

30

Young mums

19

Health professionals

12

Stop smoking advisors and pharmacists

10

Staff at Children's Centres and mum's groups

What the Bump?

Reducing the number of babies born to smoking mothers by increasing dialogue between mums and midwives.

The challenge

Smoking during pregnancy is a national health issue. The effects can have major and lasting health implications on both mother and baby, from premature delivery to increased chances of miscarriage, stillbirth and sudden infant death.

When we first started the project, Kent's smoking figures were above the national average and amongst the worst in the country (13%), equating to 2,000 babies born every year to smoking mothers. In particular, the Isle of Sheppey, had the highest rate in Kent and the eighth highest in the country, with more than 1 in 5 babies born to smoking mothers.

The insight

Leveraging behavioural research conducted across Kent with mothers, pregnant women, midwives and service providers, we identified 2 critical barriers that were resulting in a lack of positive behaviour change. The first was a **'limited perception of risk'**; with women adopting a "it won't happen to me" mindset. The second was **'a difficulty with developing an emotional bond with their bump'**, perceiving that motherhood began at birth rather than conception.

Across both barriers, it was also clear that there was a lack of clarity and consistency in the communication of messages, with a mixed understanding of what was fact and what was fiction in relation to the implications of smoking whilst pregnant.

The action

Through testing we identified midwives as the key vehicle to deliver effective and timely messages that demystified the facts surrounding pregnancy and smoking. It was apparent that giving women the real facts wasn't enough. They needed to be delivered by people that they trusted and in ways that were relevant and personal to them.

The solution was a co-designed behaviour change campaign and intervention mix that formed part of a holistic service for women across channels and touchpoints, ensuring that they were given the correct information, at a time that was right for them. The campaign and intervention was unified by a powerful What The Bump? brand, and provided midwives and health service providers with tools, resources and guidance they needed to tailor information to the individual needs, knowledge or attitudes of women.

What the Bump?

What the Bump? is a campaign delivered by midwives and service providers through:

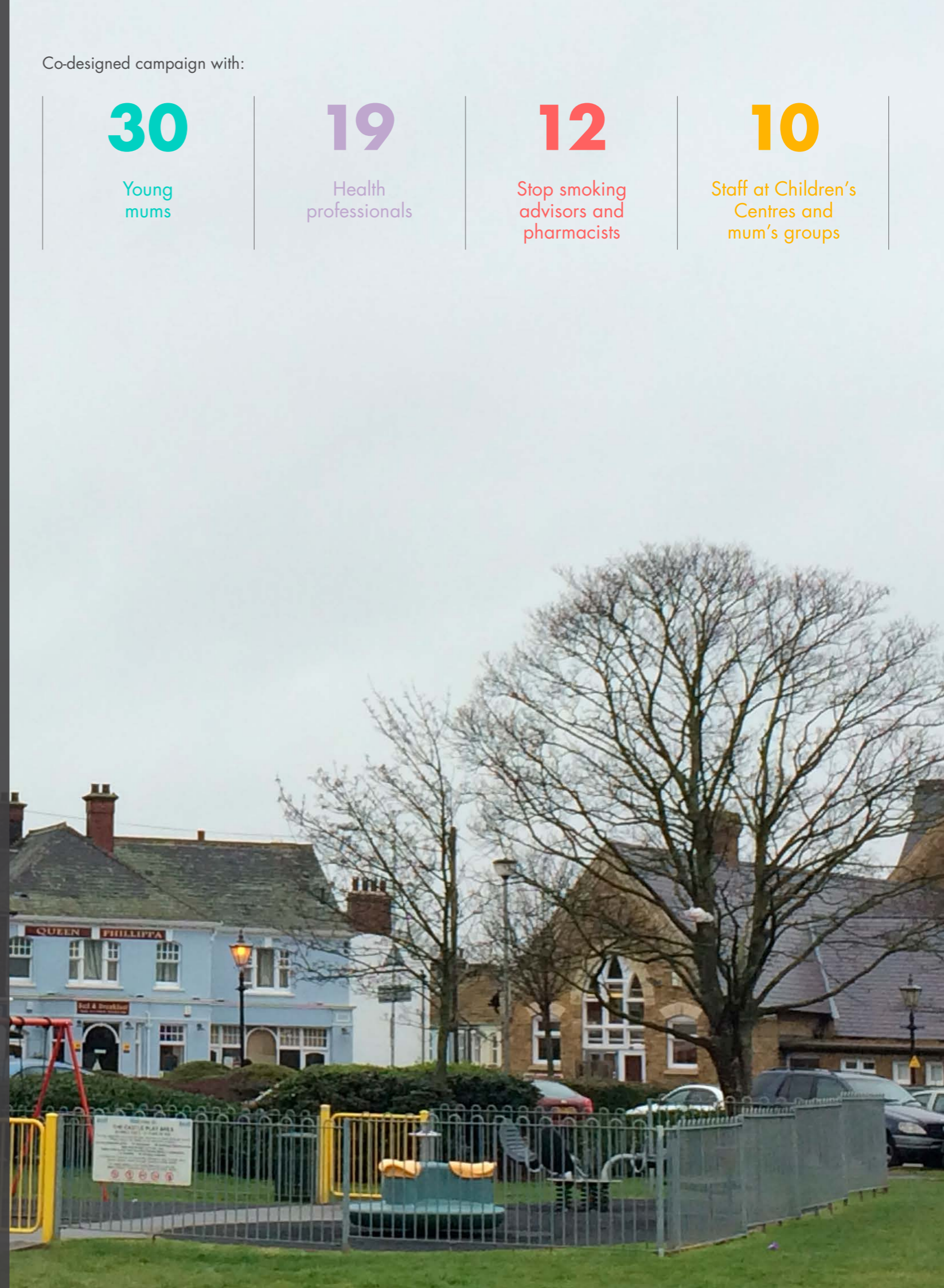
Out of home channels – What the Bump? is an out of home campaign to demystify the facts about pregnancy and rebuild trust between health professionals, women and midwives.

A new service intervention – The Book of Bump is a service intervention to support delivery of What the Bump? and help women build an emotional bond with their baby before he or she is born.

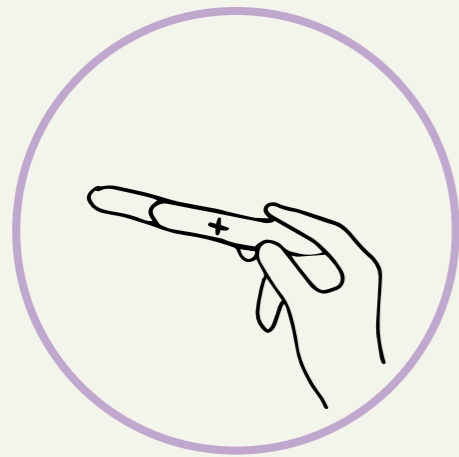
The Book of Bump is a pregnancy journal for mothers to record their experiences and emotions through to the birth of their baby and beyond. Based on conversations with expectant mothers, midwives and health professionals are able to give personalised information, through tailored pages, based on an individual woman's emotional or physical health needs, including smoking facts and ways to quit.

Impact

The process engaged with over 50 women, midwives and service providers to create a tailored campaign for the Isle of Sheppey. What the Bump? is currently being tested with women across Kent with the likelihood of more national test areas being adopted in the near future.



Campaign journey



1

Woman finds out she is pregnant.



2

Women hears about campaign through GP surgery and pharmacist through posters, postcards, badges and stickers. All materials encourage women to start a conversation with their midwife.



3

Women meets midwife who talks to her about some of the risks of smoking whilst pregnant, using tailored postcards. They then work together to fill in the health and wellbeing questions on the reverse.



4

Midwife introduces the Book of Bump. A pregnancy journal encouraging women to start building a bond with bump. The midwife tailors the pages based on the needs of the individual women.



5

During ongoing visits the midwife continues to give pages throughout each trimester of the women's pregnancy. The first trimester pages include important contacts and details, top tips for quitting, 'How are you?' and a space for the women to include the baby's scan.



6

Second trimester pages include: 'How are you?', 'How big is your bump?' and writing a letter to baby.



7

Third trimester pages include: Naming, birth page and top tips for fitting in 'me-time' to encourage women to quit.



8

Pages provided for after the birth for Mum to continue to fill in the pages about how she is feeling, and how her baby is doing.

Insights and outputs

1

Limited perception of risk

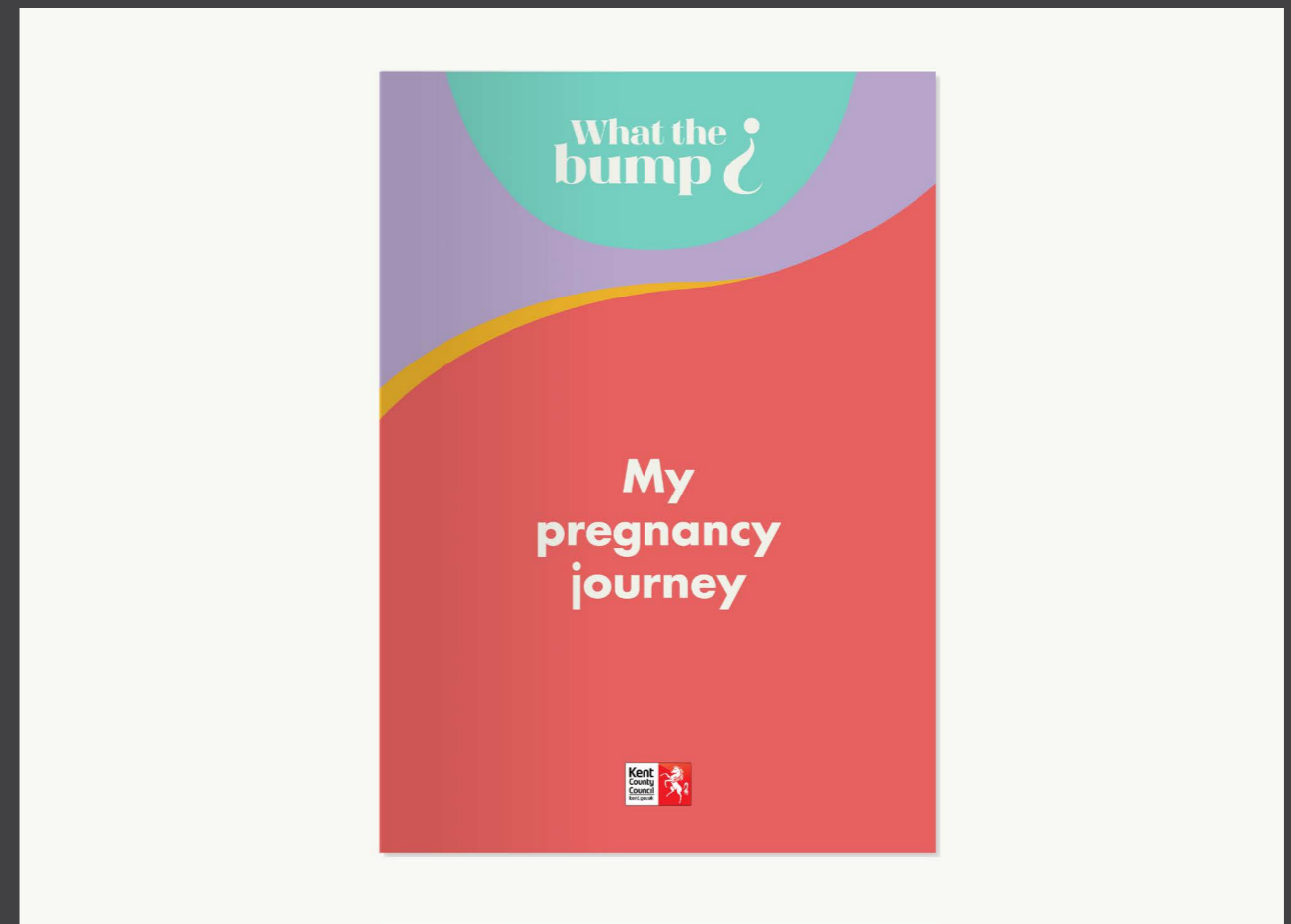
Print campaign



2

Difficulty developing an emotional bond with their 'bump'

Pregnancy journal



1

Print campaign

A print campaign to demystify the facts about pregnancy. This campaign consists of factual posters and postcards which encourage women to start a conversation with their midwife and/or health professional. Midwives are also given support materials, including badges, stickers and magnets, to further increase dialogue.



2

Pregnancy journal

Whilst the print campaign aims to educate and build trust, the journal aims to grow the emotional bond between mother and bump. The journal folder will be given to expecting mothers at their first midwife appointment, with selected pages being given along the way during relevant trimesters. The journal includes pages for naming, scan image, 'how big is your bump?' and personal diary entries.

What the bump?

My pregnancy journey

Kent County Council
kent.gov.uk

My Midwife

My midwife's name is _____
My first appointment with her/him was on _____
I'll be seeing her/him every _____ weeks

My midwife's contact details:
Tel _____
Address _____
Email _____

My next appointment with him/her is:

Date	Where	Time

What the bump? 3

Where can I find other information, support and advice?

NHS Start4Life

The NHS offer lots of free support to help you stop smoking and information on healthy pregnancies. You can find out more information at Start4Life.
www.nhs.uk/start4life

Stop Smoking Service

Kent Stop Smoking Service can offer you advice and support on quitting smoking. They have a range of Quit Clubs and drop-in clinics available.
kent.gov.uk/smokefree

Baby Be Smoke Free

A website with films, tools and information about how smoking during pregnancy can affect your baby.
www.tommys.org/pregnancy/smoking

Baby Buddy App

The Baby Buddy App will help guide you through your pregnancy and the first six months of your baby's life. It has been designed to help you give your baby the best start in life and support your health and wellbeing too.
www.bestbeginnings.org.uk/baby-buddy

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Top tips for quitting

- Think positive**
You might have tried to quit smoking before and not managed it, but don't let that put you off. Look back at the things your experience has taught you and think about how you're really going to do it this time.
- Make a plan to quit smoking**
Make a promise, set a date and stick to it. Seeking to live 'not a drop' rule can really help. Whenever you find yourself in difficulty say to yourself, "I will not have even a single drag" and stick with this until the cravings pass. Think ahead to times where it might be difficult or party for instance - and plan your actions and escape routes in advance.
- Consider your diet**
Is your after-dinner cigarette your favourite? A US study revealed that some foods, including meat, make cigarettes more satisfying. Others, including cheese, fruit and vegetables, make cigarettes taste terrible. So swap your usual steak or burger for a veggie pizza instead.
- Change your drink**
The same study looked at drinks. Fizzy drinks, alcohol, cola, tea and coffee all make cigarettes taste better. So when you're out, drink more water and juice. Some people find simply changing their drink affects their need to reach for a cigarette.
- Get moving**
A review of scientific studies has proved exercise - even a five-minute walk or stretch - cuts cravings and may help your brain produce nicotine-reducing chemicals.
- Make a list of reasons to quit**
Keep reminding yourself why you made the decision to give up. Make a list of the reasons and read it when you need support. Ex-smoker Chris, 28, says: "I used to take a picture of my baby daughter with me when I went out. If I was tempted, I'd look at that."

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Welcome to your first trimester!

During your first trimester your baby is starting to develop.

During the first weeks your baby is only as big as a few cells, but it quickly grows to become an embryo. By the fifth week your baby's nervous system is developing and its major organs are already in place. During the second month their heart is already beating and their brain is quickly developing. In the third month your baby goes through lots of important development, growing arms and feet and fingers and toes! They're already as big as a plum!

Giving up smoking during this trimester means your baby will have the best chance of growing properly. It means their brain and body will be the strongest they can be.

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How are you?

Date _____
Weeks pregnant _____

Waist measurement _____
Weight gain _____
Pregnancy milestones _____

I've been thinking and feeling _____

I've been enjoying _____

I've been needing _____

I'm excited about _____

I'm unsure about _____

I've currently been smoking _____ cigarettes.
I've been finding quitting to be _____ this week.

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My 12 week scan

Stick your 12 week scan here

What the bump? 9

Naming you

Names I'm thinking of giving you...

What the bump? 19

Tips for taking 5 for yourself

Giving-up smoking doesn't mean you have to give up time for yourself. Try some of these alternative me-time activities when you're craving a cigarette, and get some time to yourself.

- 1** **Make a cup of tea**
- 2** **Have a bath**
- 3** **Go for a walk**
- 4** **Call a friend**
- 5** **Download a game to play**
- 6** **Paint your nails**

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