



Quit for you Quit for two

'Quit for Two' campaign aims to get young mums to quit smoking

A new initiative is being rolled out to support health professionals in Lancashire, Blackburn with Darwen and Cumbria to engage with and signpost young pregnant women who smoke to their local stop smoking service.

Supporting you in your job

We know that as health professionals you have limited time to deal with issues that will not apply to all the women you see, so the website and videos help you to get stop smoking messages across. The campaign materials are there for you to use as a tool to encourage those pregnant women who smoke to take the first step to quit for the sake of their own health and their baby's health. The campaign will only be successful with your help to signpost women to the website, so we really appreciate your help to get these messages across. More information is available for health practitioners and frontline staff on the [Lancashire's Children and Young People's Trust website](#).

Did you know that smokers are four times more likely to quit smoking if they use a stop smoking service rather than trying to quit alone?

The campaign has been developed with partners to support staff working with the new pathway which aims to reduce the number of 16-25 year olds smoking during pregnancy. It focuses on providing tools that help professionals to have those brief conversations with the young women to encourage them to attend their stopping smoking referral appointment.

A dedicated website

The main tool of the campaign is a website quitfortwo.co.uk developed with the help of women from the target group. The website informs and reassures them that they will get the support they need to quit in the way that's best for them if they attend the appointment they are referred to. It also looks at the risks of smoking, the myths surrounding smoking and offers practical help to quit with their local stop smoking service.

www.quitfortwo.co.uk

Quit for you Quit for two

The website has a young and vibrant feel, and uses colourful images, realistic videos and is written in a simple and easy to understand style to get messages across. The videos on the website feature real young mums who quit smoking when pregnant with the help of their local stop smoking service.

Printed resources

A campaign leaflet will be included in the booking packs given to all pregnant women attending their first booking appointment. Midwives will have a supply of promotional wallet sized cards to hand directly to any young smokers they see, as added encouragement for them to visit the website before their stop smoking session.

The importance of attending the referral appointment

The campaign materials are intended to bridge the gap between the time that women are referred to their stop smoking service and the date of their appointment. During this time they may decide not to go to the appointment because it is not convenient or something else crops up, or they could start to worry about what to expect at the session – 'will I be judged, will I have to stand up and talk about my habit in a room full of strangers?' They may decide not to attend the session and try and quit on their own, but statistically they are four times more likely to quit with the help of their local stop smoking service, so it is really important that they attend their appointment.

The smoking during pregnancy campaign has been developed in partnership with Lancashire County Council, Blackburn with Darwen Council and Cumbria County Council.