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**Warning Labels about Alcohol Consumption and Pregnancy: Moving from Industry Self-regulation to Law.**

[O'Brien P](https://www.ncbi.nlm.nih.gov/pubmed/?term=O'Brien%20P%5BAuthor%5D&cauthor=true&cauthor_uid=32129034).

**Abstract**

Alcohol consumption during pregnancy carries known risks to the foetus in the form of foetal alcohol spectrum disorder (FASD). One of the interventions for the prevention of FASD is the application of warning labels to packaged alcoholic beverages. Between 2011 and 2018, the Australian Government allowed the alcohol organisation, DrinkWise, to operate an industry self-regulatory scheme to provide alcohol producers with prototype warnings about drinking during pregnancy. In 2018, the government announced that it would be mandating alcohol and pregnancy warnings through Food Standards Australia New Zealand. This section argues that a proper appraisal of the DrinkWise Labelling Scheme at the outset would have demonstrated its inherent regulatory incapacity to operate as an effective health information policy. The DrinkWise Labelling Scheme is missing two essential elements of functional industry self-regulation: a strong normative framework and mechanisms for norm creation, implementation and enforcement.

**KEYWORDS:**

DrinkWise Labelling Scheme; foetal alcohol spectrum disorder (FASD); labels; packaging alcoholic beverages; public health; self-regulation

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