

Few women drink in pregnancy

I think by the time most of them have come to us most of them say I don't drink now. So they already know that drinking in pregnancy is not recommended (M9).

Pre-pregnancy opportunities

A lot of my clients have gone through the fertility treatment. So you have got a high level of people who are looking for a healthy baby and will have researched it all and would have been given all the information as they go through the IVF programme. They have been told there that alcohol use is out of the window (M1).