COUNTIES MANUKAU HEALTH

Smokefree Pregnancies Incentives Pilot

Objective:

To increase the number of Maaori and Pacific pregnant women supported to quit smoking.

How:

By providing incentives in the form of vouchers contingent on carbon monoxide validated abstinence to women and their whaanau

Media Coverage

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Pregnant women given vouchers if they quit smoking

Published: 6:21PM Friday September 20, 2013 Source: ONE News

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Pregnant women in a South Auckland suburb now have a new incentive to stop smoking.

They are being rewarded with hundreds of

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Pregnant can get help to quit

SARAH CODDINGTON

Last updated 05:00 30/10/2013

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Pregnant women are being given vouchers to stop smoking as part of a new Counties Manukau Health initiative.

The pilot aims to support pregnant Maori and Pacific women to become smokefree.

There is a high rate of smoking during pregnancy in Maori and Pacific mothers in Manurewa.

About 370 children born to women living in Manurewa each year

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Health Pregnancy and Childbirth

Smoking contributes to higher rates of miscarriage, premature births, difficulties during childbirth and sudden infant death syndrome. Photo / Getty Images

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Smokefree pregnancy

Originally aired on Nine To Noon, Friday 8 November 2013

Michelle Lee is a Counties Manukau Health smokefree specialist.

Duration: 14' 53"

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Key components

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- Hiring a .5fte practitioner
- Engaging key stakeholders
- Developing steering group
- Community promotion and generating self referrals
- Developing voucher schedule & resources
- Training some midwives in CO monitoring
- Ongoing communication with referrers

Progress

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- Recruitment started Mid Aug 2013

To date received 105 referrals for pregnant women(86) & whaanau(19)

Aug to Nov referrals

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- Referrals being received from midwives, GP clinics, social workers
- 15% are self referrals

Targeting young & early:

- 10 (21%) under the age of 20
- 22 (46%) 20 – 29 years old
- 16 (33%) under 20 weeks pregnant

Smokefree Babies

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First Smokefree babies are being born