

Press Release

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MPHDS 22

“Smokefree for baby and me”

To help mums-to-be trying to stop smoking across the city, NHS Manchester’s Stop Smoking Service is supporting a campaign to raise awareness of the immediate health benefits of quitting for mum and baby.

The campaign was launched on 2 February and is designed to highlight the range of NHS Stop Smoking Services available in the region to help pregnant women to quit. It will run alongside a series of new TV adverts created by Smokefree North West to encourage parents-to-be who smoke to seek help to quit.

Ali Reid, Senior Public Health Advisor, Tobacco Control and Pregnancy explains how hard it is for mums-to-be to quit smoking and the reason Manchester Stop Smoking Service is supporting the new campaign.

She said: “We see lots of pregnant women from Manchester who are worried about trying to stop smoking and feel they don’t have the support or anyone to talk to about it. We’re making sure they see there is plenty of help on offer, from pregnancy focused one-to-one or group support sessions at their local NHS Stop Smoking Service or the NHS Pregnancy Smoking Helpline giving friendly advice and support - we work together to find the best solution for them.

“Our work is important because every cigarette smoked by a pregnant woman harms their baby, restricting the essential oxygen supply so their tiny heart has to beat harder every time the mum-to-be smokes. On the plus side, after two days of being smokefree, the nicotine leaves the body, which means almost immediate benefits for both mum-to-be and baby.”

Eighty two* percent of pregnant women in Manchester are smokefree during pregnancy. But for the remaining 18 percent, research shows it can be a particularly difficult time to stop smoking. Last year, 2,987** pregnant women in the region successfully stopped smoking with the NHS Stop Smoking Service last year.

Abbie Paton, Tobacco Control Lead for Manchester commented: "Research has shown that smokers who quit with NHS support are up to four times more likely to succeed. Quitting is not easy and it can take some smokers several times to get off cigarettes for good. Any pregnant woman planning to quit smoking should contact Manchester Stop Smoking Service on 0161 205 5998 to find out where their local service is."

Case Study

Local mum Nadine Smith, from Newton Heath has now been smokefree for one year since stopping smoking using NHS Manchester's Stop Smoking Service. Nadine is supporting the new campaign as she understands how hard it is for mums-to-be to quit smoking, and how much local support can help.

Nadine says, "I decided to stop smoking as soon as I found out I was pregnant. I knew I couldn't do it all by myself so I got help from a local NHS stop smoking advisor Christine Heap, at the local Sure Start Children's Centre in Newton Heath. It wasn't easy to deal with the cravings, but with the patches and Christine's support I managed to quit. I'm definitely glad I did, as I feel a lot better and I've given my baby girl the best start possible."

- Ends -

Please contact Jenny Cowell, Communications Officer for more information or to arrange an interview with Nadine Smith.

Notes to Editors

- * Source – DH Local Data on Pregnant Women Smoking at Time of Delivery 2008-09 Q2
http://www.dh.gov.uk/en/Publichealth/Healthimprovement/Tobacco/Tobaccogeneralinformation/DH_4139682
- ** Source – Lifestyle Statistics The NHS Information Centre 2008
<http://www.ic.nhs.uk/webfiles/publications/Stop%20smoking%20ANNUAL%20bulletins/Final%20tables%20SS0708.xls>
- The Smokefree North West TV advert will run on Granada TV and Border TV from 2nd February for 4 weeks. They will also air on Baby TV screens across the regions hospitals and maternity units until May.
- Visit www.smokefreenorthwest.org to view the new Smokefree North West advert, which aims to encourage parents-to-be to quit smoking.
- The campaign highlights the range of NHS Stop Smoking Services available to help pregnant women.
- Manchester Stop Smoking Service aims to help 18.1% of pregnant women to become smokefree.
- Manchester Stop Smoking Service offers one-to-one sessions with trained stop smoking advisers
- The NHS Pregnancy Smoking Helpline (0800 169 9 169) operates from 12pm to 9pm daily, and offers a free and friendly service that offers practical advice about stopping smoking
- The helpline will also send pregnant women information leaflets and details of their nearest local NHS Stop Smoking Service
- Pregnant women can also sign-up to receive regular phone calls from the NHS Pregnancy Helpline, which provide flexible ongoing support and encouragement
- To find any local NHS Stop Smoking Service call the NHS Pregnancy Smoking Helpline on 0800 169 9 169 or visit www.nhs.uk/smokefree

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- The NHS Smoking in Pregnancy campaign has produced a free Smoking in Pregnancy Support DVD. This is encouraging and supportive and includes case studies of pregnant women who have stopped

smoking and information about all of the NHS support options. Pregnant women can get the Smoking in Pregnancy Support DVD through their midwife or by calling the NHS Pregnancy Smoking Helpline (0800 169 9 169)

- The new TV ad can be viewed at <http://www.smokefreenorthwest.org.uk>

Top tips for pregnant women going smokefree

- Chuck out your ashtrays, matches and lighters and anything else you needed to smoke. Put potpourri where your ashtrays used to be – your home will smell fresher in no time at all.
- Start a savings jar today. Put all the money you're saving by not smoking in a clear jar every day and watch how fast it grows.
- Tell everyone that your home is a smokefree zone so you won't be tempted by people smoking in front of you and your baby won't be suffering from other people's smoke.
- Work out when and where you used to smoke so you know when your trigger times are, and think of ways to avoid them. Try sitting somewhere else when you drink your tea or getting up after dinner to go and put some hand cream on.
- If you're really finding it tough, there are some nicotine replacement therapies that are safe to use in pregnancy and they're free on prescription for pregnant women. They can really help you beat the cravings. Just ask your stop smoking adviser, GP, midwife, health visitor or pharmacist.
- Quitting smoking can be stressful. Chill out by taking a soak in the bath whenever you can.
- Get as many scan pictures as you can and put them up around the house, especially in those places you used to smoke. Every smokefree day makes a difference to you and your baby.
- If cigarettes tempt you back, the special NHS Pregnancy Smoking Helpline can help you get back on track. Their specialist advisers really do understand what you're going through and are there to help. Go on, give them a call on 0800 169 9 169.
- Try going swimming. It's great exercise for pregnant women because the water will help to support your bump.
- Cravings are hard, but they only last a few minutes. Try writing down ten possible baby names for a boy and a girl. Craving still bad? Make a list of the worst baby names you've ever heard.