

Tobacco Use and Pregnancy – New evidence and support for change

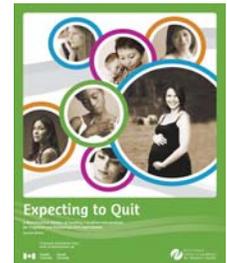
The British Columbia Centre of Excellence for Women's Health (BCCEWH) is committed to increasing **understanding and action** on the influences on girls' and women's smoking and effective, tailored ways to support smoking cessation and reduction.

In industrialized nations, approximately 13%–27% of women use tobacco during pregnancy. Smoking has serious negative health effects on both women's and fetal health. Many women who are able to reduce or stop smoking during pregnancy return to smoking postpartum, indicating the lack of ongoing effectiveness of current interventions.

The British Columbia Centre of Excellence for Women's Health invites you to visit a new website, available in English and French, about smoking, pregnancy, change and support. Here is what you can find at www.expectingtoquit.ca:

1. *A systematic review of research on tobacco interventions with pregnant women*

The 2003 edition of *Expecting to Quit* has been the foundation of the design and delivery of tobacco interventions for pregnant women across Canada and internationally. Researchers at the BCCEWH have returned to the recent literature to complete a **2011 update on evidence-based interventions**. The Second Edition of *Expecting to Quit* describes and recommends best practice approaches and points to where we need more evidence to reach groups of women such as those who use both alcohol and tobacco. It is available for download and print copies can be ordered from the website.



2. *"5 Ways to Change Your Practice" - Practice recommendations for physicians and other health care providers*

Practical ideas for brief interventions and practice strategies for health care providers who work with pregnant and postpartum girls and women, including resources that can be downloaded and shared with patients.



3. *"Meet Liz, Cristabel, and Noa" - Lessons from women who find their own path to becoming smoke-free*

Three stories from diverse mothers and pregnant women who are finding ways to stop, reduce, or quit smoking are featured. Ideas and resources are provided that pregnant women and mothers have reported as helpful with quitting/reducing smoking. Links to social media sites where women can connect with each other are offered.



For more information about research on women's smoking and effective intervention and support strategies, please contact our Tobacco Research Team at the BC Centre of Excellence for Women's Health at info@expectingtoquit.ca.



Visit www.expectingtoquit.ca and follow us on Facebook for discussion, information about latest events, and resources for supporting mothers and mothers-to-be with smoking cessation.



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