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Making Scotland's Babies Healthier

And we need Healthier Mothers too

A peep behind the figures

How can we help pregnant smokers



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Behind the Figures

England - 32% women smoked in the twelve months before pregnancy

49% gave up before birth

17% continued during pregnancy

30% relapsed less than a year after the birth (BMRB, 2007, French et. al, 2007 Lawrence et al, 2005)



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Scotland

From Teenage Smoker to Pregnant Smoker

24% 15 year old girls smoke

31% (16-24) women smoke

22.7% of women smoke in early pregnancy

Figures depend on postcode, poverty and deprivation -35%-60%

Scottish Household Survey, NHS Information Services Division (ISD Scotland) SMR02.



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Behind the Figures

Beliefs about smoking

Lack awareness of the wider issues

Knowledge- Educational attainment

Self-esteem/ Self image

Environment/parents/family/home

Socio-economic status



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Behind the Figures

Psychological

Stress and Depression

Anxiety

Eating disorders

Drug and alcohol

Domestic abuse

Relationship issues

Coping strategy

(Aveyard 2007; Blalock 2005; Crittenden, 2007)



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Behind the Figures - Deprivation

Smoking – one of the principal causes of Health Inequality (Wanless, 2004)

Have a low income, high parity

Lone mothers/without partners

Low or no support/may be on benefits

Low education status

Feel criticised/judged by society

(Ebert 2007; Frost 1994; Graham 1997 1996; Tappin 1996; US DHHS 2004).



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Health Inequalities

The gap in mortality – Females 14%
7% males; If all of these people had
the mortality of those with
university education the gain would
be 2.5 million years

Disparity in effect of alcohol,
smoking, income inequality and
mental well-being (Mike Grady on the Marmot
review) 2010)



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Behind the Figures

Nicotine is highly addictive - acts on the same parts of the brain as heroin and alcohol

Control weight gain

Create positive self-image

Help some people cope better

Offers solutions for some problems



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Helping Women

Social Support/one to one
support Financial incentives

Behavioural interventions

Lumley J, Chamberlain C, Dowswell T, Oliver S, Oakley L, Watson L. Interventions for promoting smoking cessation during pregnancy. *Cochrane Database of Systematic Reviews* 2009, Issue 3.



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Helping women

Donatelle RJ, Prows SL, Champeau D, Hudson D. Randomised controlled trial using social support and financial incentives for high risk pregnant smokers: Significant Other Supporter (SOS) program. *Tobacco Control* 2000;**9**(Suppl 3):iii67–iii69.

Heil SH, Higgins ST, Bernstein IM, Solomon LJ, Rogers RE, Thomas CS, et al. Effects of voucher-based incentives on abstinence from cigarette smoking and fetal growth among pregnant women. *Addiction* 2008;**103**(6):1009–18.



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Helping Women

Lawrence T, Aveyard P, Evans O, Cheng KK. A cluster randomised controlled trial of smoking cessation in pregnant women comparing interventions based on the transtheoretical (stages of change) model to standard care. *Tobacco Control* 2003;**12**:168–77.

Polanska K, Hanke W, Sobala W, Lowe JB. Efficacy and Effectiveness of the smoking cessation program for pregnant women.

International Journal of Occupational Medicine and Environmental Health 2004;**17**(3):369–77.



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Helping Pregnant women

Higgins ST, Heil SH, Solomon LJ, Bernstein IM, Lussier JP, Abel RL, et al. A pilot study on voucher-based incentives to promote abstinence from cigarette smoking during pregnancy and postpartum. *Nicotine and Tobacco Research* 2004;**6**(6):1015–20.

Hjalmarson AIM, Svanberg B, Hahn L. Stopping smoking in pregnancy: effect of a self-help manual in a controlled trial. *British Journal of Obstetrics and Gynaecology* 1991;**98**:260–4.



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Helping Women

Ask all pregnant women if they smoke

Discuss the risks of smoking in pregnancy and promote the benefits of quitting

Assess the pregnant woman's readiness to change

Assist women to quit using a range of interventions



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Helping Women

Examine own attitude to women who smoke – Do you Guilt them?

No need to fear raising the issue

No excuse that you do not have time

Knowledge of the issues around smoking

Understand the context and complexities of women's lives



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Helping Women

Midwife in a key position – but not as social police

Be creative – what can the woman benefit from giving up smoking

No autocue approach- make it about her as well as the baby.



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