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Evaluation of an implementation plan for improving smoking cessation support for pregnant women in the Netherlands

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BACKGROUND & AIM

In the Netherlands, 7% of women smoke during pregnancy. A Dutch guideline describes how midwives and obstetricians can support pregnant women with smoking cessation. However, the guideline is poorly implemented in daily practice. We developed an implementation plan to improve the implementation of the guideline in the North of the Netherlands. **The aim of this study is to evaluate the implementation plan.**

"It is just really nice that you can refer people to the right place where they get the right support." (midwife)

RESULTS

Reach – Seven MCU's implemented the referral to a counsellor of addiction care. Of the 8890 pregnant women who received care in these MCU's in 2021, 558 (6.3%) women smoked. In total 73 women were referred to a counsellor of addiction care of which 58 started the coaching trajectory. Of these 58 women, 10 women stopped the trajectory prematurely.

Effectiveness - Of the 48 women who finished the coaching trajectory, 12 stopped smoking during pregnancy, 21 reduced the number of cigarettes and three women did not change their smoking behavior. For the remaining 12 women, their smoking status remained unknown.
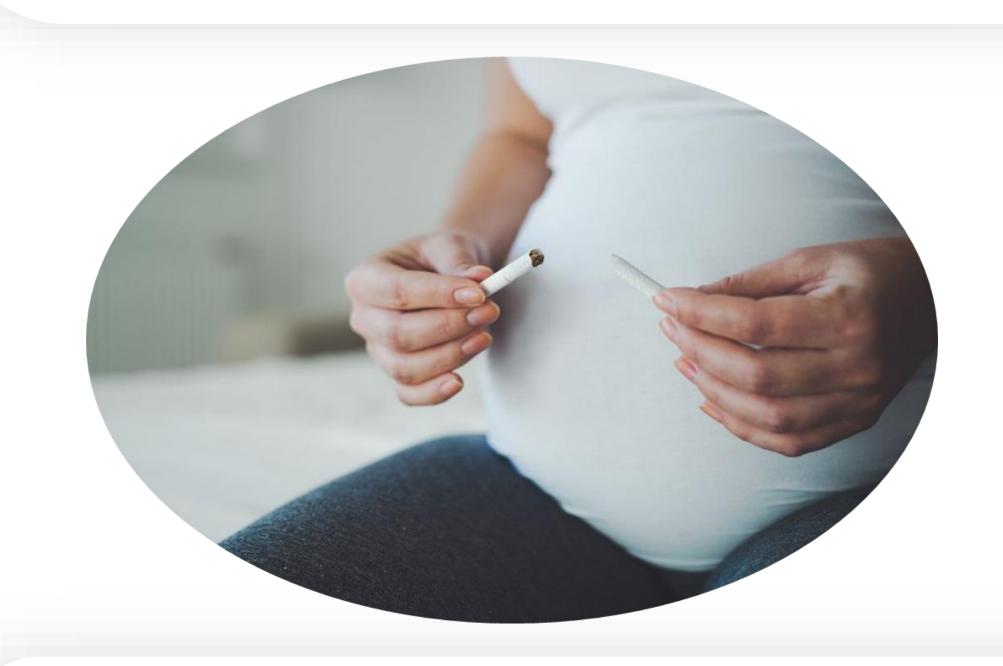
Adoption - Of the 77 midwifery care practices and 9 obstetrics departments that are affiliated to the MCU's in the North of the Netherlands respectively 50 and 5 participated.

Implementation – The implementation degree of the guideline increased in the north from 22% in 2019 to 32% in 2021.

METHODS

Implementation study conducted in nine Maternity Collaboration Units (MCU) in the North of the Netherlands. **The implementation plan focused on referral to a counsellor of addiction care for specialized smoking cessation support.**

Mixed methods were used for the evaluation: registry data, online surveys, logbooks. Outcomes were based on the Reach, Effectiveness, Adoption, Implementation and Maintenance (RE-AIM) framework.

CONCLUSION

The implementation plan improved the implementation of referral to a counsellor of addiction care. Although some women stopped the coaching trajectory prematurely, 12 (25%) women stopped smoking during pregnancy. This percentage is comparable to the Dutch population of women who stop smoking later in pregnancy.

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