

## ShowCase

### Give it Up for Baby

**Topic:** Smoking

**Organisation:** NHS Tayside

**Location:** Tayside (Scotland)

**Dates:** 2006 to ongoing

**Budget:** £129,000 per annum

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### Overview

Give It Up For Baby is a partnership incentive scheme that supports smoking cessation in pregnant smokers. An incentive of £12.50 per week is paid for every week a woman demonstrates she is smoke-free throughout the pregnancy and for 3 months after the birth of the baby. The incentive is redeemed via a National Entitlement Card at local Asda supermarkets against fresh food and groceries. Participants are also offered nicotine replacement therapy and group support.

### Results

An intention to treat analysis was run for the scheme for women who joined in 2009.

In Dundee:

- 65 women engaged with Give It Up For Baby and set a quit date
- 27 of these women were successfully smoke-free at 4 weeks (5.5 per cent of the entire cohort)
- 11 were still smoke-free at delivery

In Tayside:

- 213 women engaged with Give It Up For Baby and set a quit date
- 83 of these women were successfully smoke-free at 4 weeks (7.8 per cent of the entire cohort)
- 42 were still smoke-free at the delivery of their baby

## 1. BEHAVIOUR

- Reduce proportion of pregnant smokers in Tayside to 20 per cent by 2010
- Achieve at least 50 pregnant quitters per annum

## 2. CUSTOMER ORIENTATION

- Work with local community groups to explore their views on smoking in pregnancy
- Three focus groups
- Community consultation in disadvantaged areas of Dundee
- Brand and logo pretested with expectant mothers

## 3. THEORY

- **Reinforcement Theory:** Reinforcing good behaviour through rewards

## 4. INSIGHT

- Rewards allow mothers an excuse to opt out of the social norm of smoking, without becoming alienated from their peer group
- Importance of community pharmacists

## 5. EXCHANGE

### Barriers:

- Lack of awareness of and access to support
- Cost of quit treatments and products
- Lack of incentive to make a quit attempt
- Insufficient follow-on support once quit attempt made or completed

### Solutions:

- Active recruitment via care pathway
- At least 12 weeks of 1-to-1 support and free NRT from community pharmacist
- Financial incentive to reward smoking abstinence
- Follow-on support and reward for three months after birth

## 6. COMPETITION

- Partnership with Asda supermarket turned potential competition into support
- Financial reward could only be used to access fresh food and groceries, not alcohol or cigarettes

## 7. SEGMENTATION

- Pregnant women segmented according to socioeconomic status
- Those living in areas of high social disadvantage (deprivation category 6 and 7) specifically targeted
- Accessed via National Entitlement Card and community pharmacists

## 8. METHODS MIX

- Clear signposting to community support
- At least 12 weeks of 1-to-1 support and nicotine replacement therapy from community pharmacist
- Weekly follow-up and monitoring of women via carbon monoxide breath testing
- Weekly £12.50 incentive for women remaining smoke-free
- Sustained support and reward for three months after the baby's birth
- PR and recruitment campaign – Press advertising, media, bus sides, leaflets