



# No Smoking Day

**Wednesday 10 March  
2010**

**A guide for midwives**

[nosmokingday.org.uk](http://nosmokingday.org.uk)

Registered charity no 1006714 (England) SC039318 (Scotland)

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## INTRODUCTION

No Smoking Day (NSD) 2010 is on Wednesday 10 March. This document provides information on the effects of smoking and secondhand smoke exposure on health, information about the Day and how midwives can use this to help and support pregnant smokers who want to stop.

### **About No Smoking Day**

No Smoking Day is a registered UK charity. It aims to help smokers who want to stop smoking by creating a supportive environment for them to quit and by highlighting the many sources of help available to people.

Now in its 27th year, the Day gains in popularity every year, with around 1.5 million smokers using the Day to make a quit attempt. In the long-term about 85,000 of these smokers stop smoking for good.

No Smoking Day isn't just about the Day. Giving up smoking requires planning, encouragement, support and motivation. Helping your pregnant women and their partners to give up can be done year-round but the Day provides an excellent focus and motivation for many smokers to quit.

### **No Smoking Day's main messages:**

- ✎ No Smoking Day is a good opportunity to stop
- ✎ Smokers can get help when they want to stop
- ✎ There are health and other benefits to stopping smoking

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# THE EFFECTS OF SMOKING

## The Effect of Smoking on Parents' Health

There are around 12 million adult smokers in the UK and smoking is still the largest preventable cause of death and disease in the UK today. Smoking is associated with around 50 diseases today, including:

- ✎ Coronary heart disease
- ✎ Lung cancer
- ✎ Stroke
- ✎ Chronic bronchitis and emphysema
- ✎ Shortness of breath
- ✎ Increased coughing and sneezing
- ✎ Gangrene
- ✎ Reduced fertility
- ✎ Defective vision

One out of every two smokers will eventually die from a smoking-related disease. Tobacco is the only legally available product that kills people when it is used entirely as intended.

## The Effect of Smoking on Unborn Babies' Health

Smoking affects both men's and women's fertility and the health of an unborn child. Women who smoke can take longer to conceive and smoking can cause impotence in men. The health impacts on an unborn child with a mother who smokes include:

- Increased risk of low birth-weight baby which increases the risk of death and disease in infancy and early childhood
- Higher risk of miscarriage
- Increased risk of complications in pregnancy and labour, such as ectopic pregnancy
- Increased risk of perinatal mortality
- Increased risk of cot death
- Higher risk of physical and intellectual development problems for children, such as reduced height and lower academic achievement

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## PASSIVE SMOKING

For most people passive smoking can cause discomfort and minor conditions such as eye irritations, headaches, coughs and nausea. However, exposure to passive smoke kills over 1,000 people each year in the UK.

### The Effects of Passive Smoking

Passive smoking is when someone breathes in someone else's smoke. The smoke from parents' cigarettes can have a negative impact on the health of both unborn babies and children. It can increase the risk of:

- ✎ Low birth weight baby
- ✎ Giving birth prematurely
- ✎ Cot death
- ✎ Asthma in children
- ✎ Respiratory illness in children, such as pneumonia and bronchitis
- ✎ Middle ear disease

## BENEFITS OF STOPPING SMOKING

Stopping smoking is the single best thing a smoker can do to improve their health. Not only will it reduce the risk of all the illnesses noted in this guide but it will have numerous other benefits as well:

- ✎ A twenty a day smoker could save nearly £2,200 a year
- ✎ Breathing can become easier within just 72 hours
- ✎ Improved taste and smell after just 48 hours
- ✎ Fresh smelling clothes, house and car
- ✎ Running for the bus and playing sports with the kids will be easier
- ✎ A fresh tasting mouth – and reduced risk of oral cancer
- ✎ An extra two hours of time every day – a twenty a day smoker can spend two hours a day smoking

## **WHY SHOULD MIDWIVES GET INVOLVED IN NO SMOKING DAY?**

No Smoking Day is a great opportunity for midwives to highlight the help that they can offer to their women year-round. There are a number of reasons why you should get involved:

### **Smoking cessation shouldn't be an extra, it is a major public health issue**

Many people who smoke think the risks are acceptable but in practice smokers often underestimate those risks. Amongst those who accept that the consequences can be severe, there is a tendency to think it will never happen to them. However, one in six of all annual deaths in the UK can be attributed to smoking. It is therefore important that smoking cessation shouldn't just be a luxury extra to routine care – it should be integrated into all parts of health care to get the message across. Around 85,000 people stop for good each year through No Smoking Day – that's 85,000 people who may be coming through your services and who would appreciate having someone to talk to about quitting smoking.

### **We can work together to highlight the issue in a light hearted way**

Any activity you plan for NSD won't stand alone – hundreds of midwives and other health professionals around the country will be joining in to raise the issue of smoking to pregnant women. And your activities won't come as a surprise to smokers – the NSD office will have done the groundwork for you in terms of promoting the Day and the help available in baby and pregnancy magazines, as well as other press.

### **It's fun – really!**

Lots of people around the UK see No Smoking Day as the most fun health campaign to be involved with – as well as highlighting the issue of smoking you can get out and talk to smokers, get your hat and T-shirt on and have some fun!

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# **WORRIES YOU MAY HAVE ABOUT GETTING INVOLVED IN NO SMOKING DAY**

## **You smoke yourself**

Some midwives who smoke feel it would be hypocritical to raise the issue. However, even if you do smoke yourself your advice is invaluable. Even though you may not be ready to quit, the pregnant woman you care for may be. As a midwife the encouragement you give a smoker to quit may be the most important single influence you can have on their health and the health of their baby. As a smoker, you may have a particular empathy with what they are going through.

## **I don't smoke – how can I help?**

Non-smoking nurses may feel they are the wrong people to help as they cannot fully empathise with the subject. However, there are not many people who wouldn't like to cut out something from their lives that they know is not good for them – whether it be alcohol or even chocolate! Your experience of such feelings means you can empathise with the feelings of addiction. Similarly, you will be well placed to help explain how non-smokers deal with the same stresses, circumstances etc, as smokers. And you should remember that every quit attempt is different anyway. But the most important thing for everyone quitting is to get support. That's something you can offer whether you smoke or not.

## **A relationship with my patient is more important than getting them to quit smoking**

Some midwives feel by bringing up the subject of smoking they may jeopardise the important relationship they need to build with the women they are looking after. To help in the process of quitting, when asking questions about smoking you could try to get away from the dangers women already know about and suggest support instead. You can stress the benefits pregnant women will gain by quitting smoking. Ultimately, smokers expect their health carers to be concerned about smoking – by not raising the issue you can risk being seen to condone it.

## **I can't see what good one Day will do**

If No Smoking Day stood alone it would not be the success it is (around 85,000 people quit for good each year on the Day). However, we work in conjunction with lots of other organisations that have an interest in smoking cessation to highlight the help that is available all year round. By supporting No Smoking Day you can help put smokers on the path to quitting – even if they don't do it on No Smoking Day they will know where they can get help on the other 364 days of the year.

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## HOW CAN MIDWIVES USE NO SMOKING DAY TO HELP PREGNANT WOMEN TO STOP SMOKING?

Using a popular national campaign such as No Smoking Day is a great way to highlight the help you can offer your women year-round. It doesn't have to take up much of your time (or budget!). Below are some practical ideas and activity ideas to get you started.

### Pre-No Smoking Day Promotion

- ✎ Register for a free NSD information pack on [www.nosmokingday.org.uk](http://www.nosmokingday.org.uk) and use the handbook in it along with this guide to generate ideas
- ✎ Get best value from your NSD work by putting up the poster from the information pack in late January or February. This gives smokers time to prepare to quit
- ✎ Download extra campaign images and fact sheets from [www.nosmokingday.org.uk](http://www.nosmokingday.org.uk) to create a great display that's colourful and informative
- ✎ Contact your local health promotion unit to see if they have any additional promotional materials you could use – or if you have your own budget you can see the whole range of No Smoking Day promotional materials and place an order via the website
- ✎ Your local newspaper or radio station will be looking for a local angle for their No Smoking Day story. Get in touch with them and tell them about the help that you offer your pregnant population and their families.
- ✎ Log onto [www.nosmokingday.org.uk](http://www.nosmokingday.org.uk) and register your NSD activities – that way we can tell the media and smokers about what's going on in their area
- ✎ Use in-house communications – intranet, newsletters, magazines – to tell everyone what you're planning for the Day and publicise the benefits of stopping smoking

### On No Smoking Day

There are lots of ideas for activities to do on the Day. The main point is drawing attention to the help that you can offer in a light hearted way:

- ✎ Give out No Smoking Day nursery thermometers to new mums
- ✎ Create a display in a busy part of your maternity practice. Focus on the benefits of stopping – financial, beauty, health etc. Try and have someone 'manning' the display so that they can offer advice to interested parties
- ✎ Put leaflets around the practice where people can see them. Not everyone is confident enough to ask for one to one advice and this may encourage them to

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- ✎ Get everyone to wear a badge or a t-shirt on the Day – doctors, nurses, receptionists
- ✎ Hand out goodie bags (containing No Smoking Day items, pampering kits, healthy snacks etc) to anyone who wants to stop and gives you their cigarettes in return

### **Post-No Smoking Day Celebrations**

- ✎ Congratulate everyone who gave up on the Day - follow-up with your patients who quit. Ask them how they're getting on and whether you can offer any other support. Put them in touch with others who can offer support (see page 19)
- ✎ Think about how successful your event was. How could you have improved it? What would you do differently next time?

## IDEAS FOR PREGNANT WOMEN & THEIR PARTNERS

The women and their partners may need some ideas for activities to do instead of smoking. Here are some suggestions and tips for staying stopped:

- ✎ Remind yourself why you've quit
- ✎ Work out how much money you'd spend if you went on smoking for the next 5/10/15 years – what could you spend it on instead?
- ✎ How much money have you saved already? Try keeping it in a jar and deciding what to do with it at the end of each week or month – could be a treat for you, something for your kids, or put it away for the new baby
- ✎ Change your routine and do different things at different times
- ✎ Knitting is becoming very trendy and it keeps your hands occupied. Imagine all those little hats and blankets for your baby!
- ✎ Go to the library and pick up a book on something you've always fancied learning about
- ✎ Visit non-smoking friends
- ✎ Buy a manicure set and give yourself a home beauty session
- ✎ Sit in a different seat in your lounge
- ✎ Take your children out for a walk or a ride on their bikes
- ✎ Book a family day out
- ✎ Snack on sliced fruit and veg
- ✎ Drink lots of water
- ✎ Do quizzes, crosswords, word searches and puzzles – there are lots to download from [www.nosmokingday.org.uk](http://www.nosmokingday.org.uk)
- ✎ Go for a walk!
- ✎ Phone your freephone helpline number or your local support service
- ✎ Practice saying "I'm a non-smoker" and "No thanks, I don't smoke"
- ✎ Congratulate yourself! 70% of smokers would like to be non-smokers, just like you. You've joined the majority who don't smoke. No more standing outside in the wind and rain!

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## SMOKING CESSATION SUPPORT THAT MIDWIVES CAN OFFER YEAR-ROUND

It is vital to understand the importance of cigarettes to smokers and to realise that despite this around two-thirds would like to stop. Midwives are uniquely placed to help pregnant women stop smoking at a time when huge changes are happening in their lives – and at a time when the incentive to quit is not only the benefits to themselves and their partner but also to their unborn child.

Remember, it's not your job to make every single smoker who crosses your path give up (an impossibility)! But it is within your skills as a midwife to make your patients think about why they smoke and what is keeping them from stopping. By encouraging a smoker to stand back and think about the reasons they smoke you will be helping them take important steps towards quitting. The essential features of individual smoking cessation advice are:

### **Ask - about smoking at every opportunity and record answer**

“Do you smoke?” “How did you feel about smoking before you came pregnant?” “How do you feel now you are pregnant?” “Do you have any worries about medical implications?”

### **Advise - all smokers to stop**

“Have you ever considered giving up?” “I’m worried that your smoking may have implications for when you give birth – what do you think?”

### **Assist - the smoker to stop**

“Would you like some information or help now?” Help set a quit date. Explain what the withdrawal symptoms will be like and discuss how to prepare for these.

### **Arrange – help and follow-up to monitor progress**

“Did you manage to stop smoking after our last visit?” Congratulate success and if lapsed encourage them to see it as a learning exercise. Smokers who need additional help should be referred to a specialist support service.

Points to note:

- ✎ Let smokers know the advantages of not smoking during last three months of pregnancy, i.e. the baby will still reach its true birth weight by 40 weeks
- ✎ For someone who has continued to smoke through the pregnancy, explain the advantages of not smoking for 48 hours prior to delivery, i.e. the birth will be safer as there will be more oxygen available for the baby
- ✎ Stopping smoking is a process, not a single event. For many smokers, it takes months or even years to get into the right frame of mind to stop.

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Most smokers take several attempts before they stop for good. This is quite normal and should not be considered failure. It is crucial to encourage smokers through this process at their own pace – if they are not ready to stop they won't. This is why NSD is only aimed at helping those who want to stop

- ✎ It is easy to focus on the dangers of smoking during pregnancy and benefits the baby will receive, but it is important not to miss out the benefits the mother will gain and the importance of staying smoke-free after the birth
- ✎ If the woman or her partner/family has a go at quitting, they will need most support during the withdrawal phase, which lasts about a month after quitting. Also after delivery when many new mothers relapse, support from the midwife and health-visiting team is invaluable

## OTHER STOP SMOKING SUPPORT

No Smoking Day offers you a chance to raise the issue of stopping smoking with pregnant women and their families in a fun and light-hearted way. If they decide to stop they will need continuing support from you and others and this section gives you more information about the help that you can signpost anyone deciding to quit towards:

### **Nicotine Replacement Therapies**

NRT is used to wean a smoker off nicotine by replacing the very high concentrations of nicotine they get from smoking with much lower doses delivered more slowly. It reduces the cravings for cigarettes and the withdrawal symptoms associated with quitting.

Research has shown that used correctly, NRT can more than double a smoker's chances of quitting, and is most effective when used in conjunction with behavioural support.

There are several forms of NRT available, such as chewing gum, patches, tablets, lozenges, nasal spray or inhalers and these are all available on NHS prescription. They can also be purchased over the counter at pharmacies and some supermarkets.

Pregnant women should try and stop without the use of NRT if they can. However, if this is not possible, NRT can be used. The risks of continuing to smoke are far more than using NRT as NRT contains less nicotine than cigarettes and does not contain the harmful tar, carbon monoxide or poisons that cigarette smoke does. Patches may be preferable to gum, lozenges, inhalators or microtabs if the pregnant woman is suffering from sickness or nausea. If a pregnant woman is considering using NRT they should talk to a health professional, such as a pharmacist, their midwife or a stop smoking adviser.

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### **Zyban® (bupropion)**

Zyban® works in the brain to help break the addiction to nicotine, and helps reduce the craving for cigarettes and the withdrawal symptoms associated with quitting.

Research has shown that used correctly, Zyban® can more than double a smoker's chances of quitting. It should only be used in conjunction with behavioural support.

Zyban® comes in tablet form, is taken as a two-month treatment course and is available only on NHS prescription under medical supervision. Zyban® is not suitable for women whilst they are pregnant but their partners or other close members of family may like to consider it. It is safe for most healthy adults but some people may experience side effects whilst taking Zyban®.

### **Champix® (varenicline)**

This is a non-nicotine treatment that works by providing relief from cravings and withdrawal symptoms, and reducing the pleasure of from smoking if the smokers does smoke while using it. Studies have shown that it can increase the odds for stopping successfully by up to four times.

Champix comes in tablet form as a 12 week course of treatment. It is available on prescription only and should be taken under medical supervision.

### **NHS Stop Smoking Services**

Smokers who are motivated to quit may benefit from free Stop Smoking Services as groups can help you to feel less alone in your attempt to quit.

Research has shown that participating in stop smoking groups or intensive individual face-to-face support can increase smokers' chances of quitting by up to four times.

Groups are usually run over a period of about 6 weeks and take smokers through the different stages of stopping. Information and contact details for local stop smoking services can be obtained from local GP's, local Health Promotion Units, the Yellow Pages or by calling one of the stop smoking helplines.

<b>Country</b>	<b>Helpline</b>	<b>Website</b>
England	0800 169 0 169	<a href="http://smokefree.nhs.uk">http://smokefree.nhs.uk</a>
Northern Ireland	0800 85 85 85	<a href="http://www.spacetobreathe.org.uk">www.spacetobreathe.org.uk</a>
Scotland	0800 84 84 84	<a href="http://www.canstopsmoking.com">www.canstopsmoking.com</a>
Wales	0800 169 0 169	<a href="http://www.stopsmokingwales.com">www.stopsmokingwales.com</a>

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## **Smokers' Helplines and Email Services**

There is a range of helplines available to provide information and help smokers to stop. These can also send out free leaflets and information to smokers.

### **Pregnancy helpline – 0800 169 9 169**




This helpline offers help specifically for pregnant women and can help support them through a quit attempt. It is open every day noon-9pm.

### **Quitline® - 0800 00 22 00**

QUIT offers free ongoing telephone and e-mail support to smokers. By dialling 0800 00 22 00 or emailing [stopsmoking@quit.org.uk](mailto:stopsmoking@quit.org.uk) smokers will reach a trained stop smoking counsellor who provides help, motivation and individual advice. Counsellors are available from 9am - 9pm, seven days a week.

## **Websites**

There is a wide range of helpful websites with help and advice for stopping smoking:

-  [www.nosmokingday.org.uk](http://www.nosmokingday.org.uk)
-  [www.givingupsmoking.co.uk](http://www.givingupsmoking.co.uk)
-  [www.ash.org.uk](http://www.ash.org.uk)

## **CONTACT DETAILS**

For more information about No Smoking Day contact the campaign office:

No Smoking Day  
59 Redchurch Street  
London E2 7DJ  
T: 020 7739 5110  
F: 020 7739 8176  
E: [enquiries@nosmokingday.org.uk](mailto:enquiries@nosmokingday.org.uk)  
W: [www.nosmokingday.org.uk](http://www.nosmokingday.org.uk)

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