

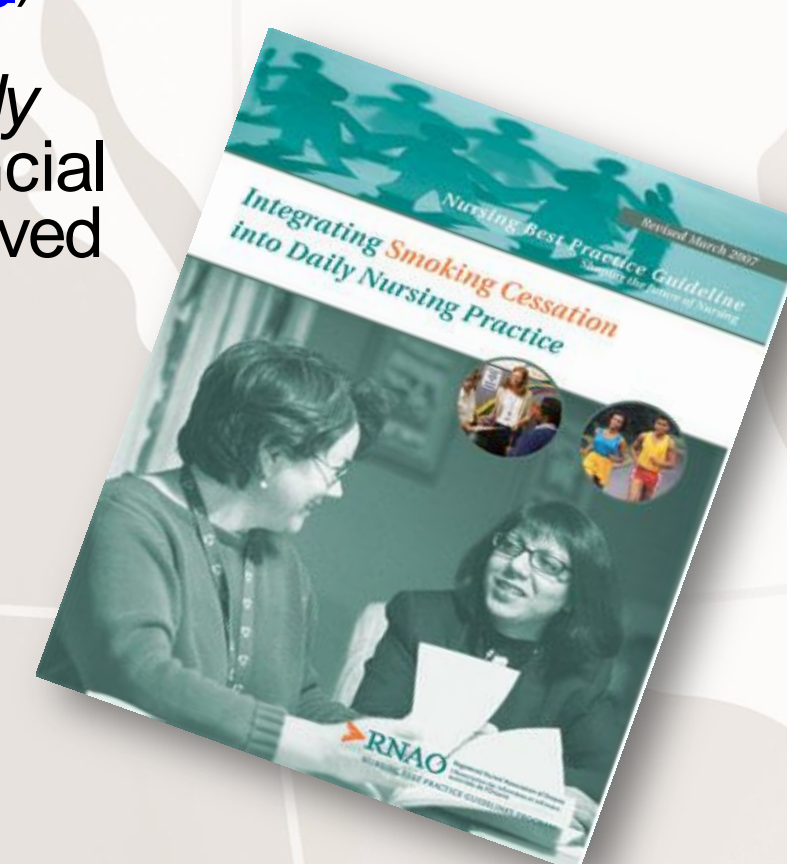
A Targeted Implementation Strategy to Reduce Smoking in Pre and Post Natal Women

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RNAO's Provincial Smoking Cessation Initiative

RNAO is the professional association representing registered nurses, nurse practitioners, and nursing students in Ontario. Since 1925, RNAO has advocated for healthy public policy, promoted excellence in nursing practice, increased nurses' contribution to shaping the health-care system, and influenced decisions that affect nurses and the public they serve. RNAO's signature program is the Best Practice Guidelines (BPG). All of the 52 evidence-based BPGs support nursing best practices and healthy work environments (www.rnao.ca/bpg).

The BPG 'Integrating Smoking Cessation into Daily Nursing Practice' is foundational to RNAO's provincial Smoking Cessation (SC) Initiative which has received government funding since 2007. This initiative incorporates a multi-prong approach to support capacity building for nurses and other health-care providers in cessation interventions. Components include SC Champions, Schools of Nursing and Nursing Students, social media and Implementation Sites.



Specific Population: Pre and Post Natal Women and Tobacco Use

In 2013, RNAO's SC Initiative expanded to include a focus on specific populations. Pre and post natal women and their families were selected as smoking is recognized as the most modifiable cause of adverse pregnancy outcomes.

Tobacco is one of the most commonly used licit substances by pregnant women in Canada. Rates of tobacco use during pregnancy are often under-reported due to stigma or shame with non-disclosure rates estimates at 23 – 28%.

With an estimated 70 – 90% of women relapsing within the first year postpartum, maternal and newborn health outcomes are compromised

Nurses are ideally positioned to assist pregnant and postpartum women to quit or reduce their tobacco use.

Health Promotion Strategies - Knowledge Transfer and Exchange

Eight Best Practice Champions for Smoke-Free Pregnancies Workshops - 270 nurses and other health professionals in primary care attended capacity-building workshops across Ontario and received cessation intervention training, evidence-based resources and client Quit Kits.

New eLearn module: 'Because I Matter – Supporting Pre and Post Natal Women and Their Families Who Use Tobacco' is an interactive web-based course that reinforces key principles of tobacco use and pre and post natal women. It is fifth in a series of eLearning modules on tobacco cessation and is available for free access at www.TobaccoFreeRNAO.ca



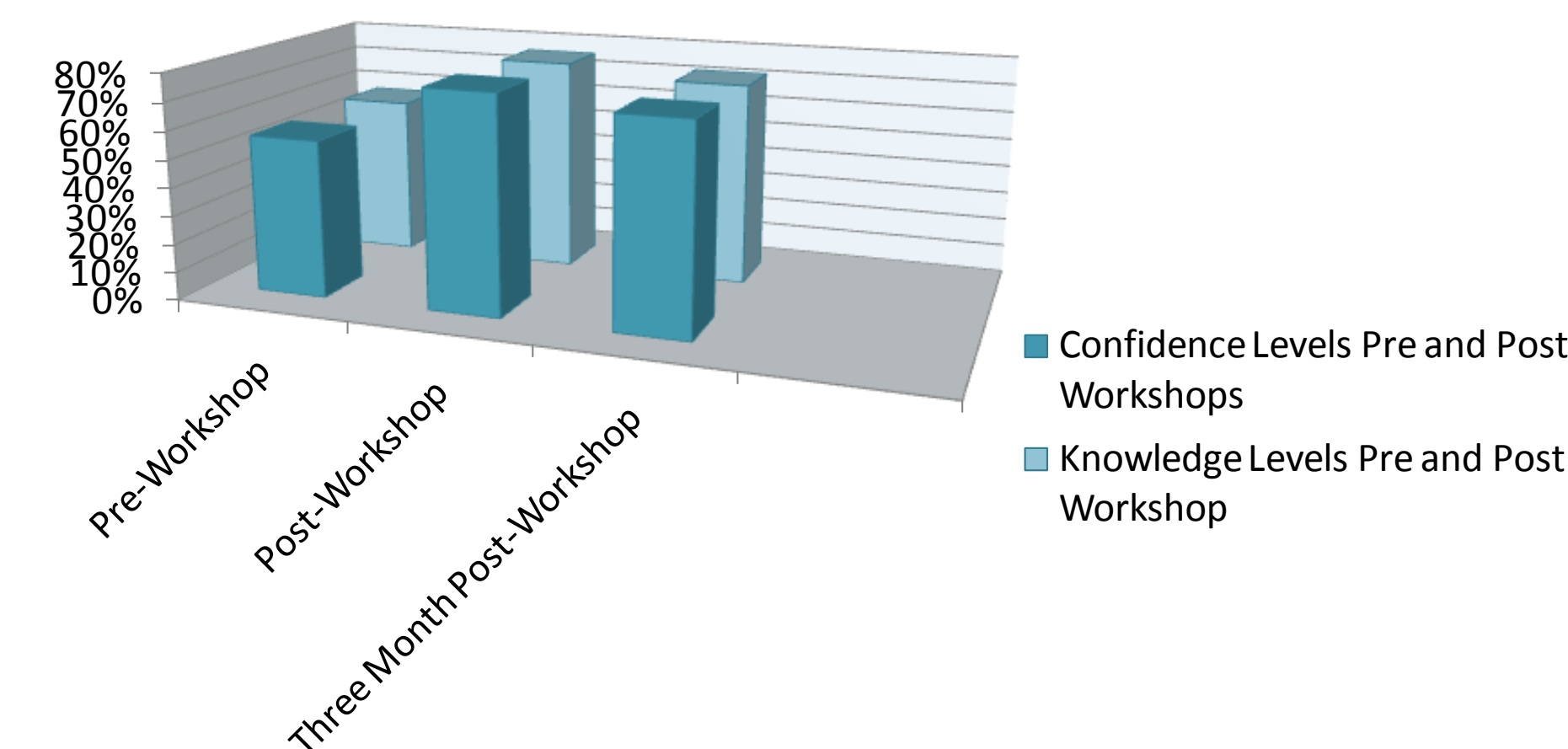
A **webinar series** featuring presentations on tobacco use at www.TobaccoFreeRNAO.ca

Awareness-Raising Through Electronic and Print Resources

New resources were developed on topics including quit tips, relapse prevention, stigma and trauma-informed care. These resources are available as downloads or as print copies ordered at <https://shop.rnao.ca>



Evaluating Knowledge and Confidence in Smoking Cessation Interventions



Interview Findings

"The most important strategy I learned was the importance of woman-centered care, rather than focusing on harm to the baby."

"As an infant and child development worker, I meet parents after they have had their baby. I now feel more confident in my ability to assist a parent who wants to stop smoking."

"The attitude that smoking less is a win, that people don't fail at quitting when they have a slip."

Partnerships

Several Smoke-Free Ontario and national partner organizations collaborated on this program including The Canadian Cancer Society's Smokers' Helpline, The Centre for Mental Health and Addiction's Pregnets, and The Lung Association.