



Brotherton, Emma and Orton, Sophie and Coleman, Tim (2016) Smoking in pregnancy: who makes quit attempts whilst pregnant and what types of cessation support do they prefer? In: UKCRC16 Public Health Research Centres of Excellence Conference, 14-15 July 2016, University of East Anglia, Norwich.

Access from the University of Nottingham repository:

<http://eprints.nottingham.ac.uk/41140/1/UKCRC%20Poster.pdf>

Copyright and reuse:

The Nottingham ePrints service makes this work by researchers of the University of Nottingham available open access under the following conditions.

This article is made available under the University of Nottingham End User licence and may be reused according to the conditions of the licence. For more details see: http://eprints.nottingham.ac.uk/end_user_agreement.pdf

A note on versions:

The version presented here may differ from the published version or from the version of record. If you wish to cite this item you are advised to consult the publisher's version. Please see the repository url above for details on accessing the published version and note that access may require a subscription.

For more information, please contact eprints@nottingham.ac.uk

Smoking in pregnancy: who makes quit attempts whilst pregnant and what types of cessation support do they prefer?

Emma Brotherton, Sophie Orton and Tim Coleman

BACKGROUND

- Smoking in pregnancy is strongly associated with adverse pregnancy and birth outcomes. In England, 26% of women smoke at some point during pregnancy and 12% smoke throughout.¹
- Reducing smoking during pregnancy is therefore an NHS priority. Despite this, little is known about women who make a quit attempt during pregnancy.

AIM

- This study examined sociodemographic and psychological characteristics associated with making a quit attempt during pregnancy, and explored preferences for cessation support.



- Descriptive statistics were used to investigate interest in accessing different forms of cessation support.

METHODS

- Cross-sectional, baseline data collected as part of the Pregnancy Lifestyle Survey cohort was analysed.²
- Self-reported current or recent ex-smokers (smoked within 3 months of pregnancy) completed a questionnaire between 8-26 weeks gestation.
- Logistic regression analysis was used to examine characteristics associated with making a quit attempt.

RESULTS

- Of the 850 participants, 57% were self reported current smokers.

Table 1: The variables that were significantly associated with women making a quit attempt in multivariable analysis

Variable	Current smokers N	Women who made a quit attempt N (row %)	Odds Ratio (95% CI)	P value
Previous pregnancy				
Yes	346	169(48.8)	1.00	
No	137	101(73.7)	2.20 (1.33-3.66)	0.0019
Number of cigarettes smoked per day				
≤5	191	136(71.2)	1.00	
6-10	151	86(57.0)	0.65 (0.39-1.07)	
≥11	131	45(34.4)	0.28 (0.16-0.48)	<0.0001
Timing of pregnancy				
Planned	171	110(64.3)	1.00	
Surprise	312	158(50.6)	0.53 (0.34-0.82)	0.0045
Smoking during pregnancy can harm your baby				
Disagree	211	81(38.4)	1.00	
Agree	266	183(68.8)	4.23 (2.76-6.48)	<0.0001

- Over 70% of women who had made a quit attempt were interested in accessing health professional led support and self-help materials.

Table 2: Interest in different forms of cessation support among the 272 women who made a quit attempt

Type of Support	Interested in receiving this support N (%)	Not interested in receiving this support N (%)	
From a Health Professional	A telephone helpline	109(43.3)	143(56.8)
	Group sessions	86(35.4)	157(64.6)
	One-to-one sessions	168(65.6)	88(34.4)
	Support from a health professional	170(70.3)	72(29.8)
Self-Help	A booklet	158 (62.2)	96(37.8)
	A DVD	144(57.8)	105(42.2)
	A website	145(59.4)	99(40.6)
	Text messages	125(51.2)	119(48.8)
	Email	117(48.2)	126(51.9)
	An application on your mobile phone/device	136(54.8)	112(45.2)
	Any self-help materials	175(73.8)	62(26.2)

CONCLUSION

- Heavier, multiparous smokers who believed smoking was not harmful to their baby and became pregnant accidentally were less likely to make a quit attempt during pregnancy; further work is needed to determine how these women can be encouraged to try quitting.
- Understanding the characteristics of women who make a quit attempt whilst pregnant and their cessation support preferences could inform future smoking cessation service design.

References

1. Health & Social Care Information Centre. Statistics on Women's smoking at Time of Delivery: England Quarter 1, April 2015 to June 2015. 2015. [Accessed: 15.10.15].
 2. Orton S, Bowker K, Cooper S, Naughton F, Ussher M, Pickett KE, Leonardi-Bee J, Sutton S, Dhalwani NN, Coleman T. Longitudinal cohort survey of women's smoking behaviour and attitudes in pregnancy: study methods and baseline data. *BMJ Open*. 2014 May 1;4(5):e004915.