

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

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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

- 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].
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