Empowering, supporting and encouraging women to stop smoking in pregnancy

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Whakawhetū
What are the (some of the) realities?

- **1st trimester** - Confirmation of pregnancy
  - GP Visit
  - Dating scan
- **2nd trimester** - Midwife (13+wks)
  - 19% non-Māori
  - 43% of Māori women
  - Anatomy scan
- **3rd trimester**
- **Discharge (baby - 6 wks)**
  - 15% non-Māori
  - 34% of Māori women
- **Māori and Pasifika women**
  - Less likely to register with a midwife
  - Attend fewer antenatal visits
  - 47% of Māori women smoke in pregnancy (NZCOM, 2012)

* M. Glover, A. Kira (2011)
Identify 2-3 challenges (barriers to stopping) for women who smoke during pregnancy?
Identify at least one innovative idea (that you will and can commit to), to empower, support and encourage women to stop smoking in pregnancy.
NGĀ TURE
The Rules

– Be creative!
– Tūwhitia te hopo, mairangatia te angitū! (Eliminate the negative, accentuate the positive)
– How can you work with others?
  • Opportunities to work cross sectorily?
– What challenges or issues does your idea address in order to support/ empower/ encourage wāhine hapū to stop smoking?