



Ministero del Lavoro, della Salute e delle Politiche Sociali



Centro nazionale per la prevenzione e il Controllo delle Malattie



guadagnare salute  
rendere fruibili i servizi sanitari



Federazione Nazionale Collegi Ostetriche



International Network of Health Promoting Hospitals & Health Services



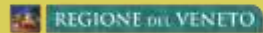
*il futuro nel tuo respiro*

# "SMOKE FREE MOMS"

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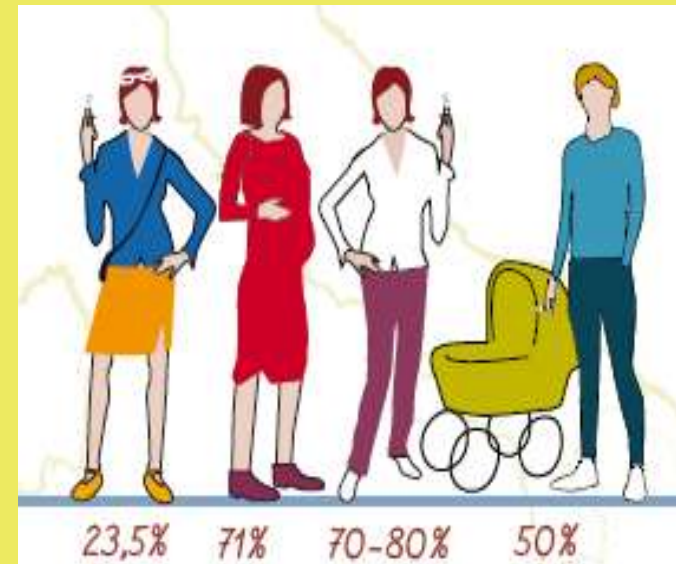
Regione e ASL capofila



"Smoke free moms", Sbrogiò L.G, Schiavinato A., Messa M., Amir Golestani N., Michieletto F., Padovan M., Galeone D., 2010

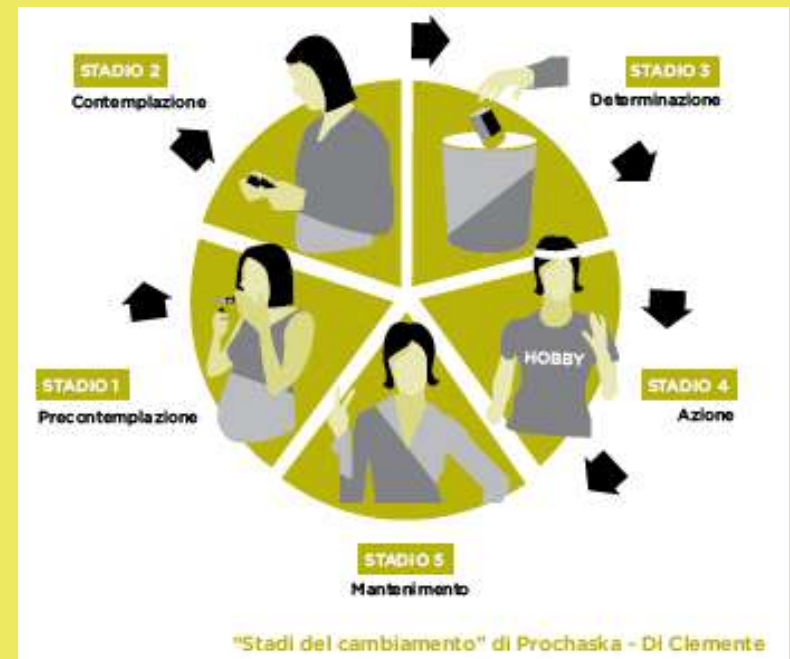
# Epidemiological data

- the number of young female smokers is increasing (about 20% are smokers); the same percentage is smoking at the beginning of pregnancy;
- 71% of female smokers quit smoking during pregnancy;
- from 70 to 80% relapse after delivery ;
- one child over two has at least one parent who smokes.



# Smoke free moms: aims

The objective of the programme is to favour a **standard intervention** of midwives to help pregnant women to quit smoking and to follow up these women and their families in the puerperal period



# Smoke free moms:

## Specific objectives:

- reduce the number of women who smoke during pregnancy (<5%)
- avoid relapse after delivery (<50%)



# Smoke free moms

## Strategies:

- training midwives in counselling to quit smoking
- increase scientific knowledge on women and tobacco issues, specially during pregnancy, breastfeeding newborns
- link with specific issues dealt by midwives (eg. breastfeeding)



# Smoke free moms: history

- ILAC-TV and Midwives' Association TV 2001
- ILAC MCNF 10 July 2002  
INWAT Europe
- Inclusion in Veneto Region tobacco control programme (from 2003)
- Ministry of Health - CCM programme 2007
- HPH & HS network 2008




# Data of national programme

- **newborn:** 600.000 per yr (300.000 SHS exposed)
- **midwives:** 15.000
- **target:** 5.000 midwives
- **national training:** 4 courses (March-December 2009)
- **national trained midwives (tutors):** 100
- **locally trained midwives:** 1.500 (March 2010)
- **funding (Ministry of Health):** €425.000
- **timing:** 2008-2011



# Diffusion of the programme

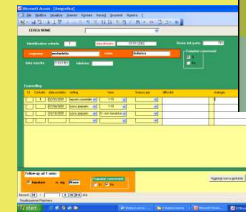


-  *Joined Region*
-  *Joined as ILAC*
-  *Joined as MCNF*
-  *Leader Region*
-  *Only educational material*



# MATERIAL

- Counselling guide
- Educational material for teachers/tutors
- Forms and data entry for monitoring/evaluation
- Educational material for families (leaflet, reminder, bib, big and small posters)
- [www.mammeliberedalfumo.org](http://www.mammeliberedalfumo.org)



# TRAINING

- 3 days course address to tutors/1-3 days to others
- Counselling techniques (theory and practice - role playing)
- Tobacco prevention and therapy information
- Target: midwives and other health workers (primary health care, paediatricians, gynaecology and obstetrics units, etc.)



# Midwives: a key role

## After local training...

- Deliver counselling
- Fill in the clinical form
- Monitor activities
- Evaluate activities (if involved in evaluation trial)



coordinating midwife of LHU



# Tackling inequalities

- training for teachers/tutors focused on how coping access inequalities;
- educational material for families (leaflet) in 8 languages (www.mammeliberedalfumo.org)



-funding regional activities developing

# SMOKE FREE MOMS

Venice, 2004-2008

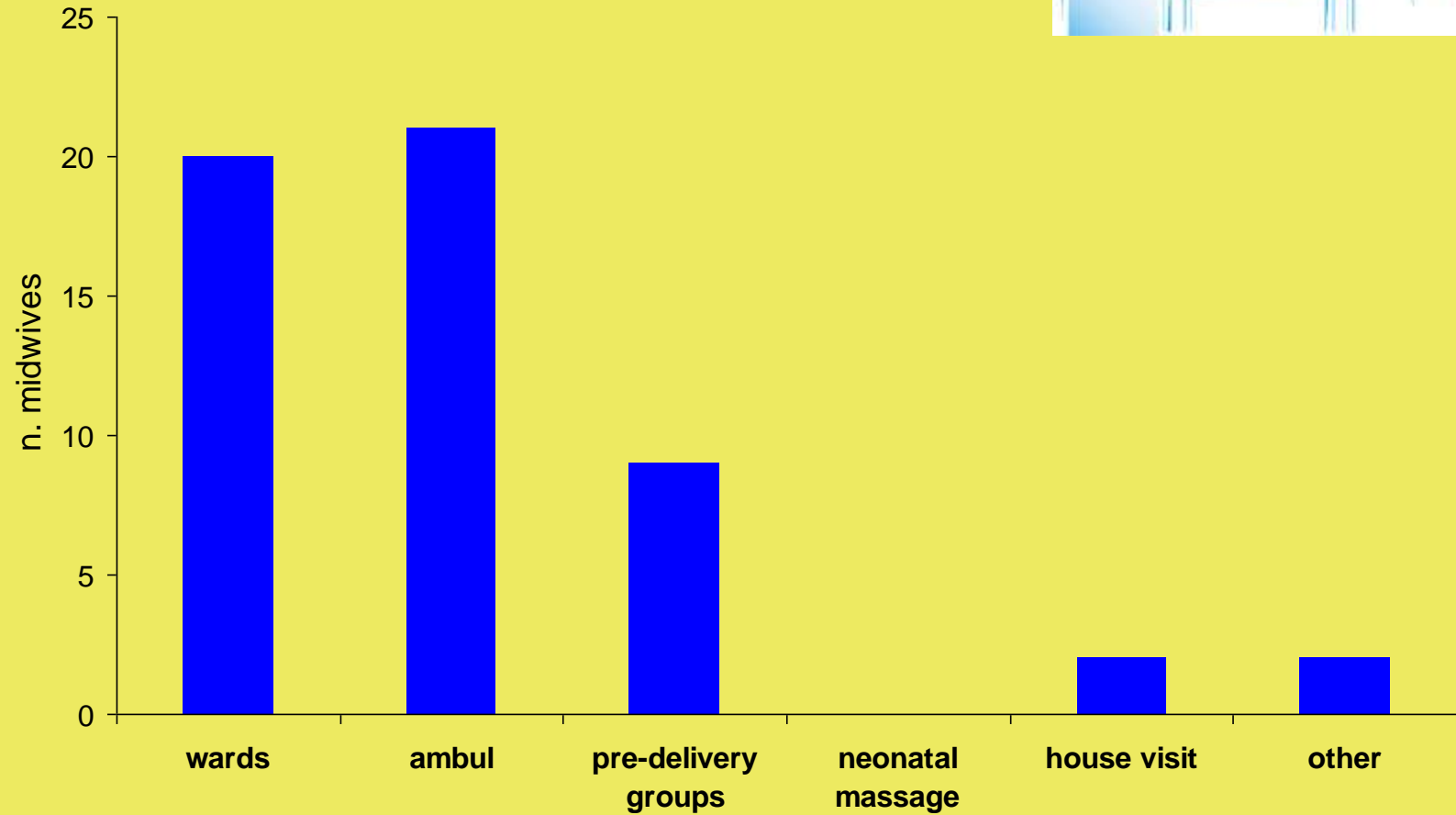
## Evaluation in Veneto Region: main results

- 55 midwives sample
- 1600 women

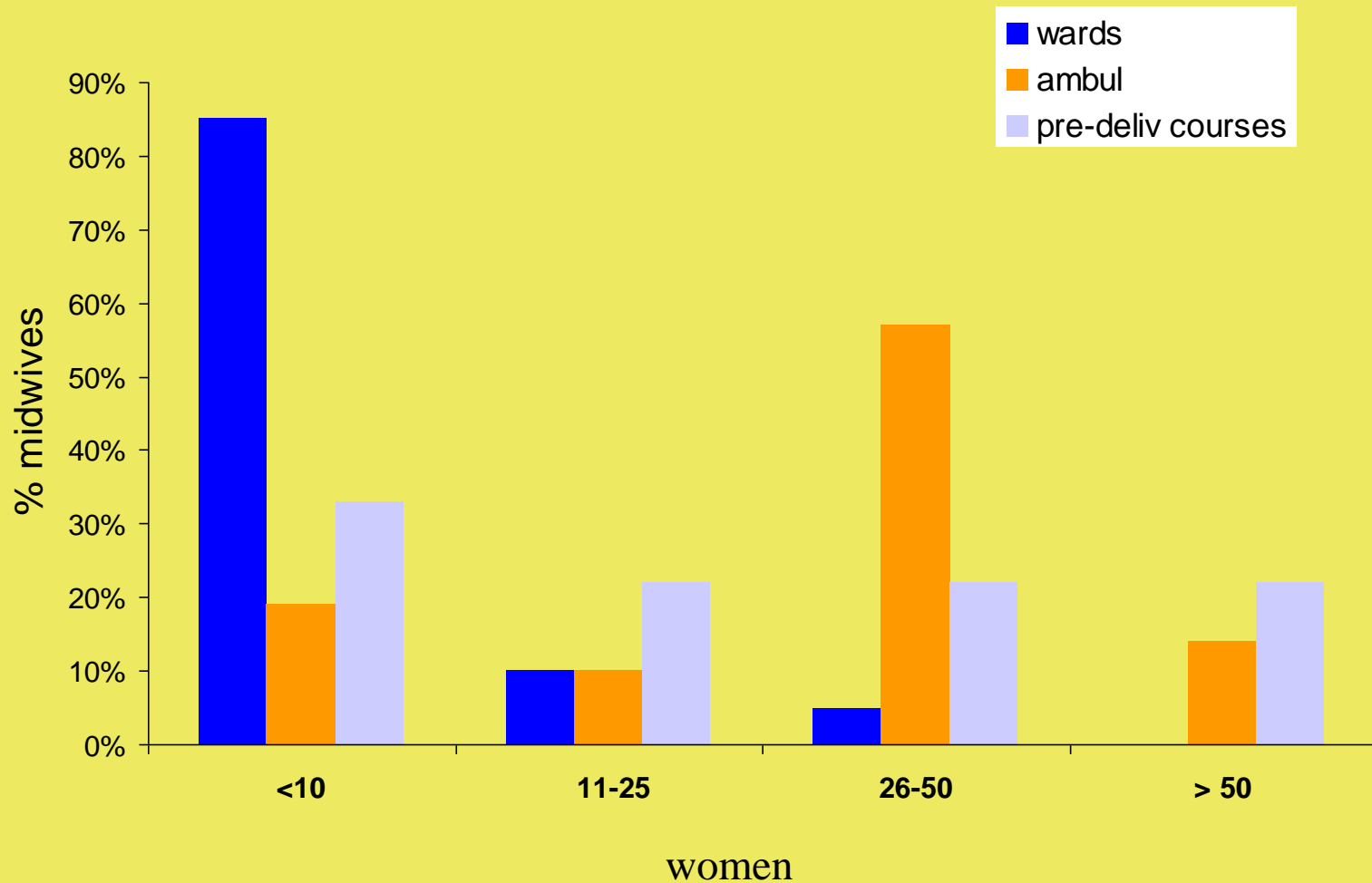
The image displays two screenshots of a web application. The top screenshot, titled 'MAMME LIBERE DAL FUMO - Scheda per il counselling', features a blue background with a central illustration of a woman and a child. Below the illustration are buttons for 'Venerdì', 'Ora di consegna', and 'Informazioni'. The bottom screenshot, titled 'Microsoft Access - [Anagrafica]', shows a search interface for 'CERCA MDM' with a table of counseling sessions. The table has columns for 'ID', 'Cognome', 'Data contatto', 'setting', 'Sex', 'Numero pag.', 'Misure', and 'Indagine'.

ID	Cognome	Data contatto	setting	Sex	Numero pag.	Misure	Indagine
1	...	22/01/2007	quarta gravidanza	F	118		
2	...	22/01/2007	quarta gravidanza	F	118		
3	...	10/10/2007	seconda gravidanza	F	non fumatrice		

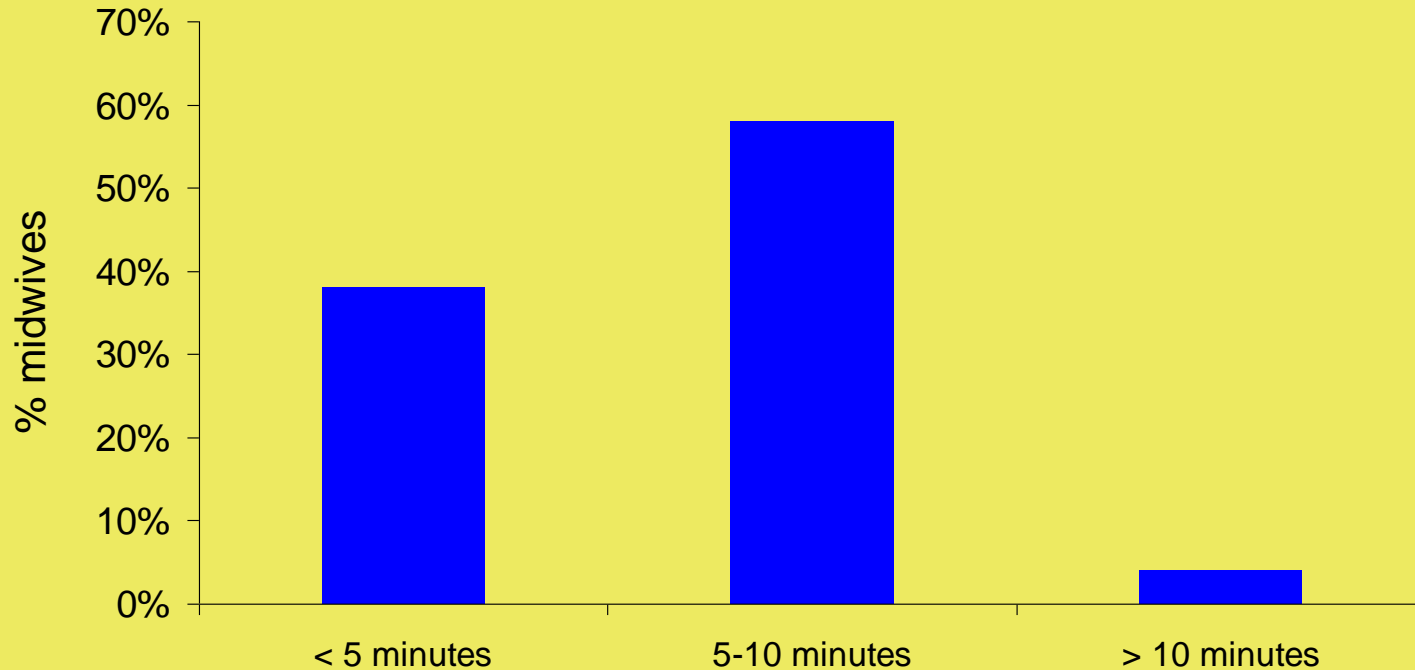
# Where?



# How many?



# How long?



In different setting, average time is the same.

40% of midwives made at least a second contact (of counselling) after the first one.



## % of pregnant smokers during pregnancy

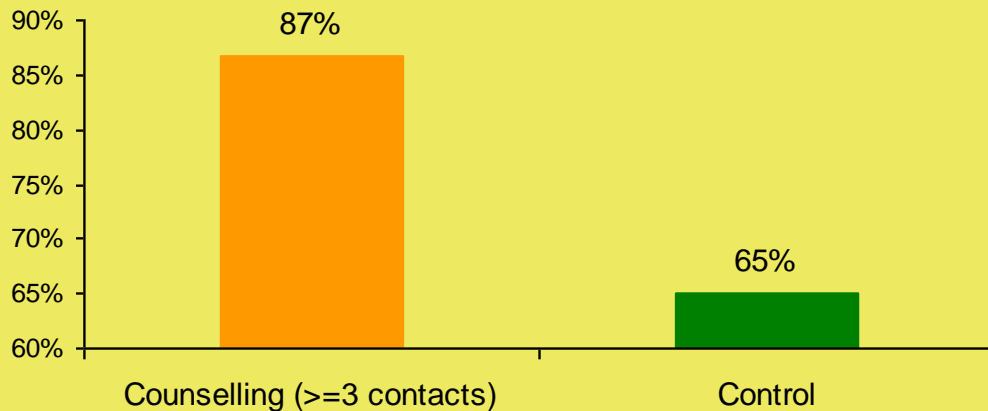
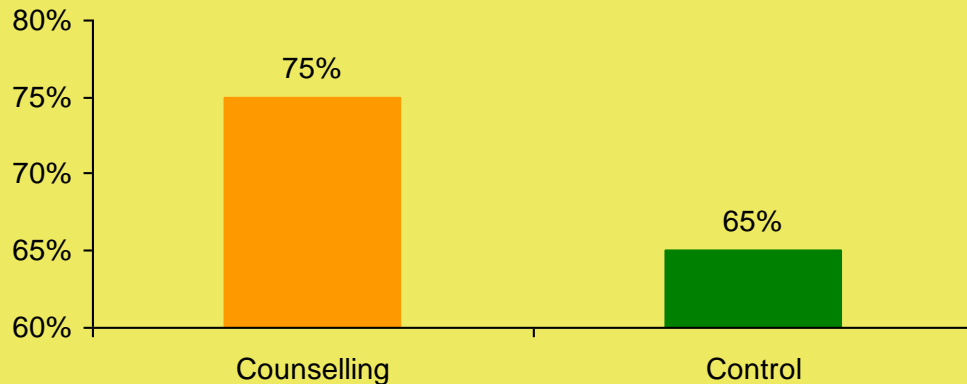
**ISTAT data:** 6.4% (2005)

**Smoke free moms** (Veneto 2005)

- **Control group:** 4.7%
- **Counselling group:** 2.9%

*Sbrogiò, Michieletto, Tagliapietra 2008*

## % of non smokers women at the end of pre-delivery course still abstinent one year after delivery



# PROBLEMS

- **organizational** (making permanent the innovation)
- **scientific**
  - How to speak to “critical” patients;
  - How to make the natural cessation rate last;
  - When to refer patients to a second level of assistance (clinical);
  - Is treatment appropriate and safe in pregnancy and during breastfeeding?
  - Beyond tobacco: towards a global healthy lifestyle.





*There is a new life...  
...there is more life without tobacco!*



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