Smokefree Pregnancies Incentives Pilot

Objective:
To increase the number of Maaori and Pacific pregnant women supported to quit smoking.

How:
By providing incentives in the form of vouchers contingent on carbon monoxide validated abstinence to women and their whaanau.
Living Smokefree

CONGRATULATIONS!

Tick when reached

Week 12          CO reading ............
Week 8           CO reading ............
Week 7           CO reading ............
Week 6           CO reading ............
Week 5           CO reading ............
Week 4           CO reading ............
Week 3           CO reading ............
Week 2           CO reading ............
Week 1           CO reading ............

$300 in total
Smokefree 12 weeks  Collect $50 Voucher
Smokefree 8 weeks  Collect $100 Voucher
Smokefree 7 weeks  $25
Smokefree 6 weeks  $25
Smokefree 5 weeks  $25
Smokefree 4 weeks  Collect $100 Voucher
Smokefree 3 weeks  $50
Smokefree 2 weeks  $25
Smokefree 1 week   Collect $50 Voucher

Your name ............................................. Quit Date ...........................................
Support Person ....................................... Phone .............................................

Quit now. Give your baby the best start in life.

COUNTIES
Pregnant women given vouchers if they quit smoking

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Pregnant women given vouchers if they quit smoking

Pregnant women in a South Auckland suburb now have a new incentive to stop smoking. They are being rewarded with hundreds of $300 vouchers.
Key components

- Hiring a .5fte practitioner
- Engaging key stakeholders
- Developing steering group
- Community promotion and generating self-referrals
- Developing voucher schedule & resources
- Training some midwives in CO monitoring
- Ongoing communication with referrers
Progress

- **Yr 1: Mid Aug 2013 – June 2014**

164 referrals

- Referrals: 164
- First assessments: 117 (71%)
- Quit dates: 89 (76%)
- 4 week success rate CO validated: 57 (64%)
- 12 week success rate CO validated: 50 (56%)
Comparison

Compared to previous Smokefree pregnancy service rates:

Assessment rate:
- Pilot: 71%
- Usual care: 55%

Quit date rate:
- Pilot: 76%
- Usual care: 60%

4 week quit rate:
- Pilot: 64%
- Usual care: 50%

12 week quit rate:
- Pilot: 56%
- Usual care: 40%
Comparison

Compared to previous Smokefree pregnancy service throughput over 10 months from same area:

- Referrals: Pilot (164), Usual care (90)
- First assessments: Pilot (117), Usual care (50)
- Setting a quit date: Pilot (89), Usual care (30)
- 4 weeks smokefree: Pilot (57), Usual care (15)
- 12 weeks smokefree: Pilot (50), Usual care (12)
Progress

Quarter of pregnant clients enrolled whaanau

- Referrals: 42
- First assessments: 38
- Quit dates: 25
- 4 week success rate CO validated: 11
- 12 week success rate CO validated: 7

66%
• Referrals being received from midwives, GP clinics, social workers
• 18% are self referrals

Targeting young & early:
• 20% under the age of 20
• 50% 20 – 29 years old
• 50% under 20 weeks pregnant
Key enablers

0800 number

Range of NRT options including Quickmists

Flexibility around where visits are and texting

Consistent CO monitoring

Variety of vouchers

Apps such as Quit for You, Quit for Two
Key Learnings

- Managing high case loads, time management
- On-going reminders to midwives and GPs via feedback
- Getting the right people on the steering group, building relationships, keeping informed and involving them in different processes
- Consulting with representatives in the community for networks and guidance
- Monthly newsletter, highlighting referrer of the month
- Helping people to see the bigger picture
- Incentivising whaanau resulted in small engagement
**Manurewa Smoketree Pregnancy Incentives Pilot**

Every time a pregnant woman smokes, they put themselves at risk, but also their unborn child. When you smoke, poisons enter your bloodstream, then pass through the placenta to baby. These poisons harm your baby's health and put baby at risk of numerous problems including glue ear, asthma, leukaeemia and Sudden Unexplained Death in Infancy (SUDI). The risk of miscarriage during pregnancy also increases. Pregnant women have become an urgent priority for smoking cessation efforts and in New Zealand, the high rates of Maori and Pacific women who continue to smoke throughout their pregnancy is concerning.

With this in mind, Counties Manukau District Health Board has recognised Manurewa as a focus area to trial the Manurewa Smoketree Pregnancy Incentives Pilot, supported by the Ministry of Health Pathways to Smoketree NZ 2025 innovations fund.

“There is a particular focus on the Manurewa locality, due to its high proportion of Maori and Pacific residents, high smoking prevalence and a relatively high rate of births,” says Michelle Lee, a Smoketree specialist at Middlemore Hospital.

Aimed to increase the number of pregnant women supported to stop smoking compared to previous non-incentive based services, this successful pilot got underway last year, and is gaining momentum in the South Auckland community.

“It’s a twelve week programme of multi contact behavioural support with nicotine replacement therapy and a series of rewards for Smoketree weeks accomplished, verified by a carbon monoxide monitor,” Michelle explains. From September 2013 to June 2014, the programme took referrals for Maori and Pacific pregnant women up to 28 weeks, who smoked and resided in the Manurewa area. Whanau were also invited to participate. During that time, 164 referrals were received for pregnant women, 117 engaged.

**SMOKING IN PREGNANCY**

<table>
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<tr>
<th>Overall 21%</th>
<th>Maori 51%</th>
<th>Pacific 17%</th>
<th>Asian 3%</th>
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**WHAT IS THE REWARD FOR BEING SMOKETREE?**

- $300 worth of vouchers in total if Smoketree over 12 weeks for pregnant women
- $140 worth of vouchers in total if Smoketree over 12 weeks for whanau

In the programme, eighty-nine women set a quit date, 57 of these were still smoke-free four weeks after their last day of smoking, giving the pilot a 64% success rate, Michelle highlights.

It means more mothers in the community are bringing their children into smoke-free environments, and families are generally healthier and can breathe easier. Giving pregnant women incentives to quit is a potential, promising effective strategy according to research conducted overseas.

“Nicotine Replacement Therapy has been shown to be relatively safe in pregnancy but there have been mixed results regarding its efficacy. Behavioural treatment in terms of intensive ongoing support has been demonstrated to increase success rates but in pregnancy there has traditionally been a low uptake of services,” she adds. Due to its success in Manurewa, the programme has now opened to Maori and Pacific pregnant women and their whanau in Otara and Mangere, and it will continue for at least another two years.

**PROTECT YOUR BABY**

- When you smoke, the poisons in the tobacco are going into you and your baby. Nicotine affects your baby’s blood supply, as well as affecting you.
- Every puff you take increases the carbon monoxide poison in your bloodstream, so when you smoke less oxygen and nourishment get to your baby, your baby’s heart beats too fast, and your baby’s chest muscles don’t have enough oxygen to exercise properly, to get ready for breathing after birth.
- You are more likely to lose your unborn baby (miscarry) if you smoke during pregnancy.
- A smoker’s baby is more likely to be stressed during labour, have a low birth weight, die of cot death, or SUDI (sudden infant death syndrome), have coughs, colds and other breathing problems and get ear infections and develop asthma.

**IT’S NEVER TOO LATE TO QUIT FOR YOUR BABY**

- If you quit smoking for your pregnancy, you have many reasons to stay smokefree after the birth - both for your own health, and to prevent your child developing smoking-related illnesses from second-hand smoke.
- Children are also likely to copy parents and grow up to be a smoker, if you continue to smoke.
Expansion

• Evaluation forthcoming
• Funded for a further 2 years
  – New localities
  – All ethnicities
  – Extra FTE

• Monitoring relapse rate post delivery
• Adopted in other areas
To be or not to be?