

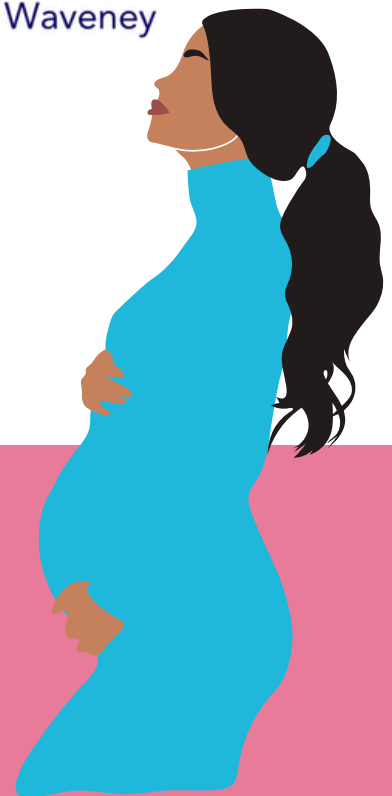
# Welcome to your Smoke Free Maternity Journey

Working together for healthier futures



## SMARTSTART

Smoke free maternity support in Norfolk and Waveney



## How to use this guide

Stopping smoking is one of the best things you can do as an expectant parent to protect your baby, but we know that it's not as easy as just wanting to stop.

This guide is designed to be used together with support from your SmartStart advisor. It is filled with information, advice, and activities to help you in your smoke free journey.

The guide will help you understand your smoking habits, your triggers, manage cravings and avoid setbacks in your journey.

You have already started your journey to a healthier start for your baby, and yourself, by joining our SmartStart service, let's continue that journey together!

After just 24 hours of quitting smoking, the carbon monoxide levels in your blood will drop to that of a non-smoker. This means your baby will get more oxygen and feel the benefits straight away!



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# Welcome to SmartStart!

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At SmartStart we are here to help you become smoke free to support you to have a healthier pregnancy and to give your baby, and yourself, a healthy start.

Engaging with SmartStart gives you support from experienced senior maternity tobacco dependency advisors who will guide you in every step of your journey. With SmartStart you will benefit from:

- [Expert, non-judgemental advice](#)

Our experienced SmartStart advisors will provide you advice every step of the way

- [Tailored treatment plans](#)

Your SmartStart advisor will work with you to develop a treatment plan that suits your needs and lifestyle

- [One-to-one support](#)

Your advisor will work with you on an individual basis to offer you personalised support

- [Nicotine Replacement Therapy \(NRT\), vapes or Allen Carr therapy](#)

Your advisor will discuss all of your available options and what may work best for you

- [Regular follow-ups](#)

Your SmartStart advisor will continue to offer you telephone support calls after you have quit to help you stay smokefree



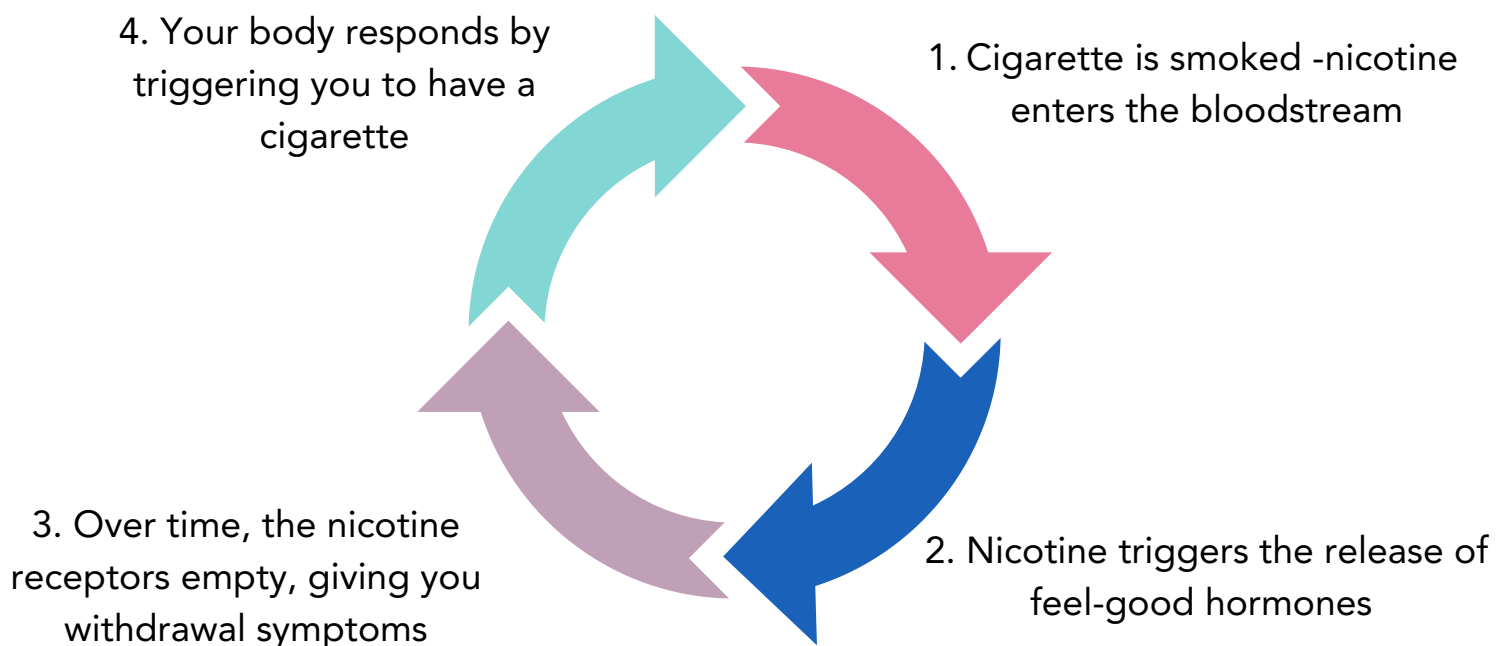
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# Understanding addiction

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When you smoke, nicotine enters your body. This nicotine activates the pleasure receptors in your brain, making smoking feel enjoyable. This means your brain links smoking to feeling good. The more and the longer you smoke, more nicotine receptors are formed in the brain, and as nicotine is highly addictive, each one of these receptors craves a nicotine fix. When you haven't smoked for a while, your nicotine receptors become empty and will cause you to have withdrawal symptoms, like headaches or irritability. The brain's natural response to this is to trigger you to have a cigarette.

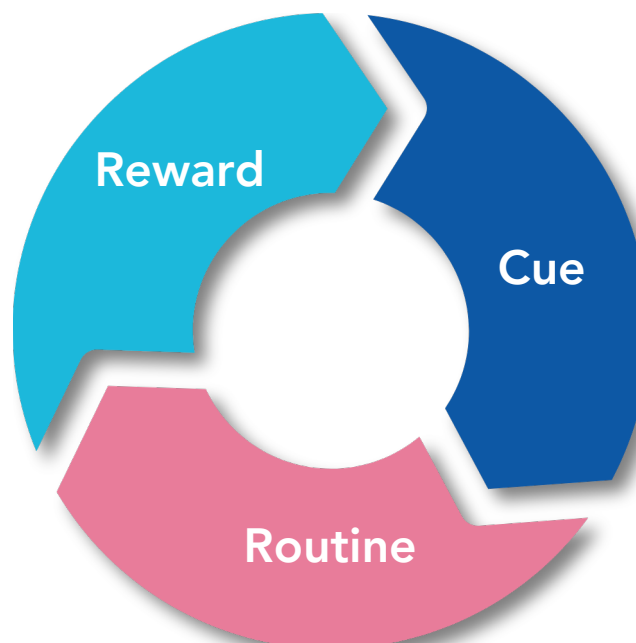


This is why quitting smoking is so difficult, and why the support from SmartStart advisors, as well as your chosen treatment option, is needed to help you succeed.

## Spotlight on Habits

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Understanding smoking habits can help you to break the cycle. Habits are formed by repeating routines and can form without us even realising. It causes us to respond to cues, routines and reward by repeating the habit without us even thinking about it.



### Cue

A cue is something which triggers the behaviour, like finishing a meal, seeing someone else smoke or feeling stressed.

### Routine

A routine is the response to the cue, such as smoking when you finish a meal or feel stressed.

### Reward

The reward is the feeling of relief or satisfaction after you have completed the routine, which makes the cue a trigger for smoking.

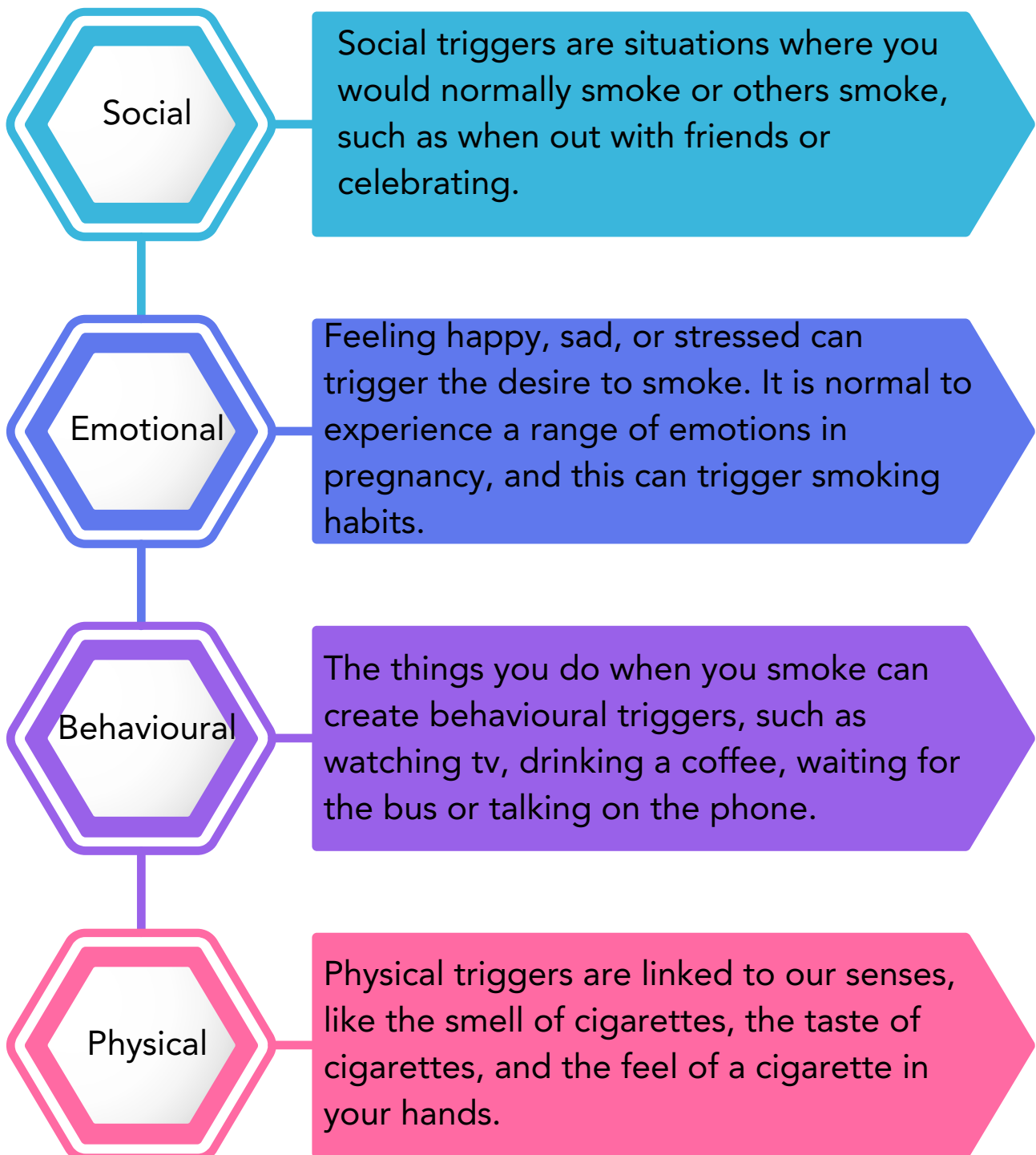


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Learning your own smoking cues, or “triggers” can help us understand how habits are formed, and ultimately how to break them.

There are four types of smoking triggers:



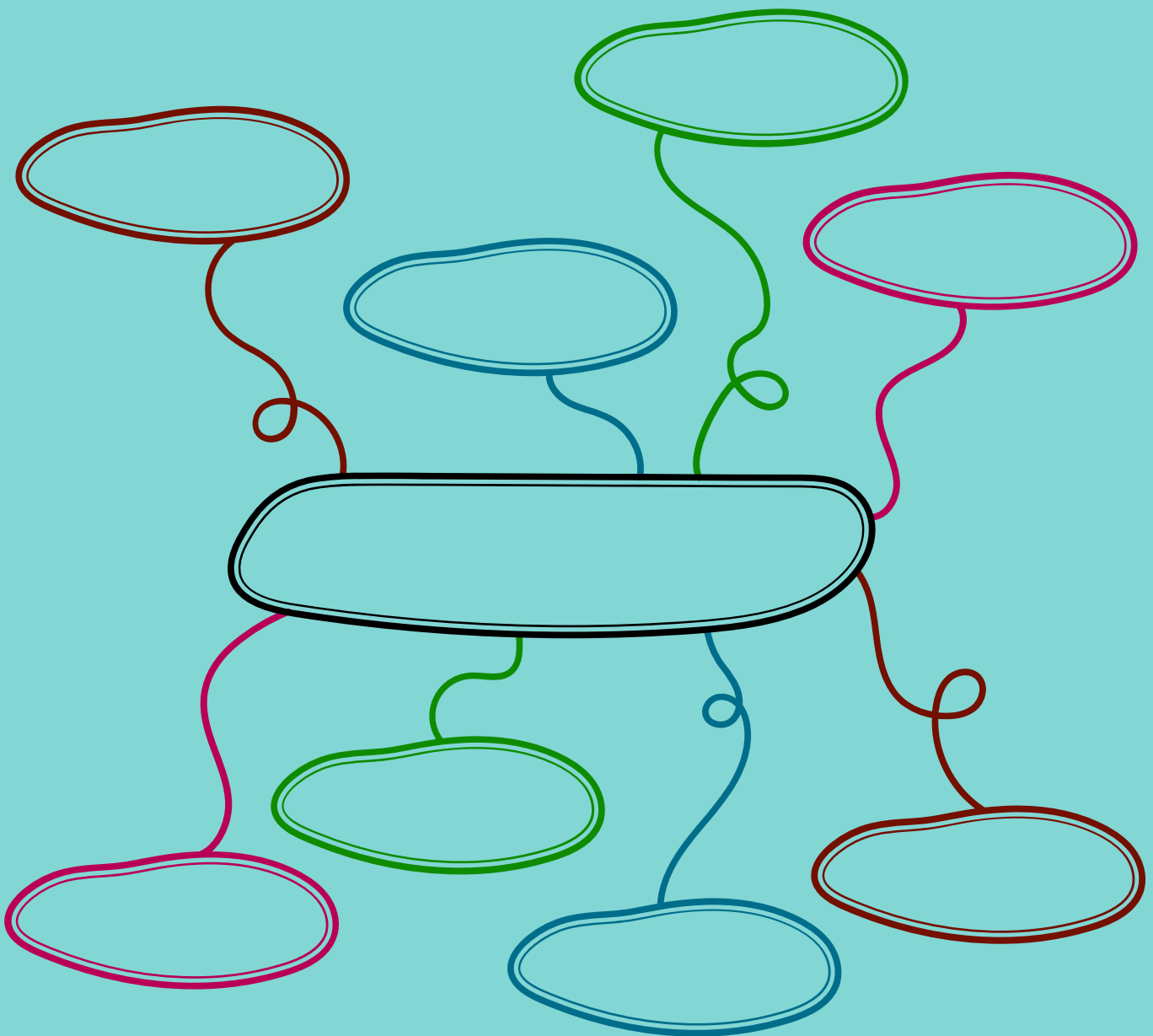
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## Consider your smoking triggers

It is important to think about what triggers have the most impact on your want, or need, to smoke. Below you can add which situations you feel the most important for you.



### Social

Meeting friends  
Events  
Activities

### Emotional

Stress  
Sadness  
Happiness  
Anger

### Behavioural

Meals  
Coffee/tea  
Driving  
Watching tv

### Physical

Cravings  
Smelling smoke  
Hunger



## Creating healthy habits

In your quit attempt, it is important to consider what healthy habits we can use when a cue, or trigger, comes along. These can include:

- Talking with your partner or a friend
- Going for a walk
- Exercise
- Having a relaxing bath or shower
- Write a letter to yourself or your baby
- Listen to a podcast
- Watch comedy
- Make a nutritious meal or snack
- Start a pregnancy journal
- Talk to your baby
- Practice mindful breathing

### My cues (Triggers)

e.g. Stress

### My Routine (New behaviour)

e.g. Have a bath/shower



### My Reward (Benefit)

e.g. Feeling refreshed

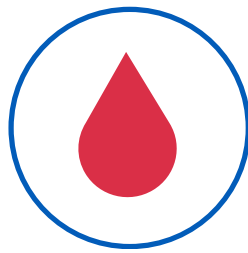
# Preparing to quit

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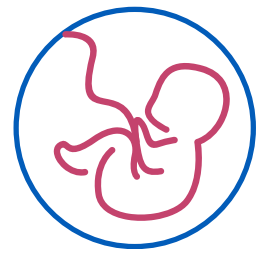
Quitting smoking when you are pregnant is one of the best things you can do to help protect your baby and give them the best start in life. There are many benefits to quitting for your baby and pregnancy, including:



Less chance of having a small, poorly baby



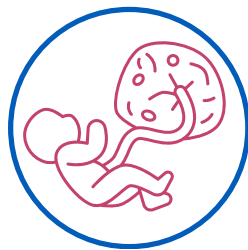
Your baby will get more oxygen to help them grow and develop normally



Less chance of miscarriage and stillbirth



Less chance of your baby being born prematurely



Less chance of problems in pregnancy like placental abruption



Less chance of Sudden Infant Death Syndrome (SIDS)

**Did you know that quitting smoking in pregnancy will benefit your baby's health all the way into adulthood?**



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As well as all the benefits for your baby and your pregnancy, there are lots of reasons for you to be motivated to quit for yourself, and other family members. These can include:



More available money



A healthier life



More energy



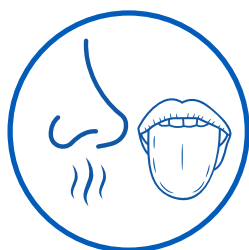
Better sleep



Healthier family



Easier breathing



Improved taste and smell



Improved mood



Improved skin and teeth health and appearance



**Which benefits of stopping smoking motivate you the most?**



## What motivates me?

Use this table for ideas on how to stay motivated on your quit journey. Make sure you discuss these with your SmartStart advisor so they can help support you by reminding you of your motivations too.

I can remind myself why I wanted to quit smoking by...	Tick
Carrying an item, like a scan photo, with me	
Keeping a journal to write down my quit journey and the benefits I notice along the way	
I can use an app tracker, or keep a jar, of all the money I would have spent on tobacco products	
I can create a motivation board with pictures and quotes to inspire me when cravings are strong	
Ask my family and friends to write me motivational notes which I can put in places that remind me of smoking	
I can set up NHS alerts on my phone or other device to get motivational messages and remind me of the benefits of being smoke free	
Make a list of all the reasons you want to quit and put it somewhere you will see it often, or somewhere you associate with smoking.	

## Nicotine Replacement Therapy (NRT)

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Nicotine replacement therapy, or NRT, is a treatment to help you manage the cravings and withdrawal symptoms in your quit journey. You can use NRT in pregnancy if it will help you stop smoking. NRT contains only nicotine (the addictive part of cigarettes), without any of the harmful chemicals found in cigarette smoke, so it is much better for your baby and your pregnancy than continuing to smoke.

You can get different type of NRT. These are:

- patches
- gum
- inhalator
- nasal spray
- mouth spray
- oral strips
- lozenges
- microtabs

Your SmartStart advisor will discuss with you what may work best for you. Often a combination therapy of two types of NRT is used, one which is a slower release to give you a background level of nicotine, and one fast acting to help combat the cravings when they come.

## Vapes/E-cigarettes

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Although there are still some things we don't know when it comes to vaping in pregnancy, vapes are less harmful than smoking and can be used as a helpful aid to quit smoking.

Vapes deliver nicotine through a vapour, and do not contain tar or carbon monoxide from cigarette smoke. Because they are used in a similar way to smoking, many people find them very useful on their smoke free journey.

Nicotine in vapes can be gradually reduced to stop entirely.



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# Allen Carr Easyway

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SmartStart is able to refer you into the Allen Carr Easyway method to stop smoking. This is a clinically proven way to stop smoking which uses no NRT, no vapes or any other substitutes. Easyway doesn't focus on the downsides of smoking – instead the method answers the question "What's so great about being a smoker?". It focuses on understanding your addiction in order to beat it.



**Use this space to note down any questions you wish to ask you SmartStart advisor**

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The feeling of pleasure from smoking is actually the relief from the symptoms of nicotine withdrawal. Treatments can help to relieve these symptoms on your quit journey.



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## Setting a quit date

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When setting a quit date you need to consider this as the date you will stop smoking completely-not one puff. Having even one cigarette after your quit date can make your withdrawal symptoms last longer, as well as reducing your confidence in your ability to quit.

**S** Set a quit date; try to chose a day where you will be occupied, but not stressed.

**T** Tell your family and friends that you are quitting and how they can support you

**A** Anticipate and plan: know your triggers and have a plan in place for how you will combat these.

**R** Remove all the reminders of your smoking habits, including lighters and ash trays.

**T** Talk to your SmartStart advisor about any worries or concerns you may have.



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# My treatment plan

I will stop smoking on.....

My reasons for wanting to stop are:

- .....
- .....
- .....
- .....
- .....

My chosen treatment is: .....

Tips on how to use if from my SmartStart advisor are:

- .....
- .....
- .....
- .....

When I experience cravings I will:

- .....
- .....
- .....
- .....

People I can call for support are:

- .....
- .....
- .....



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## What to expect

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When you quit smoking, you can experience a range of physical and emotional side effects. These are known as withdrawal symptoms and are a sign that your body is healing and adapting to life without cigarettes. Knowing what these symptoms can be, and why they are happening, can help focus on the positives for yourself and your baby. It is worth noting that some of these side effects are also common pregnancy symptoms.

Symptoms	Cause
Light-headed or dizzy	More oxygen going around your body
Difficulty sleeping or feeling restless	Your body and brain are adjusting. Caffeine can impact this too as caffeine is cleared more slowly from a non-smokers body.
Coughing and/or a sore throat	The tiny hairs in your airways are starting to grow back which help to clear the mucous from your lungs.
Mood changes or difficulty concentrating	Nicotine releases short term feel-good hormones, so your body is adjusting with the change. This usually gets better in 4 weeks.
Feeling more hungry or eating more	As your taste and smell improve, you may enjoy food more, or you may be replacing the habit of smoking with eating.



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# Managing withdrawal symptoms

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The first week after quitting smoking is often the hardest, with symptoms slowly reducing after this.

Below are some ideas of what you could do to ease the symptoms whilst your body is adjusting to being smoke free.

Symptom	What you can do
Headache	Drink plenty of fluids. You can take paracetamol in pregnancy. <b>Contact your maternity unit if you have a headache which does not go with paracetamol.</b>
Difficulty sleeping	Avoid all drinks containing caffeine for at least 4-6 hours before you plan to sleep (coffee, tea, cola). Try warm milk, and a relaxing bedtime routine.
Feeling anxious or irritable	Take a walk, practice some deep-breathing or try some pregnancy yoga or guided meditation.
Sore or itchy throat	You can try hard-boiled sweets or sugar-free gum, and make sure you drink little and often too.
Constipation	Try to ensure you have a healthy diet, with plenty of fruit and vegetables. Keeping active also helps with constipation.



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## Quit week

Your first week of quitting smoking is likely to bring on feelings of anxiety but it is important to remember that everyone is different and will experience symptoms in different ways, some less, or more, than others. Your SmartStart advisor will support you in your quit journey.

This guide will give you information and advice to help you stay motivated, manage cravings and focus on your goal of being healthier, and happier, for your baby and yourself.

### My quit day checklist:

I have...

- Made a list of my smoking triggers.....
- Identified healthy habits to practice.....
- Listed my motivations to never smoke again.....
- Completed my treatment plan with my SmartStart advisor.....
- Got enough NRT or vape.....
- Cleared all smoking reminders from my spaces....
- Told my friends and family that I am quitting and how they can help me.....



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## Example quit day

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### Waking up on quit day

Make sure you have your chosen treatment, either NRT or vape, next to your bed ready to use as soon as you wake up. Then consider making a healthy breakfast.

### Daily activities

If you are using fast acting NRT like gum or nasal spray, make sure you use it around 30 minutes before you would normally smoke. This will keep cravings away. Try to stay active through the day to boost happy hormones.

### Lunch time

Eat a healthy lunch and drink plenty of water to flush the toxins away, and reduce the chance of constipation. Eating well will help your mood and nourish yourself and your baby.

### End of the day

Congratulate yourself for making it through day 1! Share the good news with a friend or family member. Make time for the things you enjoy, and well done for giving yourself, and your baby, your first smoke free day!



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# Positive Change

How being smoke free is already helping you, and your baby, be healthier:

20  
mins

After just 20 min, your heart rate will return to normal.

8  
hours

Harmful carbon monoxide levels have dropped by half. This means your baby is able to get more oxygen.

24  
hours

Your carbon monoxide levels have already reduced to that of a non-smoker. This means your baby is able to get more oxygen for important growth and development. Your lungs will start to clear mucous as your body starts to heal.

48  
hours

You may start to notice your taste and smell begin to improve.



## Your experiences:

What is going well?.....

.....

What have you noticed?.....

.....

Is there anything you would like to discuss with your SmartStart advisor at your next appointment?.....

.....

## Long term benefits

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There are important health benefits for you, and your family, the longer you go without smoking. Benefits to you are:



There are also benefits to your children for growing up in a smoke free home:

- ↓ Less likely to develop asthma
- ↓ Less likely to have chest infections
- ↓ Less likely to have ear infections
- ↓ Less likely to have meningitis
- ↓ Less likely to become smokers later in life

Did you know that if you live in a household with another smoker, SmartStart can support them to access smoke free services too?



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## Staying smoke free

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Celebrating your achievements on your journey to being smoke free is important to help you stay motivated. Even something you feel may be very small, like having a coffee without a cigarette, is a big step towards a healthier, happier future for you and your baby.

It is often easier to focus on the things in life which aren't going so well, but this can increase your stress level and impact your progress.

Try the following activities to help you think more positively:

Write down, or send someone a message of three things you are grateful for today. This could be the sun shining, feeling your baby move, or feeling more energetic.

Focus on three things you have achieved today. It could be filling out this guide, something you enjoy, or a task you have completed.

Ask someone supportive what they admire about you. This could be your strength and resilience to stay smoke free or your love for your baby, as well as many more!

Practice positive self-talk. Replace negative thoughts about yourself and self doubt with gentle, kind, positive words and affirmations to yourself.



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Motivation, and staying motivated, is key to becoming and staying smoke free. By giving yourself small rewards for reaching goals along the way, your motivation will remain high, and your success will be celebrated along the way. Use the box below to tick which rewards you feel could work for you, and add some more of your own!

### Rewards to boost my motivation

- An extra 10 minutes to relax
- A day-time nap
- A candle-lit bath or shower
- Watching your favourite movie
- Plan a day out
- Self-care such as face-masks or a manicure
- A new magazine related to your interests
- Start reading a new book
- Listen to a new podcast
- Fresh flowers from the garden, a shop, or a walk

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# Managing Resilience

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Stopping smoking is not an easy thing to do, even if it is very important for your health, your baby's health and your family's health. Staying smoke free when life gets tough can be difficult, many people think smoking can help them cope. However smoking does not reduce anxiety or improve your mood, in fact it actually makes these feelings worse.

If you have a set back, remember that it is not a failure, but a learning experience. You can use the information in this guide to help you get back to your goal. The ABC chart below can help you explore ways to handle whatever led to the relapse for the future.

**A**

ACTIVATING EVENT: What happened before it?

e.g. I was celebrating with a friend.

**B**

BELIEF: What meaning did it have for you?

e.g. It felt rude to say no.

**C**

CONSEQUENCE: What were you thinking/feeling?

e.g. I thought I would just have one.



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## Top tips

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**Distract yourself:** Take time to talk to a friend, do some cleaning, listen to a podcast, play a game on your phone. Anything to keep yourself busy.

**Be active:** Exercise is proven to help manage cravings. Go for a walk, do some pregnancy yoga, do some gentle pregnancy stretching; it will help you stay fit and healthy as well as taking your mind off smoking!

**De-stress:** Learn relaxation techniques or meditation to help you stay grounded and live in the moment. You can do this with an app, You Tube video, or simply by closing your eyes, visualising somewhere that makes you feel safe and happy, and concentrating on deep, regular breathing.

**Make a motivation booster:** When you get a craving, look at your list of reasons to quit to help you keep going. If you are out, try to carry a physical reminder, such as a scan picture of your baby, to help you stay focused on your goal.

### **Use all of your senses:**

- Taste - brush your teeth, chew sugar free gum or sip sugar free drinks.
- Sound - listen to a podcast, music, or a motivational playlist.
- Touch - play with something soft, squeeze a stress toy or use a fidget toy.
- Visual - read a book, watch some tv or get creative.
- Smell - smell some flowers, enjoy the smell of soap or shampoo, or some maternity-safe body lotion/oils.



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My SmartStart advisor is.....

I can contact them on.....

Or email.....

My next appointments:

Date	Time	Location

