

Incentives programme for pregnant women who smoke

Pregnant women who smoke are a priority population for the new **Te Hā – Waitaha** service. This complete service replaces the Whaea Manawa, Smokechange, Aukati KaiPaipa and Pacific Trust cessation programmes.

Te Hā – Waitaha is now providing a **pregnancy incentives programme**. Research has shown that this type of programme can support significant reductions in smoking prevalence for pregnant women.

The programme will include:-

- A **reward voucher worth \$50** for attending a session with a specialised stop smoking practitioner whether the client enrolls in the stop smoking programme or not.
- A **further reward** for the woman if she is **smokefree at 4 weeks** after setting a quit date.
- A **further reward** for the woman if she is **smokefree at 12 weeks** after setting a quit date.
- A **final reward** for the woman who remains smokefree up to the birth of her baby.

We are asking midwives to promote this programme and to refer as early in the pregnancy as possible.

The initial incentive has been designed to:-

- support health professionals to motivate and encourage pregnant women to accept a referral, to have an initial discussion with a stop smoking practitioner.
- reward the woman for taking the first step, even if this does not always result in a quit attempt.

Alongside the incentives, the programme will provide free medications, including Quickmist, and multi-session support to develop and maintain strategies and coping mechanisms towards a positive outcome. Sessions may be provided on an one-one basis and in groups.

Referral Information – “any door is the right door”

Referral can be made using whichever pathway is easiest for you and your client - essential information is the **client’s name and contact number** and the **referrer’s name and contact number**.

- **Online** registration is through the **Stop Smoking Canterbury / Te Hā – Waitaha** website <http://www.stopsmokingcanterbury.co.nz>
- **Email:** smokefree@cdhb.health.nz
- **Free phone:** 0800 425 700
- **Referral forms** in hospitals - on the CDHB intranet under ‘forms’
- **FAX** external: 03 379 6125, internal : 81749

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