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A fresh start stop smoking program for pregnant women: results of Royal North Shore Hospital Antenatal Clinic Patient Survey

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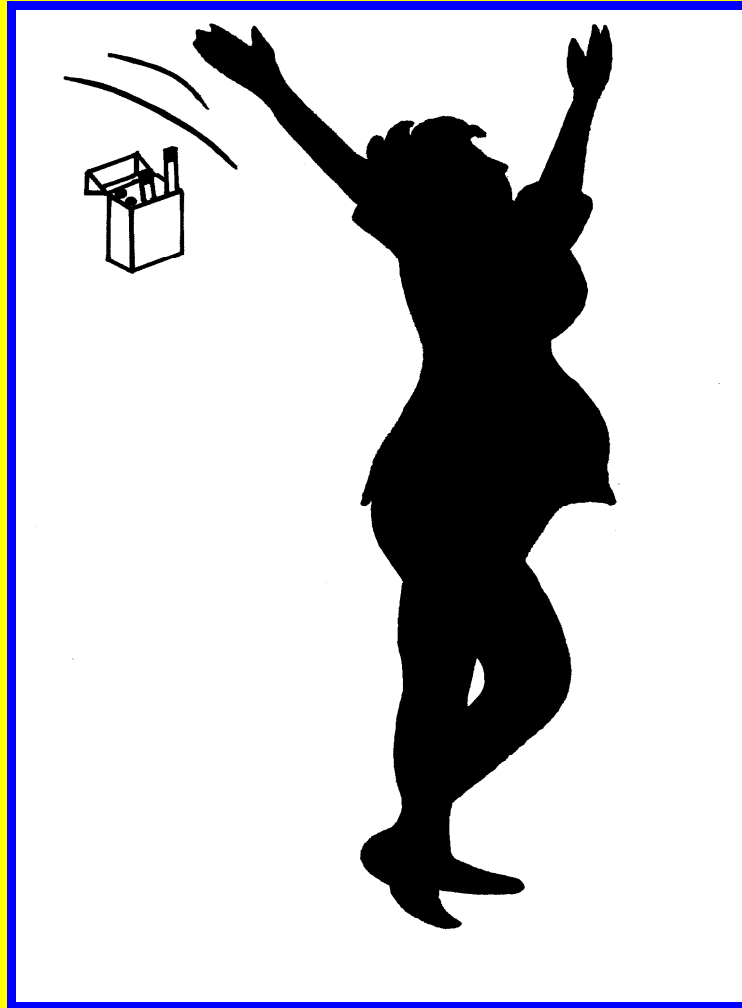
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A FRESH START

Stop Smoking Program for Pregnant Women



Results of Patient Survey: Royal North Shore Hospital Antenatal Clinic

Sallie Newell, Libby Campbell & Rob Sanson-Fisher
Hunter Centre for Health Advancement
(October 1996)

ABOUT THE SURVEY

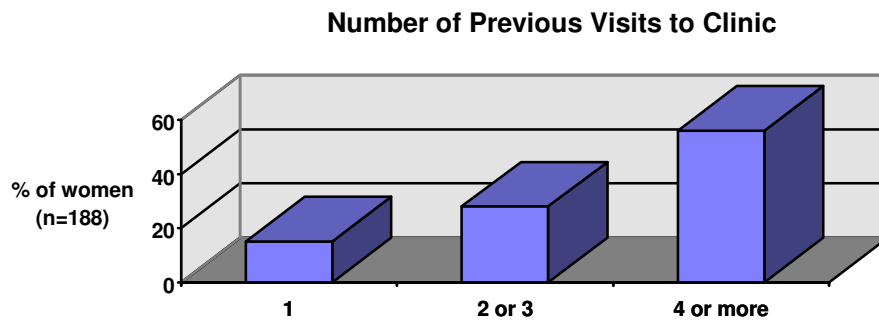
- This patient survey was conducted between 16th and 26th September 1996.
- A total of 248 women touched the computers during this time.
- 18 of these women were first time visitors to the clinic and, therefore, unable to provide feedback about the behaviour of clinic staff.
- A further 42 women did not complete the survey.
- The results in this report are based on the responses of the 188 women attending the clinic for a repeat visit who completed the survey.
- Where possible, the results obtained during this survey are compared with those obtained during the initial patient survey conducted in your clinic: from 3rd to 13th April 1995.

ABOUT THE RESPONSE RATE

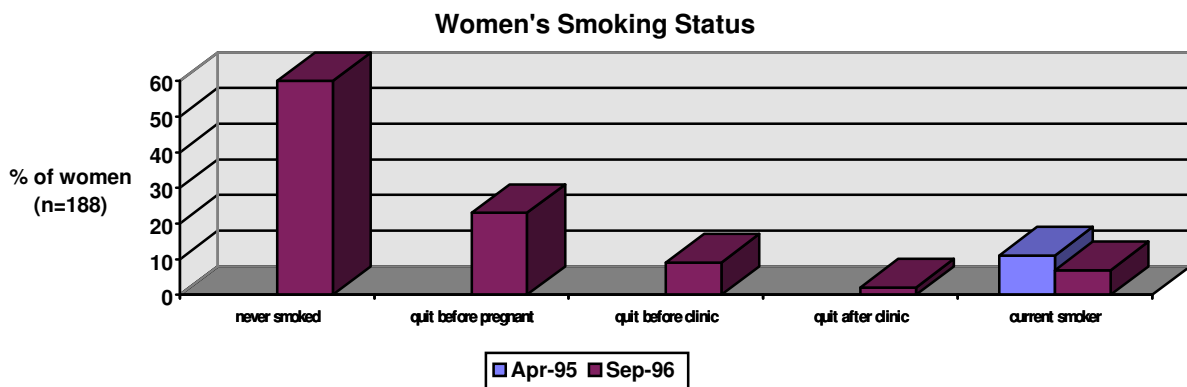
- According to your records, a total of 302 women attended your clinic during this survey period.
- In the initial survey, 14.7% of all patients attended your clinic more than once during a two-week survey period. Therefore, we estimate that 258 different women would have attended your clinic during this survey period.
- Also, in the initial survey, 18.9% of patients attending your clinic were on their first visit to the clinic. Therefore, we estimate that 209 eligible women attended your clinic during this survey period.
- Therefore, the 188 completed surveys obtained represent a response rate of 90% - **VERY WELL DONE!**

ABOUT THE PATIENTS

- As shown below, more than half of these women were on their fifth or later visit to the clinic, indicating that staff had had a number of opportunities to assess the women's smoking status and, where appropriate, to offer advice.



- As shown below, only 7% (13) of these women reported being current smokers: in comparison to the 11% of women identifying themselves as current smokers during the initial data collection phase - a reduction of 4%. **WELL DONE!**
- The other two groups of interest are the 20 women reporting having quit since becoming pregnant: 17 had quit before attending the clinic and the other 3 quit after attending.



- Of the 13 women currently smoking, 46% reported wanting help, or more help, to quit and a further 31% maybe wanting help. Of these 10 women, 90% would like help from clinic staff: 30% expressed a preference for help from a midwife, 10% from a doctor and 50% expressed no preference.
- Of the 20 women having quit since becoming pregnant, only 15% reported wanting help to stay quit, with a further 15% maybe wanting help. Of these 6 women, only 33% would like help from clinic staff.

ABOUT THE BEHAVIOUR OF CLINIC STAFF

Detection of Patients' Smoking Status

Of the 188 women surveyed:

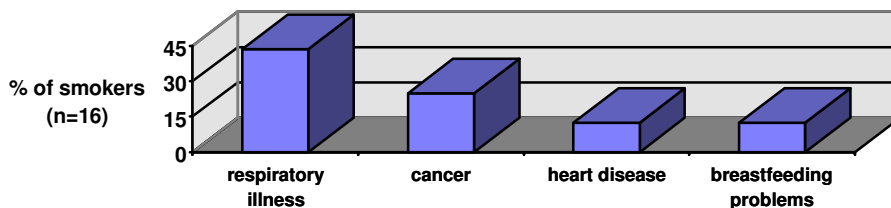
- 81% reported having been asked about their smoking status by a clinic staff member. Although slightly lower than the 88% of women reporting having been asked during the initial survey, this indicates that most women attending the clinic are asked about smoking.
- 78% reported having been asked about their smoking status by a midwife at the clinic.
- 45% reported having been asked about their smoking status by a doctor at the clinic.

Discussion of Risks Associated with Smoking During Pregnancy

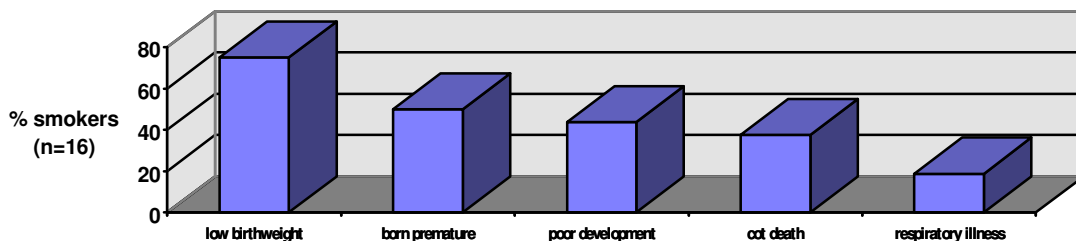
Of the 16 women who were smokers when they first attended the clinic:

- 87½% reported having been told of risks associated with smoking by a clinic staff member - a 25½% increase on the 62% reporting discussing such risks in the initial survey - **WELL DONE!**
- 87½% reported having been told of risks associated with smoking by a midwife at the clinic.
- 44% reported having been told of risks associated with smoking by a midwife at the clinic.
- The graphs below show the risks to themselves and to their babies most commonly discussed with current smokers.

Risks to Mother Discussed



Risks to Baby Discussed



Provision of Smoking Cessation Advice to Smokers

Of the 16 women who were smokers when they first attended the clinic:

- 9 (56%) reported having been offered some advice about quitting by clinic staff - a huge 44% increase on the 12% reporting receiving such advice in the initial survey - **WELL DONE!**
- The table below shows the proportion of smokers receiving each type of quitting advice recommended as part of the Fresh Start Program.

Type of Advice	% smokers receiving (n=16)
Offered a QUIT kit	50
Discussed benefits of quitting	44
Showed confidence in their ability to quit	31
Warned of common withdrawal symptoms	25
Advised to go “cold turkey”	19
Asked about perceived problems with quitting	19
Offered a Fresh Start video to take home	12½
Given other written materials	12½
Advised of ways to deal with cravings	12½
Asked to set a “Quit Date”	6

Provision of Smoking Cessation Support to Recent Quitters

Of the 17 women who reported having quit smoking since becoming pregnant but before visiting the clinic:

- Only 2 (12%) reported having been offered some advice about staying quit by clinic staff.
- One woman was told of the benefits of quitting.
- One woman was shown confidence in her ability to stay quit.

RESULTS SUMMARY & RECOMMENDATIONS

- The very high response rate you achieved means that we can have a high level of confidence in the results of this survey.
- Staff detection of smokers was the only issue not to show an improvement - possibly because your initial detection rate was very high.
- However, the treatment of women identified as smokers has improved dramatically: almost 90% of women who smoke had received some advice about the risks of smoking during pregnancy and more than half of them had received some concrete advice about quitting.
- These improvements in the treatment of women who smoke may have had a role in the reduction in the proportion of women attending your clinic identifying themselves as current smokers.
- There is still room for further improvement: 69% of the women who still smoke and 10% of women having quit since becoming pregnant reported that they would like more help with quitting from the clinic staff.

CONGRATULATIONS!!!

**These results show great
improvement -**

Keep up the good work!