

Your guide to our maternity smoke free support service



SMART START

Smoke free maternity support in Norfolk and Waveney



Supporting the best start for you and your baby

Why stop smoking in pregnancy?

Quitting smoking is one of the best things you can do to keep yourself and your baby healthy. When you stop smoking, your body quickly starts to get rid of harmful gases, like carbon monoxide, which can hurt you and your baby. The sooner you stop smoking, the better. But even if you stop in the last few weeks of pregnancy, this will benefit you and your baby. You can self-refer or ask for support at any stage of your pregnancy. Here's why stopping smoking is so important:

- A safer pregnancy: Smoking increases the risk of miscarriage by nearly a third, and the risk of stillbirth is doubled if you smoke in pregnancy.
- A healthier baby: Smoking increases the risk of your baby having a heart defect by 25%. Quitting early in pregnancy can reduce this risk.



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Why stop smoking in pregnancy?

- Lower chance of preterm birth: Babies of parents who smoke are more likely to be born too early, which can make it hard for them to breathe and eat. Quitting smoking makes it more likely that your baby will be born at the right time. The risk of preterm birth is increased by 27% in a smoker.
- Lower chance of a small, poorly baby: Babies of parents who smoke twice as likely to have a baby born smaller, which can make it hard for them to stay warm and avoid sickness. When you stop smoking, babies are more likely to have a healthy weight at birth.



- Less risk of Sudden Infant Death Syndrome: SIDS, or "cot death," is a serious risk for babies of parents who smoke. SIDS is 3 times more likely if you smoke. Quitting can make a big difference in helping keep babies safe while they sleep.



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What is SmartStart and how can it help you?

SmartStart is a special service that helps you quit smoking so you can have a healthier pregnancy. Here's how SmartStart can support you:

- **Expert Help:** You'll get one-on-one, non judgemental support from experienced Senior Maternity Tobacco Dependency Advisors.
- **Face-to-Face Support:** You can meet with someone in person who will guide you every step of the way to quit smoking.
- **Flexible Plans Just for You:** SmartStart creates a plan that fits your lifestyle, making it easier to stick with.
- **Referral for family members into the local stop smoking services:** If your partner or anyone else who lives with you smokes, their smoke can affect you and your baby before and after their birth. You may also find it more difficult to stop if someone around you smokes.



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What is SmartStart and how can it help you?

- Tools to Help You Quit: Your advisor will give you strategies and tips to make quitting smoking easier.



- Free Help Like Vapes, Nicotine Replacements, and Therapy: SmartStart offers free tools, like nicotine replacements and vapes, plus access to the Allen Carr Easyway therapy, to help make quitting more manageable.
- Support for Your Family: SmartStart can also help your family members quit smoking, so everyone can be healthier together.

With SmartStart, you'll have the support you need to quit smoking and make the healthiest choice for you and your baby.



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What will happen after I am referred to SmartStart?

- A Senior Maternity Tobacco Dependency Advisor will receive your referral by email
- The advisor will phone you within 2-3 days to talk to you about the quit support offer from SmartStart
- The advisor will then arrange a face to face appointment where they will discuss your smoking triggers, any past quit attempts to see what works (and doesn't work) for you, and agree a treatment plan with you. This appointment will be around 40 minutes
- You will then receive weekly support for at least 4 weeks, more if you need it, which can be face to face or virtual appointments
- Once you have quit, your SmartStart advisor will call you monthly to support you as your pregnancy progresses, and once your baby is born.



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If you have been referred to SmartStart by your midwife, your Tobacco Dependency Advisor will contact you to discuss their service and how they can help you to become smoke free.

To self-refer into the service please email:

JPUH - SmokingCessation@jpaget.nhs.uk

QEHLK - Maternity.StopSmoking@qehkl.nhs.uk

NNUH - smartstart@nnuh.nhs.uk



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