



THE UNIVERSITY OF  
NEWCASTLE  
AUSTRALIA



**NO SMOKING**

Smoke-free Environment Act 2000  
Penalties may apply



# Overview of health provider, family and patient approaches to address smoking cessation in pregnancy

Associate Professor Gillian Gould PhD MA MBChB

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Acknowledging the **Ngunnawal peoples** and the **traditional owners of the Aboriginal lands** on which this research is conducted and the staff and patients who generously contributed

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Acknowledging **my great and dedicated team** of Aboriginal and non-Aboriginal researchers

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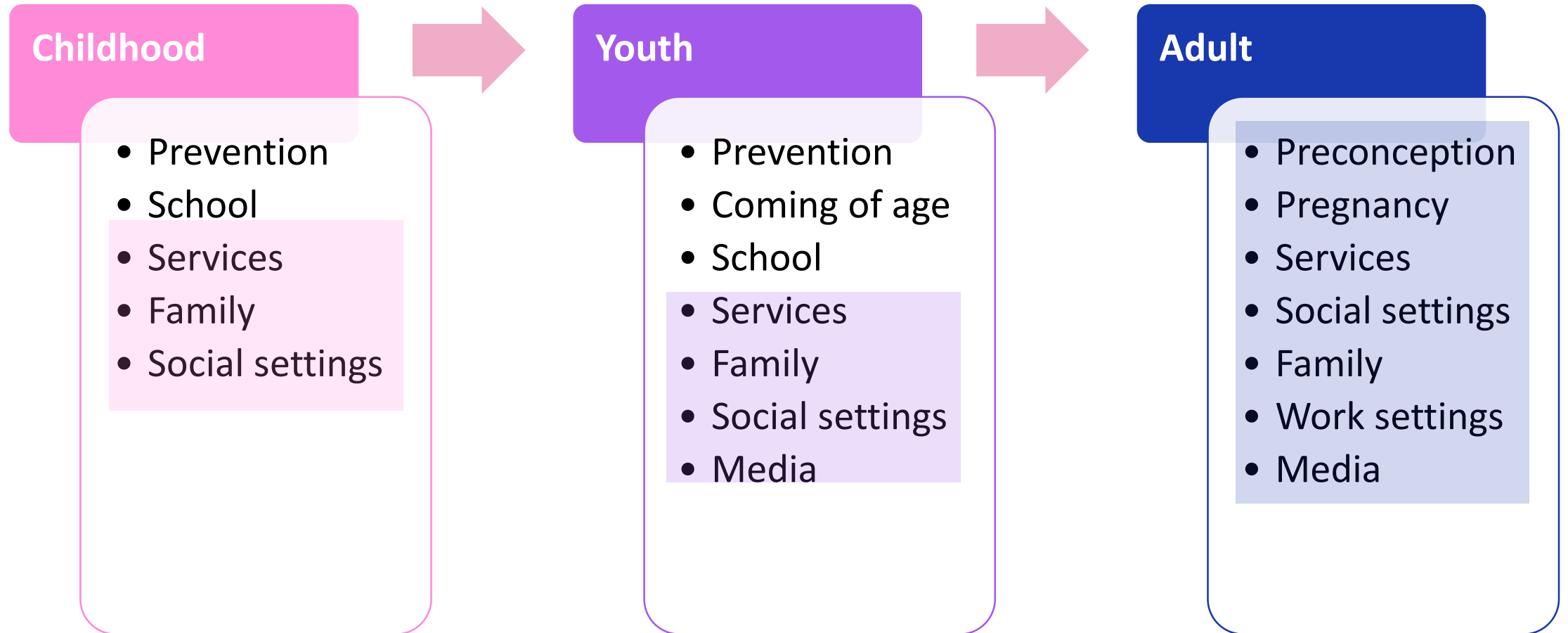
Other funders include: NHMRC, Global Alliance for Chronic Disease, Commonwealth Dept of Health, Cancer Australia, Hunter Cancer Research Alliance

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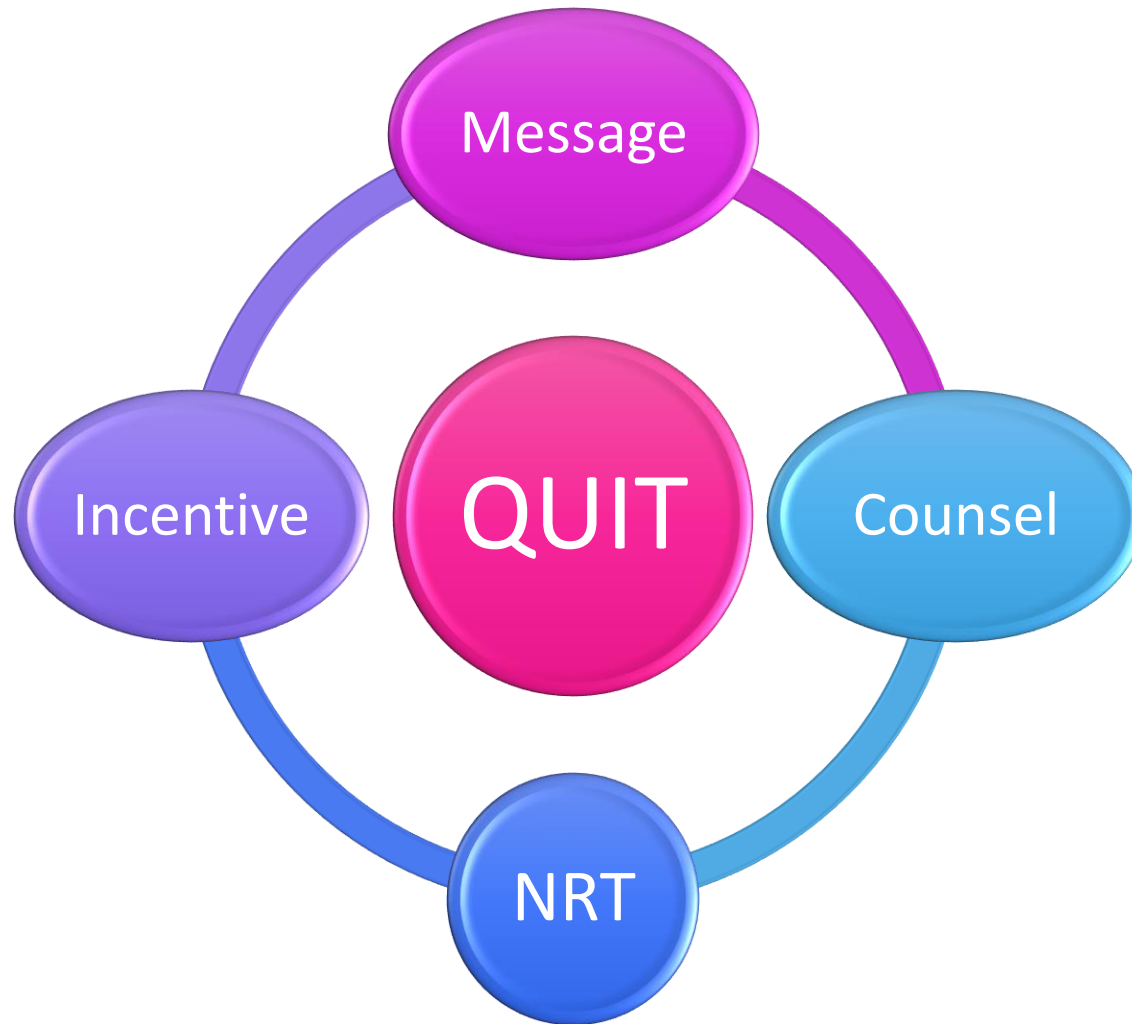
**Acknowledgements and Disclosures**



# Multiple opportunities to intervene in smoking along women's life-course



# What works in pregnancy?

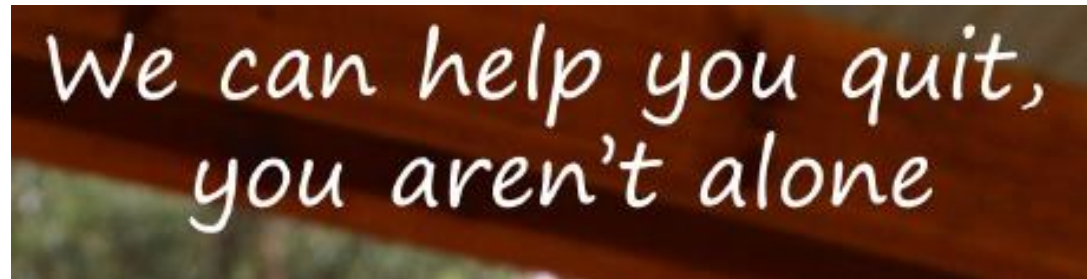




# Health messages may be best if positively framed



VS



MESSAGES SELDOM TELL THE CHRONIC DISEASE STORY ABOUT BABIES



# Counselling

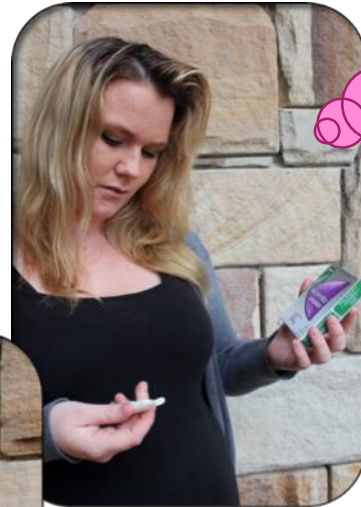


# Nicotine Replacement Therapy in pregnancy

NRT is safe and effective... I'm not sure how to use it in pregnancy...



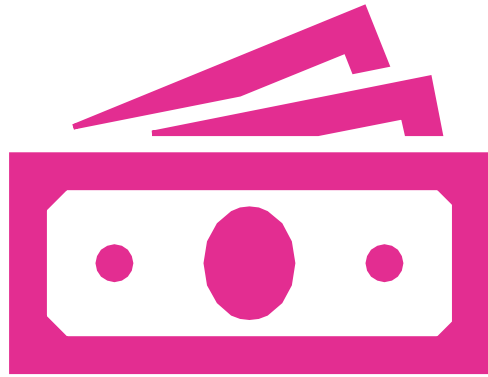
Nicotine metabolism is 60-100% faster in pregnant women - may need higher doses



Maybe I should quit on my own...is NRT OK to take?



40% increase in quit rate

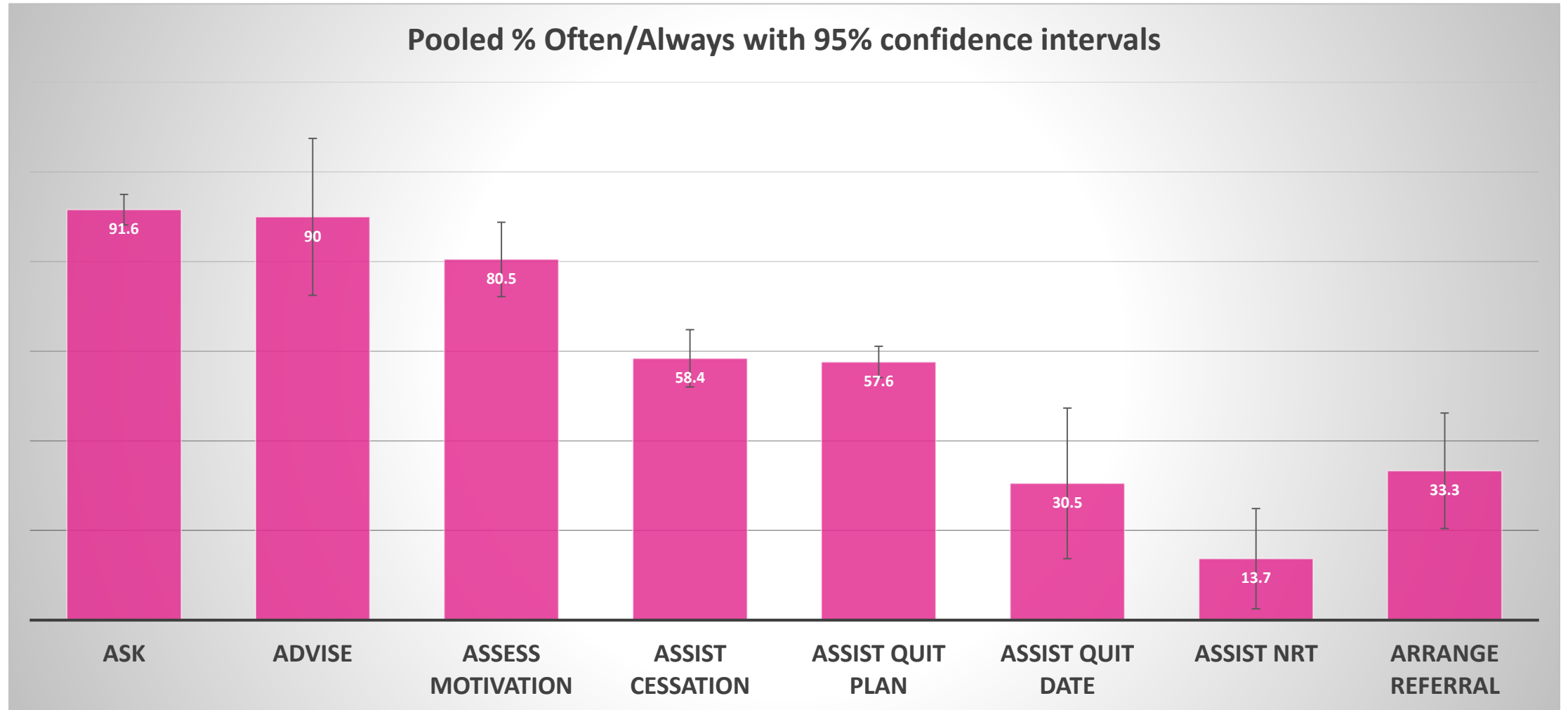


# Incentives to quit

- Incentives can triple the success of smoking cessation
- Cessation can last up to 3 months post-partum
- Trials promising in Indigenous women but may be hard to recruit



# What are Australian health providers offering?



\*GP and Obstetricians (N=378)

Bar-Zeev Y, et al. Opportunities missed: A Cross-Sectional Survey of the Provision of Smoking Cessation Care to Pregnant Women by Australian GPs and Obs. Nic & Tob Res. 2017;19(5):636-41.

# How to improve quit rates via health provider practice change



Health providers need support with:

- Communication skills
- Knowledge of NRT
- Visual resources for patients
- Cultural competency



Training increases smoking cessation counselling in general – patients can double quit rate if doctors receive brief training

Carson, 2012



# Family and Partner Approaches

For Aboriginal women, female role models (especially mothers) are highly relevant

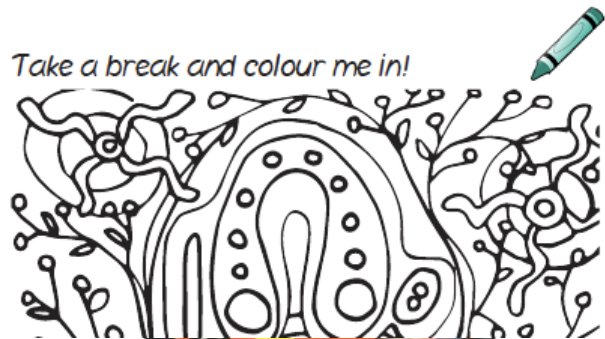
Partners can help to make or break a quit attempt

Limited evidence about successful family and partner approaches

(Ingall and Cropley, 2010; Gould, 2013; Gould, 2017; Gilligan, 2009; Hemsing, 2012; Tong, 2011; Tong, 2013)



Take a break and colour me in!



# OUR RESEARCH

**SISTAQUIT™**

Supporting Indigenous Smokers To Assist Quitting

**iSISTAQUIT &  
social media**



**ICAN QUIT**  
In Pregnancy

**MAMA-EMPOWER  
HEALTH APP**

**Webinar Training Package**

**Decision  
AIDS**

**MAMAS  
Study**

**POPAS  
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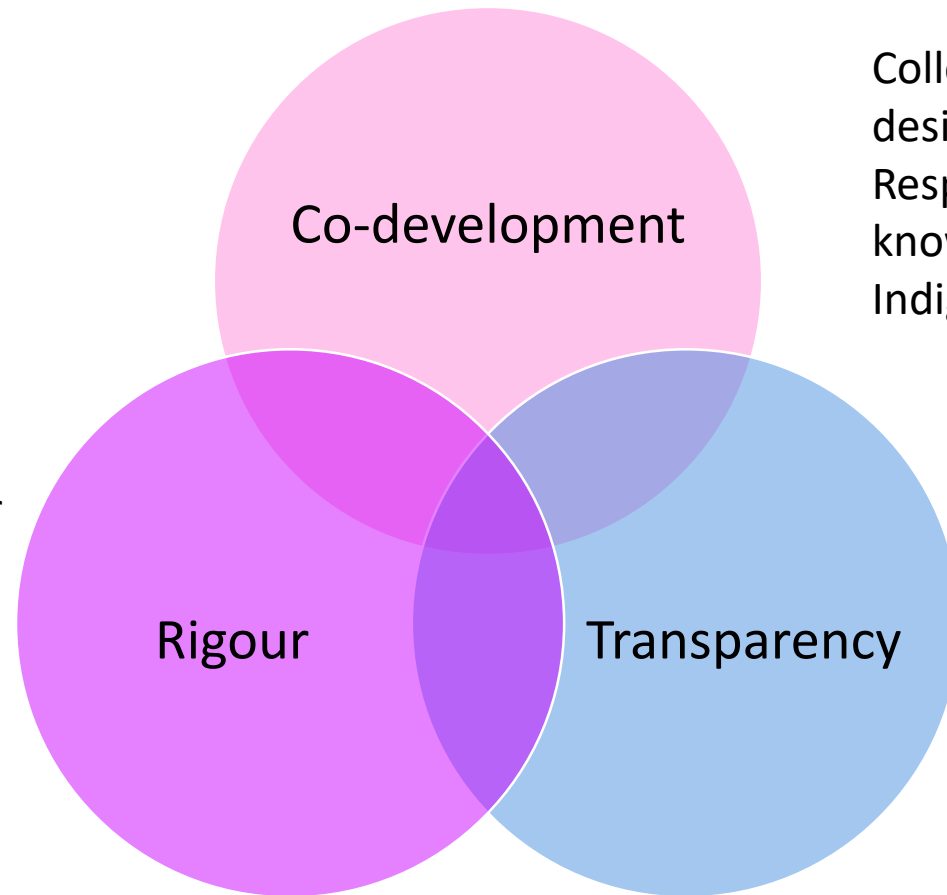
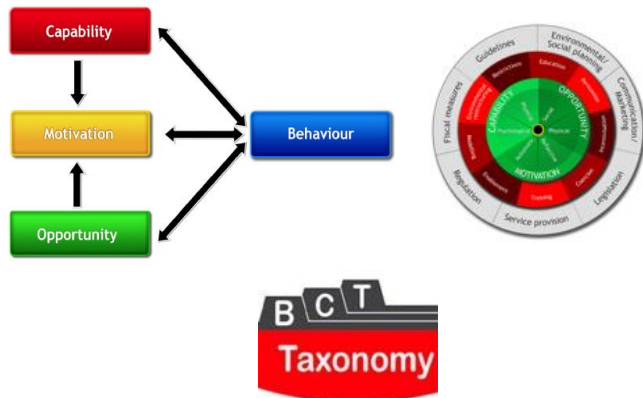
Scan this photo to see Aboriginal OB/GYN  
Dr Marilyn Clarke answer common myths of  
smoking in pregnancy



# Principles for our co-development model

## *Privileging Indigenous voices*

Theory-informed  
Best design to answer  
research question



Collective and negotiated  
design with stakeholders  
Respecting Indigenous  
knowledge  
Indigenous leadership

Communicate with  
stakeholders, publish  
all aspects

# ABCD Approach



A

**ASK & ASSESS** smoking

B

**BRIEF ADVICE** to quit

C

**CESSATION** – Behaviour Change Techniques (BCT) & Nicotine Replacement Therapy (NRT)

D

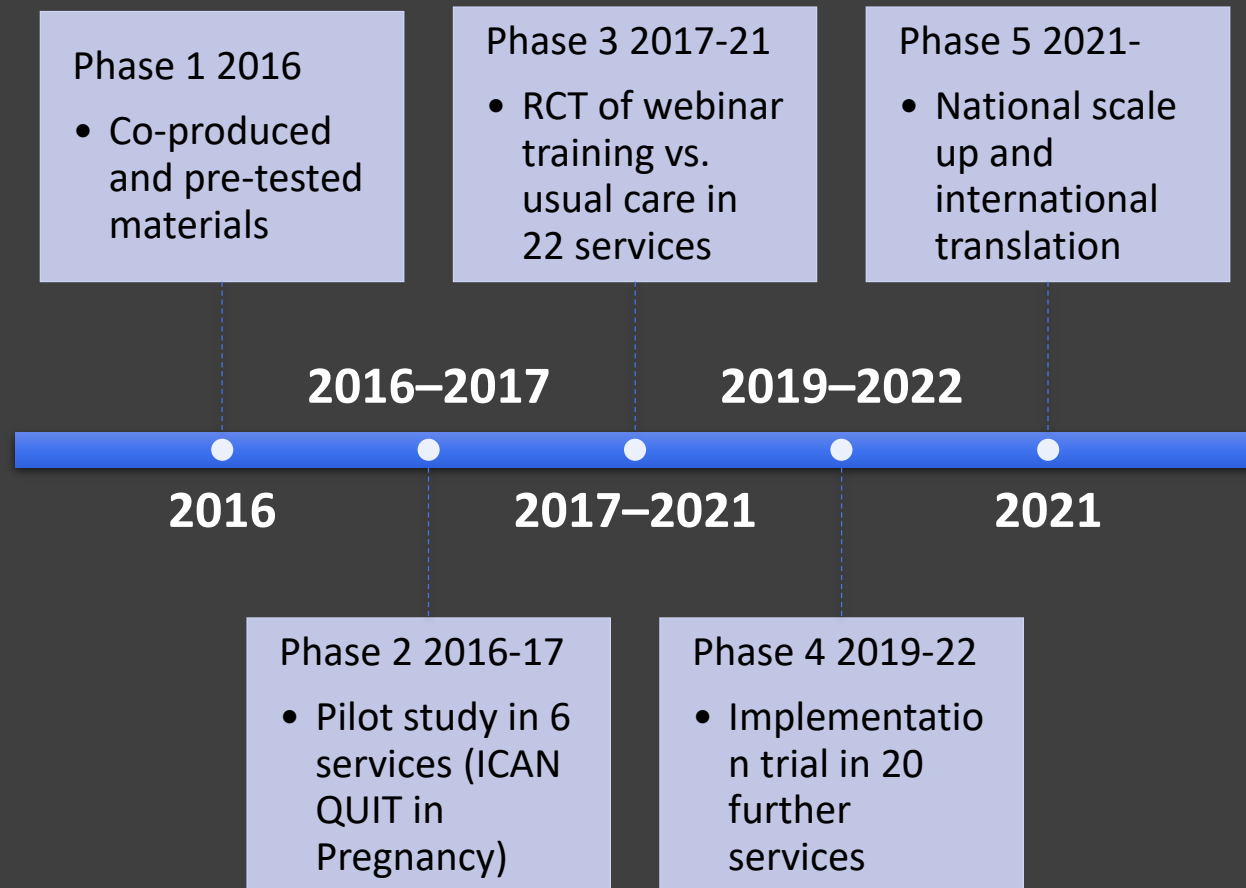
**DISCUSS** family, social and cultural context



# SISTAQUIT<sup>®</sup>

Supporting Indigenous Smokers To Assist Quitting

Trains Health Providers in culturally competent smoking cessation care and provides resources for Aboriginal women





Supporting Indigenous Smokers To Assist Quitting  
Implementation Phase



New program funded by DOH



All sites signing up get training + resources



CO meter + supplies of oral NRT



Self-paced elearning of ABCD



Communicare/MD templates to guide HPs



Recruiting Services now - enquiries  
[isistaquit@newcastle.edu.au](mailto:isistaquit@newcastle.edu.au)

# iSISTAQUIT Social Media Campaign



Scoping review of quit messages/media for Aboriginal women in pregnancy

Social media advisory panel

Filming in 4-5 locations

Channels Facebook, Instagram, radio etc

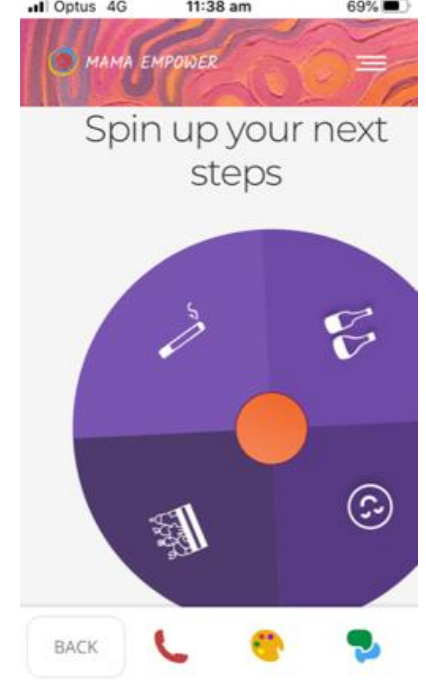
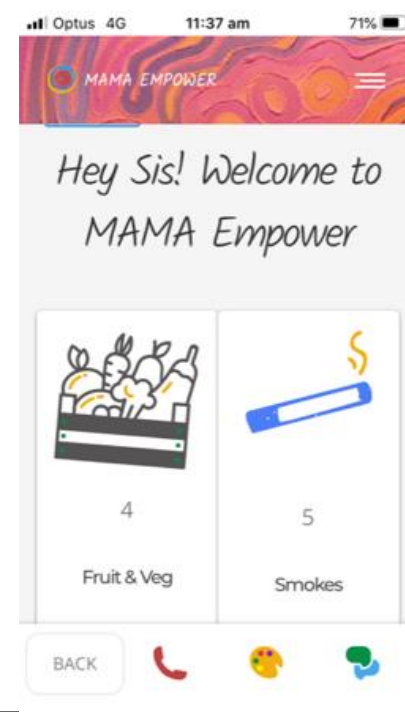


Call out for social media advisors and locations [isistaquit@newcastle.edu.au](mailto:isistaquit@newcastle.edu.au)



# MAMAS EMPOWER Health App

MIND – BODY – SPIRIT



FUNDING: UON Larapinta Challenge, CINSW, HCRA

# POPAS (Partners of Pregnant Aboriginal Smokers)

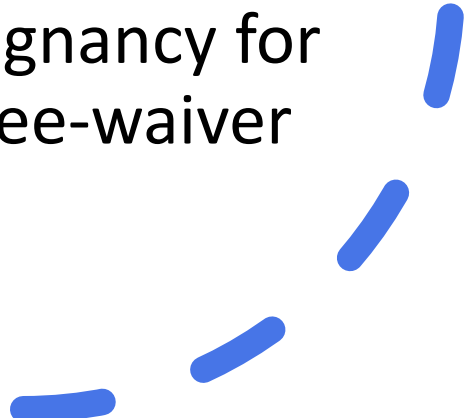
What do fathers need for:

- Their own smoking cessation
- To support pregnant partners to quit
- To make homes/cars smoke-free for kids

Funded by ACI

# Opportunities

We welcome  
your feedback on  
any aspect of our  
work 😊

- High Value SISTAQUIT Indigenous PhD or MPhil Scholarship
  - Education and Social Media Advisors needed for iSISTAQUIT
  - Recruiting Services (ACCHO and mainstream) for iSISTAQUIT implementation
  - Seeking Indigenous research assistant for MAMA-EMPOWER App
  - Call for papers on smoking in pregnancy for special edition IJERPH journal – fee-waiver available
- 



# Special Issue

## *IJERPH*

*"Tobacco Use during Pregnancy and Early Childhood—Social, Economical and Health Implications"*



[https://www.mdpi.com/journal/ijerph/special-issues/tobacco\\_pregnancy\\_childhood](https://www.mdpi.com/journal/ijerph/special-issues/tobacco_pregnancy_childhood)

**Ongoing submission- Deadline 20 November 2020**

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Fee waivers are available for  
several high quality  
publications

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