

University of Groningen

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

Weiland, Stella; Jansen, Danielle E.M.C.; Welker, Gera; Berger, Marjolein Y.; Erwich, Jan Jaap H. M.; Peters, Lilian L.

IMPORTANT NOTE: You are advised to consult the publisher's version (publisher's PDF) if you wish to cite from it. Please check the document version below.

Document Version

Publisher's PDF, also known as Version of record

Publication date:
2022

[Link to publication in University of Groningen/UMCG research database](#)

Citation for published version (APA):

Weiland, S., Jansen, D. E. M. C., Welker, G., Berger, M. Y., Erwich, J. J. H. M., & Peters, L. L. (2022). *Evaluation of an implementation plan for improving smoking cessation support for pregnant women in the Netherlands*. Poster session presented at International Normal Labour and Birth Research Conference, Aarhus, Denmark.

Copyright

Other than for strictly personal use, it is not permitted to download or to forward/distribute the text or part of it without the consent of the author(s) and/or copyright holder(s), unless the work is under an open content license (like Creative Commons).

The publication may also be distributed here under the terms of Article 25fa of the Dutch Copyright Act, indicated by the "Taverne" license. More information can be found on the University of Groningen website: <https://www.rug.nl/library/open-access/self-archiving-pure/taverne-amendment>.

Take-down policy

If you believe that this document breaches copyright please contact us providing details, and we will remove access to the work immediately and investigate your claim.

Downloaded from the University of Groningen/UMCG research database (Pure): <http://www.rug.nl/research/portal>. For technical reasons the number of authors shown on this cover page is limited to 10 maximum.

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

Weiland S¹, Jansen DEMC², Gera Welker⁴, Berger MY², Erwich JJHM³, Peters LL¹

¹ University Medical Center Groningen, Department of General Practice & Elderly Care Medicine, Midwifery Science

² University Medical Center Groningen, Department of General Practice & Elderly Care Medicine

³ University Medical Center Groningen, Department of Obstetrics & Gynecology

⁴ University Medical Centre Groningen, UMC-staff Policy and Management Support

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.



Do you want to know more about my research? Please contact me!



Stella Weiland

s.weiland@umcg.nl