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Postpartum Smoking Cessation Video. A Qualitative Study

Wendi Gallagher

Binghamton University--SUNY

Lauren Katz

Binghamton University--SUNY

Valerie Cruz

Binghamton University--SUNY

Gianna Degrezia

Binghamton University--SUNY

Gabriella DiMuro

Binghamton University--SUNY

See next page for additional authors

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Authors

Wendi Gallagher, Lauren Katz, Valerie Cruz, Gianna Degrezia, Gabriella DiMuro, Rebecca Krabill, Ciara McNeill, and Megan Sutton

BACKGROUND

Few women succeed in quitting tobacco use during the perinatal period; up to 90% resume within one year. Dramatic increase in teen and young adult use of electronic nicotine delivery systems (ENDS) is likely to affect perinatal women. Educational videos are one method that has been shown to effectively increase health related knowledge, as well as potentially affect health behaviors. Previous research led to the development of three perinatal videos regarding the effects of tobacco use; one specifically for the postpartum (PP) period.

PURPOSE

The purpose of this study was to gather insights from women who used tobacco or ENDS perinatally and from the RNs who care for them. Results from this study will be used to edit and update the PP video.

METHODS

Participants were recruited to view the PP video and participate in a focus group discussion to share their experiences and information received about tobacco and ENDS use during the perinatal period as well as impressions of the video.

Four focus groups were conducted; two with PP women (n=6) and two with perinatal RNs (n=11). Focus groups were led by a facilitator using a semi-structured question format. Transcripts were analyzed to identify common themes.

THEMES

Education

- Lack of risks and cessation information
- No ENDS education or assessment of use

Desire for Comprehensive Support

- Consistency needed throughout perinatal period
- Healthcare provider (HCP) to follow up after video
- Importance of resources after delivery

Motivations/Barriers

- Support from family and others
- Father of the baby choosing to quit
- PP Video identified as potential motivation
- Physical addiction
- Tobacco and ENDS use by others
- Defense mechanisms

Impressions of Video

- Positive reviews by PP women and RNs
- 100% of RNs said they would like to use video
- Suggestions to improve video:
 - Increase diversity
 - Include fathers in the video
 - Consider shortening to improve attention



*Many thanks to Drs. Gerri Britton & Lori Sprague
for their dedication and vision in
moving this project forward!*



RESULTS

In addition to the **four themes** that were identified researchers noted that there was a **change in the self-efficacy of RNs** after their viewing the video. It appeared that the RNs' belief in their ability to provide education and impact behavior was markedly improved. The focus group discussion moved beyond our questions to the way they envisioned changing their practices and how the video series could be implemented within their setting.

CONCLUSIONS

The PP women in this study wanted a) education and b) HCP support and follow up. RNs and other HCPs need education with routine updates, inclusive of ENDS, in order to effectively educate and support women and their families.

Comprehensive interventions using educational videos during a women's PP hospital stay have been shown to be effective in reducing the incidence of shaken baby syndrome (Lopez-Bushell, 2016). A similar program, utilizing our series of videos from the prenatal to the PP period, may also show success in reducing tobacco and ENDS use.

While our focus groups included only small numbers of PP women and RNs, their experiences and impressions will be used to produce the final video before pilot testing with PP women during their hospital stay.