



Understand which approaches to providing support for stopping smoking in pregnancy are most likely to be acceptable to pregnant women

Overview

- Stopping smoking services targeted currently at pregnant women as a key group. Reasons for this are obvious potential health damage to unborn child as well as to the mother who is the smoker. Rate of smoking in pregnancy in Plymouth is above national average as demonstrated in PHOF and has been for some time. Smoking status at time of delivery a key PHOF indicator and seen to be linked to deprivation so a driver of inequalities locally.
- Currently stop smoking services work closely with maternity services and interventions and opportunities to stop smoking built into the maternity pathway. So e.g. at time of first scan, mother to be is questioned about smoking status and given opportunity to be supported to stop. Also CO monitoring at check-ups.
- Information and advice available at all points of contact through maternity pathway and smoking status checked as routine at each check-up.
- We would value understanding when is the best time to have the conversation with the pregnant women about smoking, harm to self and unborn child and support to stop smoking? We assume this lands well at time of scan but is this an appropriate time and does the message land effectively? Do the women feel supported and not blamed? What would help women to consider and commit to stopping smoking in pregnancy? How can we time the offer best and design the offer to meet their needs? Incentives?
- Qualitative research by focus groups and individual interviews to understand this
- Who should deliver the offer and raise the issue? Midwives have been reluctant to pursue with vigor the stop smoking agenda saying they need to build a relationship with mums to be and this prejudices this relationship. Is this a correct assumption on their part? Who else should deliver this message? Who best to do this? Peer supporters in services?

- Are the services required different for different mums?
- What are the demographic characteristics of pregnant smokers? Age, postcode, socio-economic group, working status. What are the differences in the characteristics of those pregnant women who stop smoking successfully – those that attempt and succeed, attempt and fail and those that do not attempt at all?
- Inform our understanding of the support that women would find most helpful and appropriate and inform service design to maximise benefit

Contact [Dan Preece](#) for further information.