Thank you!

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#ciążabezalkoholu

www.ciazebezalkoholu.info