



**Isle of Man
Government**

Keillys Ellan Vannin



Smoking in Pregnancy Innovations

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Midwife Specialist, Isle of Man

UKNSCC 2007, London



Some information about the IOM

- IOM is a self-governing Crown Dependency and constitutionally separate
- 76,315 residents
- 900 live births per annum





Isle of Man Tobacco Strategy

- Part of Island strategy
- 12 essential elements in pregnancy programme
- Action plan
- Implementation November 2006

Can you think of a better time to Quit?



For further information and support please contact:
Mary O'Connor, Midwife Specialist,
Smoking Cessation in Pregnancy on 650313 or 456483



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Treatment - Ethos

- Management of dependency
- Attention to Clinical level research as well as scientific
- Multiplicity of skills and situations
- Emphasis on behaviour and emotion
- Maternal not fetus focused



Treatment

- Home/workplace visits including post natal
- CO monitoring each visit
- Automated/standard texting
- Parallel support : dental , dietary, social
- Modified NRT programme



Social Marketing

- World wide search
- Treatment of addictions in pregnant women
- Pregnant smoker specific
- 18 to 25 age group
- User group

- Smoking questionnaire to all new bookers – self refer
- Take it to the masses e.g. rubbish trucks
- **Recruit**
- Retain
- Approximately 70% of pregnant smokers now attend service



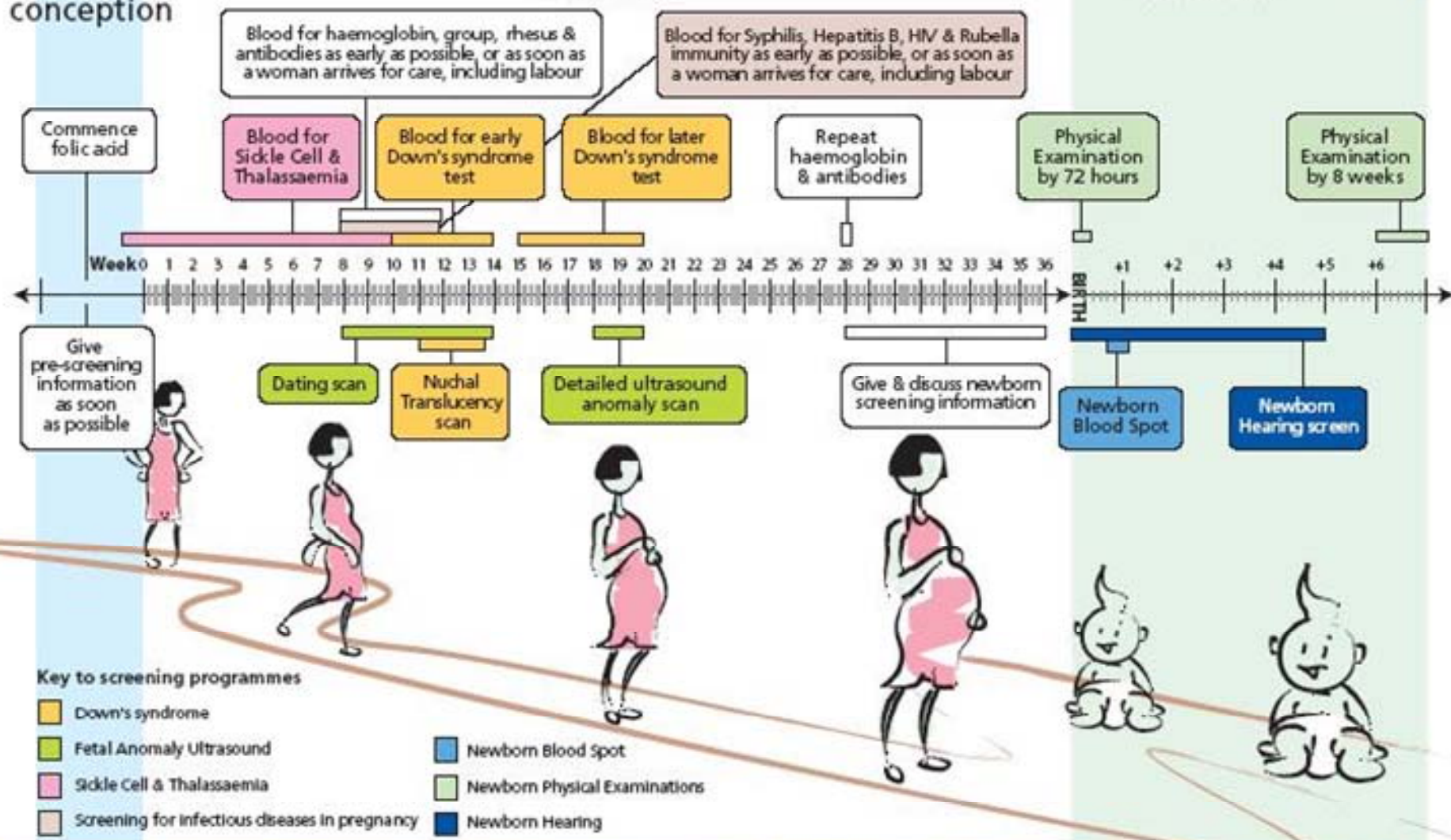
Women and their families should understand the purpose of all tests before they are taken



Pre-conception

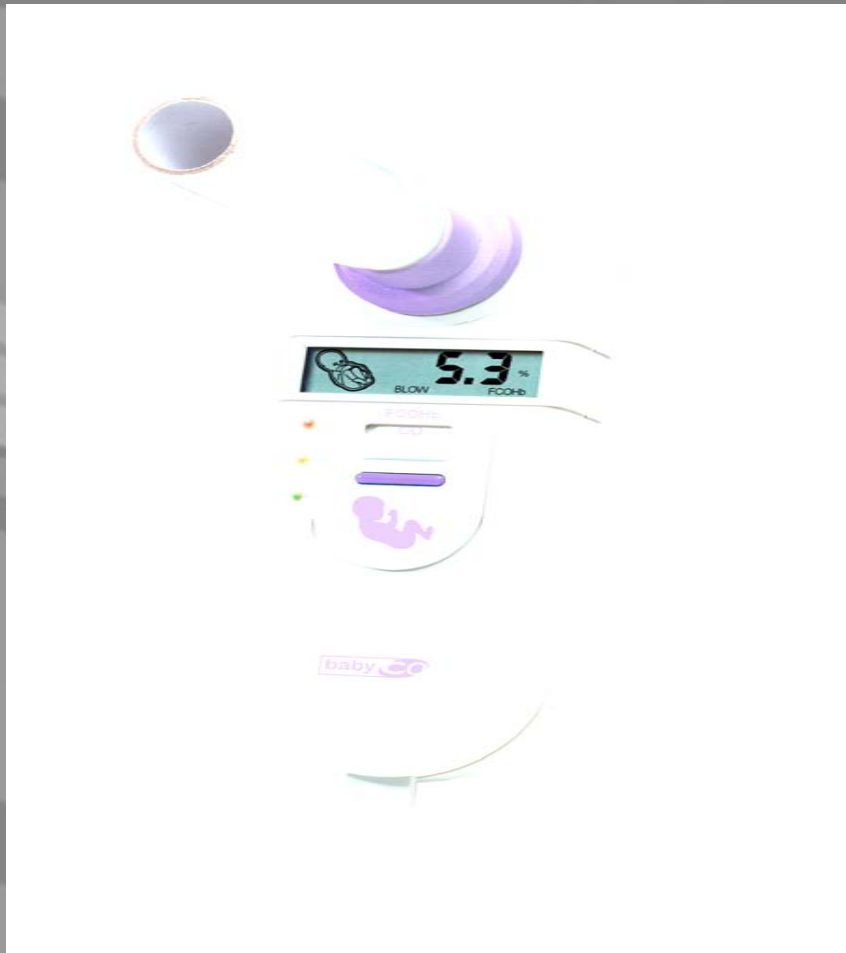
Antenatal

Newborn





CO Testing



- All women 1st booking appointment
- >5 ppm referred
- Motivational tool
- Strong visual incentive FCOHB %
- Raises awareness to the effects of CO



New Demographic Database

- Lifestyle history
- Socio economic status
- Mental health
- Years in education
- Mortality and morbidity predictors/outcomes
- Monitoring validated smoking status until 12 weeks postnatally

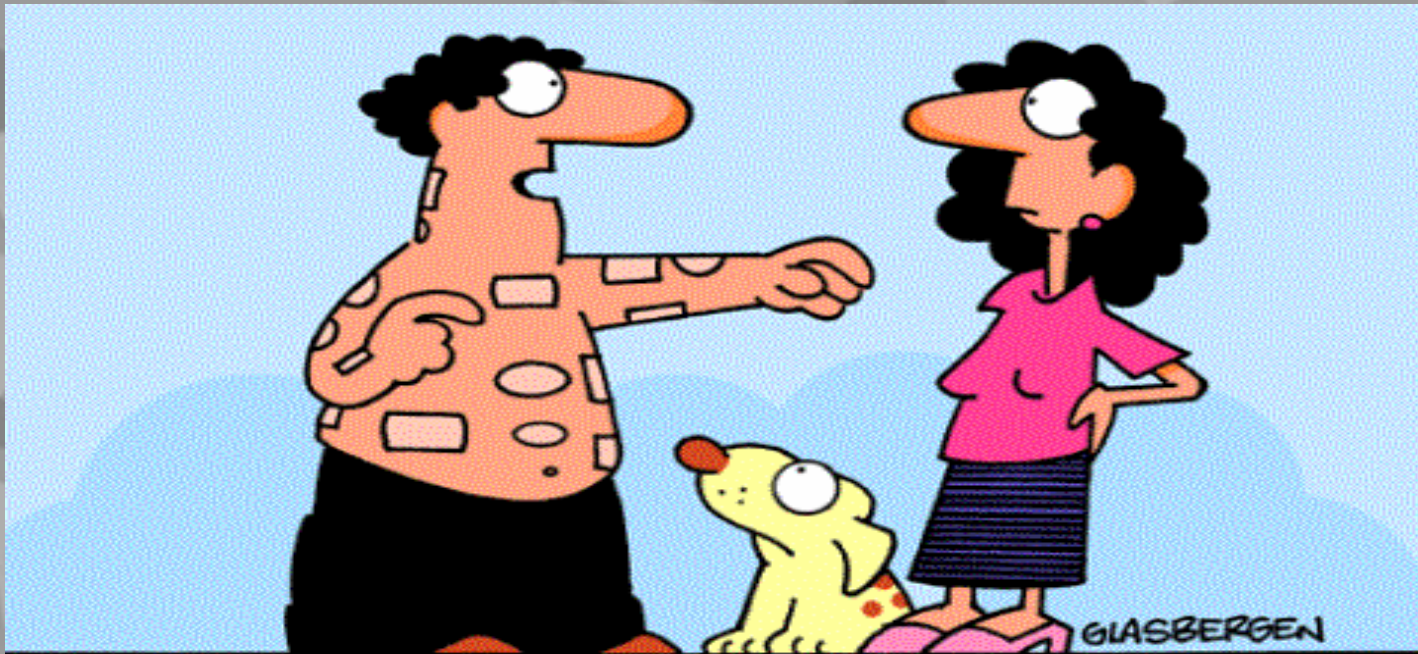


“If you always do what you always did you
always get what you always got”

Mark Twain



Nicotine Replacement Therapy



“One patch makes me stop smoking, one makes me eat less, one makes me put my clothes in the hamper instead of leaving them on the floor, one makes me put the toilet seat back down...”



NRT

- Reduction prior to quitting option
- Low dose combination oral NRT offered for up to 3-4 weeks prior to quit date (cost £6 per woman)
- Combination therapy including patches offered to all women once quit date set
- Supply of oral NRT offered at 37 weeks gestation for emergency post natal use

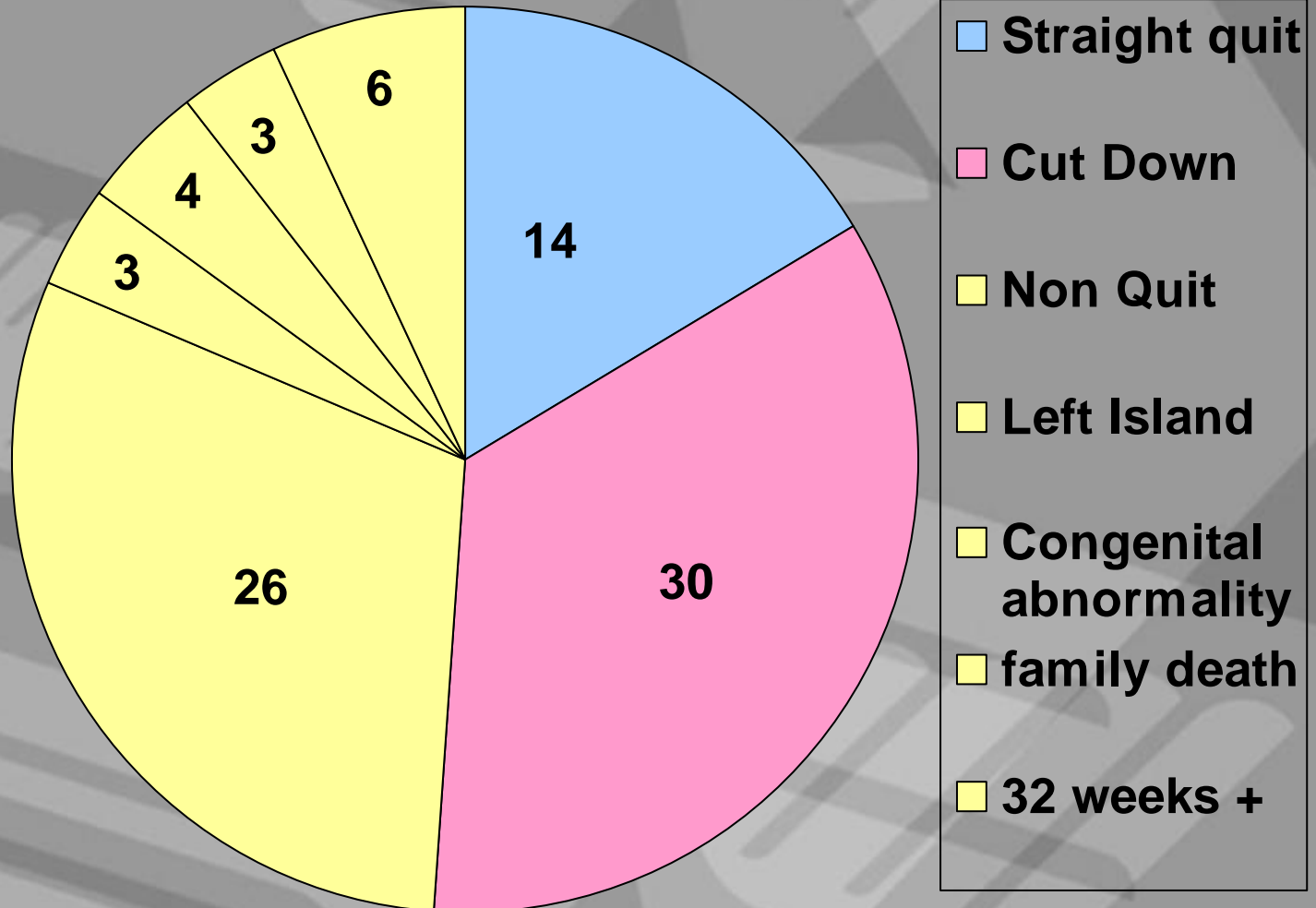


Cut Down to Quit Option

- Increases self confidence
- Unable to quit abruptly
- Reduces pressure of quitting
- Removes the 'dread'
- Achieves psychological shift in a matter of weeks
- Combination low dose oral NRT therapy

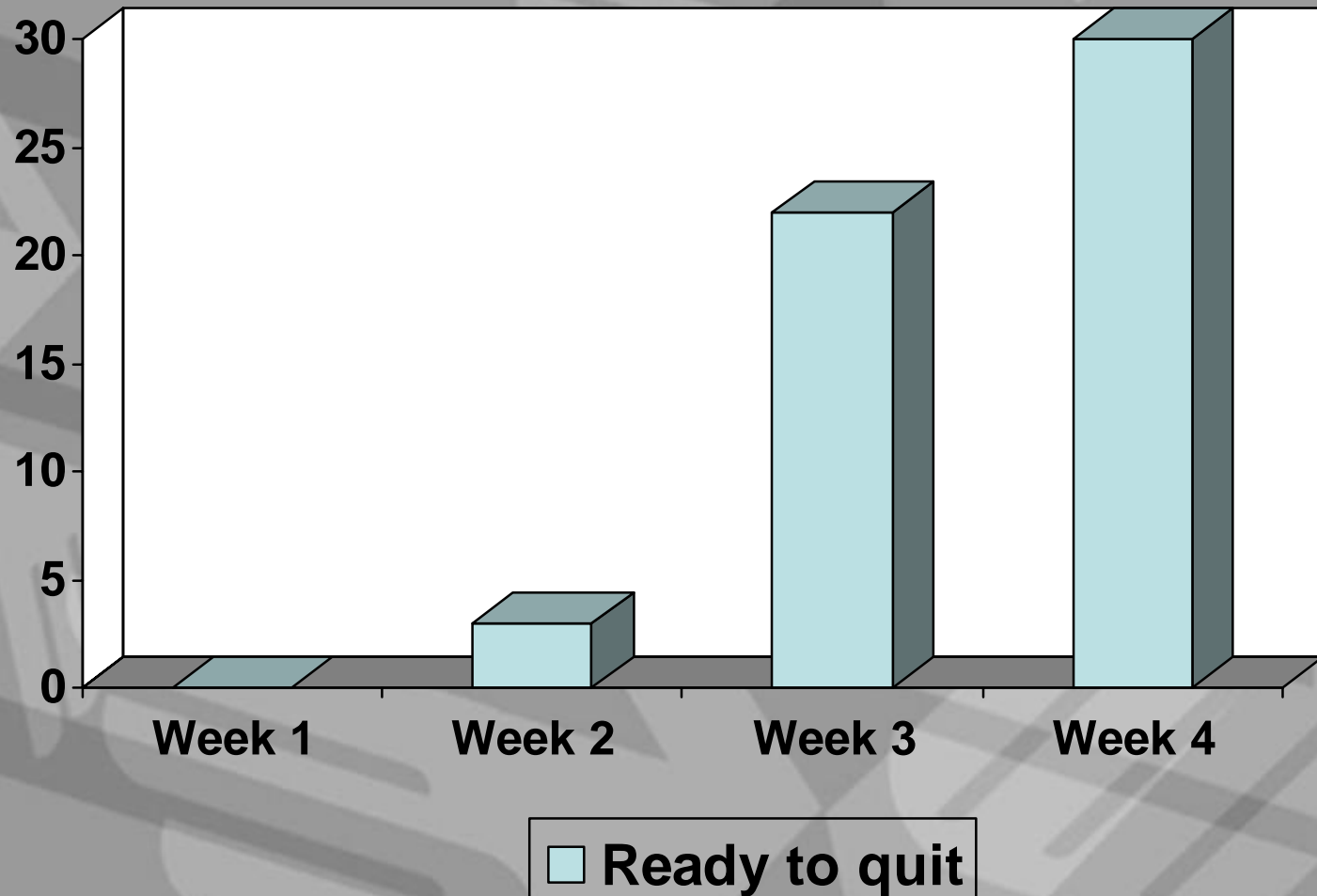


86 Referrals - 4 Week Quit





Weekly shift in readiness to quit smoking-CDTQ





Case Study

- Unwanted pregnancy
- Age 17 years
- Smoked 15 - 20 per day
- Unemployed
- No partner
- Family smoke

- Home visits
- 4 weeks of low dose oral NRT before full quit
- Full quit - used patches and oral products
- Quit now 5 months – baby >3kg
- CO reading post natal 2ppm – at home
- Home now smoke free



Thank You
Gura mie eu

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