

For immediate release

Alcohol industry partners back National FASD's Just One Choice campaign for 9/9 International FASD Awareness Day



9 September 2026 - The National Organisation for FASD today announces the launch of its Just One Choice campaign, going live on 9 September – International FASD (Fetal Alcohol Spectrum Disorder) Awareness Day – with strong backing from leading alcohol industry partners. Diageo, Heineken, the Portman Group and the Scottish Alcohol Industry Partnership will be sharing new social media assets across consumer and trade channels, helping the campaign reach audiences inside the drinks industry as well as the wider public.

FASD is a lifelong, preventable neurodevelopmental condition that can occur when a baby is exposed to alcohol during pregnancy, affecting physical health, brain development and behaviour. International FASD Awareness Day on the ninth day of the ninth month highlights the importance of avoiding alcohol for the nine months of pregnancy, and industry support ensures this message is visible where alcohol is produced, promoted and sold.

By partnering with major producers and industry responsibility bodies, the Just One Choice campaign will benefit from established industry networks and trusted trade platforms. Posts and materials will be shared not only on consumer-facing channels, but also across on-trade communications, helping bars, pubs, retailers and distributors recognise their role in supporting alcohol-free pregnancies. The campaign also is designed to have a bigger trial with posters and graphics for screen displays in pubs and restaurants. National FASD is looking for pub chains who would like to support this campaign.

Campaign highlights

- Launch of new Just One Choice social media and website content on 9/9 FASD Awareness Day, designed for easy sharing by brands, trade bodies and outlets.
- Active support from Diageo, Heineken, the Portman Group, and the Scottish Alcohol Industry Partnership - building on their wider responsible drinking and responsible marketing commitments.
- A specific focus on reaching on-trade audiences – including producers, wholesalers, retailers and the on-trade – to embed clear pregnancy messaging across the alcohol supply chain.

Quotes

Sandra Butcher, Chief Executive National Organisation for FASD: *"We are pleased to launch the Just One Choice campaign which is being made possible through support of leading alcohol companies Diageo and Heineken, as well as the Portman Group, the UK alcohol industry's social responsibility body, and the Scottish Alcohol Industry Partnership. Just One Choice brings awareness of the risks of alcohol and pregnancy to new audiences, including consumers at the point of sale. Our research shows that the public is behind more messaging at point of sale emphasising the UK Chief Medical Officers' guidance that the safest approach is to avoid alcohol if you are pregnant or could become pregnant. The public also believes the alcohol industry has responsibility for helping to get these messages out there. Just One Choice encourages alcohol-free alternatives during pregnancy."*

Elisabeth Rochford, ESG Lead, Diageo GB: *"At Diageo, we are committed to promoting positive drinking and supporting informed choices. Through DRINKiQ, our global responsible drinking platform, we provide consumers with evidence-based information about alcohol and health. We're proud to support the Just One Choice campaign in helping share clear, consistent information about the importance of avoiding alcohol during pregnancy."*

Sonia Thimmiah, Corporate Affairs Director, HEINEKEN UK: *"We're proud to support National FASD's Just One Choice campaign and the important message at its heart. We recognise the risks of harmful alcohol consumption and the role we, and the wider industry, must play in addressing them. Every one of our alcohol product labels carries a pregnancy warning, and our growing range of 0.0 alternatives ensures that no one has to miss out on the moments that bring us together."*

Matt Lambert, CEO, the Portman Group: *"We're proud to support the Just One Choice campaign, underlining our commitment to an alcohol-free pregnancy in line with NHS guidance. Whilst our best practice recommendations ensure that pregnancy warning labels are near universally present on alcohol packaging in the UK, this campaign will help get this important message to even more people wherever they are."*

Paul Waterson, Chair SAIP: *"The Scottish Alcohol Industry Partnership (SAIP) is an alliance of alcohol beverage producers and trade representatives working together to support initiatives that promote responsible consumption and tackle harmful drinking in Scotland. We are proud to support the 'Just One Choice' campaign highlighting the importance of having an alcohol-free pregnancy as recommended by the UK Chief Medical Officers."*

Joanna Buckard, Director of Innovation and Just One Choice lead, The National Organisation for FASD: *"I am so delighted that Just One Choice is launching on International FASD Awareness Day and that this campaign makes information about the risks associated with an alcohol exposed pregnancy available at the point of sale. Clear information allows people to make informed decisions. Decisions that can last a lifetime. It's brilliant that major producers and industry responsibility bodies, are standing up and making it clear that they support alcohol-free pregnancy and the Just One Choice campaign."*

About the Just One Choice campaign

The Just One Choice campaign is part of National FASD's ongoing work to raise awareness of Fetal Alcohol Spectrum Disorder and promote prevention through clear, accessible public information. The campaign is funded by Diageo, Heineken, The Portman Group and the Scottish Alcohol Industry Partnership but the content and all materials were developed independently by National FASD and reviewed by its experts committee. The concept was developed by communications partner Blurred, who tested it with focus groups. By partnering with alcohol brands and trade bodies, the campaign recognises that everyone in the sector has a part to play in supporting alcohol-free pregnancies and reducing the risk of FASD.

About The National Organisation for FASD

Founded in 2003, The National Organisation for FASD is dedicated to supporting people with Fetal Alcohol Spectrum Disorder (FASD), their families and communities, and promoting education for professionals and public awareness about the risks of alcohol consumption during pregnancy. National FASD's work spans the four nations of the UK, working with government, health services, and communities to ensure people with FASD are recognised and supported and to help raise awareness of the importance of alcohol-free pregnancy. Our work is based on the CMOs guidance, the DHSC FASD Health Needs Assessment, NICE Quality Standard 204 and SIGN 156.



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Sample Just One Choice Assets

See more: www.justonechoice.info

Social media posts (sample, there also will be short videos)



Posters for display in on trade locations (pubs, restaurants)



Note to Editors



- September is FASD Awareness Month. 9/9 is International FASD Day.
- “FASD results when prenatal alcohol exposure affects the developing brain and body. FASD is a spectrum. Each person with FASD is affected differently. While more than [400 conditions can co-occur](#), FASD is at its core a lifelong neurodevelopmental condition. All people with FASD have many strengths. Early diagnosis and appropriate support are essential, especially for executive functioning.” (Source: [FASD: Preferred UK Language Guide](#), Seashell Trust/National FASD, 2020)
- “There is no known safe level of alcohol consumption during pregnancy. NICE, [Fetal Alcohol Spectrum Disorder Quality Standard 204](#) (2022).
- “If you are pregnant or think you could become pregnant, the safest approach is not to drink alcohol at all, to keep risks to your baby to a minimum.” [Chief Medical Officers guidance](#) (2016)
- “There is no known safe level of alcohol consumption in pregnancy. Even low to moderate levels of PAE [prenatal alcohol exposure] can negatively impact a fetus and these adverse consequences can persist into adulthood.” SIGN 156, “[Children and Young People Prenatally Exposed to Alcohol](#)” (2019)
- Some studies show [25% - 40% of women](#) in the UK use alcohol during pregnancy. More research is needed.
- A [gold-standard study](#) by the University of Salford showed that 2-4% have FASD. That’s a higher rate than autism. Most people with FASD are unrecognised, undiagnosed or misdiagnosed.
- “The government recognises the importance of FASD.” Department of Health and Social Care, “[FASD Health Needs Assessment for England](#)” (2021)
- “There is no ‘mild’ FASD.” “[FASD Health Needs Assessment for England](#)” (2021)
- “Prenatal alcohol exposure should be actively considered as a possible underlying cause for neurodevelopmental delay.” SIGN 156, “[Children and Young People Prenatally Exposed to Alcohol](#)” (2019)
- “No specific public health messaging on fetal alcohol spectrum disorder (FASD) has been undertaken in the last five years.” Maggie Throup, Parliamentary Under-Secretary for Health and Social Care, [Hansard, 21 Sept 2021](#) (Note this coincides with the 2016 release of the CMOs’ guidance, there has still not been any national public health campaign about alcohol-exposed pregnancies.)
- National FASD has co-produced [FASD: A Preferred UK Language Guide](#) –we encourage anyone reporting on this issue to please avoid negative phrasing and to note there are new diagnostic terms in the UK. Fetal Alcohol Syndrome is no longer used, it is now called FASD with sentinel facial features but that affects less than 10% with FASD. FASD is the best phrase to use as it includes everyone with FASD. Say “FASD is caused by alcohol-exposed pregnancies.”