

SMOKING AND PREGNANCY

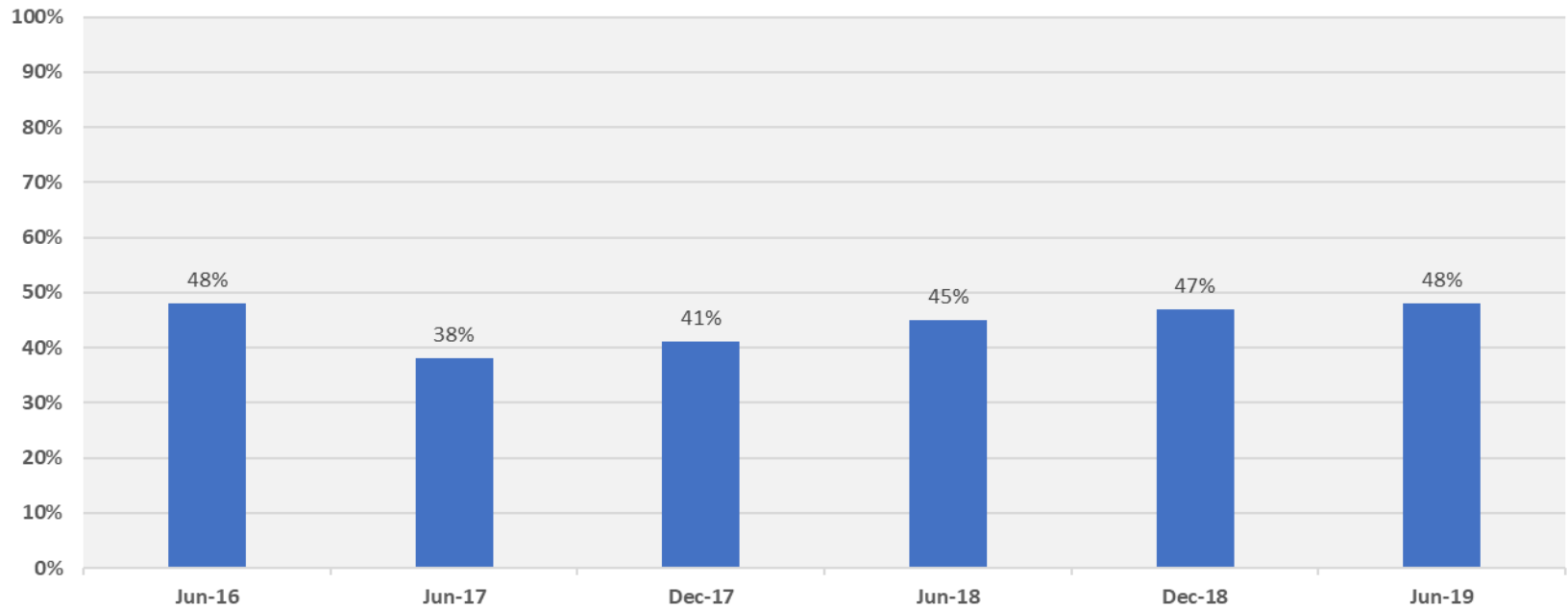
Deadly Choices Activities:

- 6 week — Tobacco Education Program
- Tobacco Stalls
- Tobacco Pledge — Deadly Places, Smoke-free Spaces
- Tobacco Champions



CURRENT EVIDENCE

Percent of women smoking during pregnancy
(IUIH and Member services - South East QLD)



CURRENT EVIDENCE

SEQ

Number and proportion of clients who indicated they smoked, referred to a smoking cessation program.

There were 35 (29.2%) of women who indicated they smoked at booking in, 1 of the 35 smokers were referred to Smoking Cessation Program

	Number	%
Smoker	35	29.2%
Non-smoker	85	70.8%
Total	120	100%



SMOKING AND PREGNANCY

SEQ / QLD

- Approximately 51% of Indigenous mothers smoke during pregnancy.
- 70% of women who quit during pregnancy relapsed during the pregnancy or within one year of the birth
- GPs and obstetricians 25% of responders said that they never prescribed NRT during pregnancy.
- “The most frequently cited barriers are low confidence in the ability to prescribe NRT and safety concerns,”.

SMOKING AND PREGNANCY

“Doctors are trying to give as little as possible

- Clinicians and women were anxious in general about using any medication in pregnancy. Mixed messages from guidelines were also a problem.



Tackling Smoking & Pregnancy

- **Deadly Choices Mums & Bubs Program**
- **Clinical Integration – Tobacco Cessation Training for all staff across all state wide consortium**
- **Quitline Partnership – “Smoke Free Families Program”**



PREGNANT?

JOIN THE DEADLY CHOICES SMOKE-FREE TEAM TODAY!

For support contact your local clinic

WWW.DEADLYCHOICES.COM.AU

DEADLY GIFTS
when you get help to quit
at participating clinics:

- Gift vouchers
- 2017 Deadly Choices Smoke-Free Team shirts
- Gifts for Bub

TRACEY THOMPSON

Rugby League World Cup Representative
Indigenous All Star
Deadly Choices Ambassador



SMOKE-FREE PREGNANCY

Process Chart

Tobacco Champions:

Northgate Clinic:
• Synthia Hunt

Deception Bay Clinic:
• Jaidyn Yeatman

Strathpine Clinic:
• Philip Saunders

Caboolture Clinic:
• Tamara Williams

Morayfield Clinic:
• Glen Markwell

Woman asks about Smoke-Free Pregnancy Campaign



Book woman to see Tobacco Champion / Midwife / GP / AHW that day (whoever is available)



First appointment (with trained tobacco worker)

- Smokerlyzer reading - \$20 gift voucher
- Complete 'Questions for Women' survey
- Offer Deadly Places, Smoke-Free Spaces Pledge - Romper for Bub
- Offer intensive program of support



Intensive program of support declined - offer routine support



Follow Routine Support strategy as outlined in IUJH Smoking Cessation Protocol.

At each appointment offer Smokerlyzer reading - \$20 gift card for each reading lower than previous. \$50 gift card if quit / stayed quit.

Maximum of 1 x gift card every 4 weeks up until bub is 12 weeks old.



Intensive program of support accepted - commence support



At each appointment: Offer intensive program of support as outlined in IUJH Smoking Cessation Protocol.

At each appointment offer Smokerlyzer reading - \$20 gift card for each reading lower than previous. \$50 gift card if quit / stayed quit.

Maximum of 1 x gift card every 4 weeks up until bub is 12 weeks old.

2017 Smoke-Free Team shirt once 4th appointment is completed.



A DEADLY CHOICE
Deadly Choice
IS A HEALTHY CHOICE

A DEADLY CHOICE
Deadly Choices
IS A HEALTHY CHOICE

DEADLY PLACES
SMOKE-FREE SPACES