



**Give it up for Baby (GIUFB)  
Incentive Scheme for  
Pregnant Women Smoking**

**Paul Ballard**

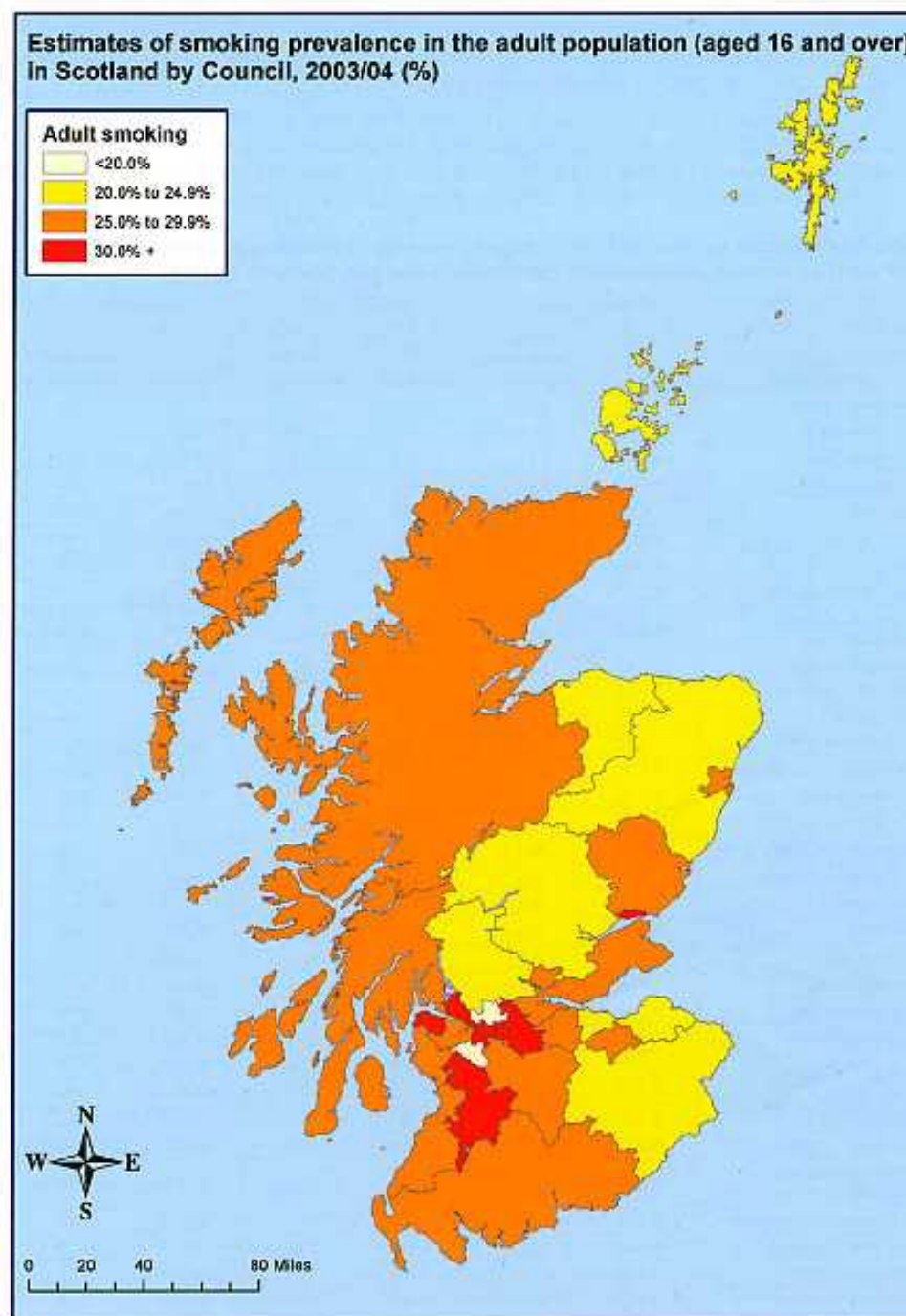
**Deputy Director of Public Health**

**NHS Tayside**

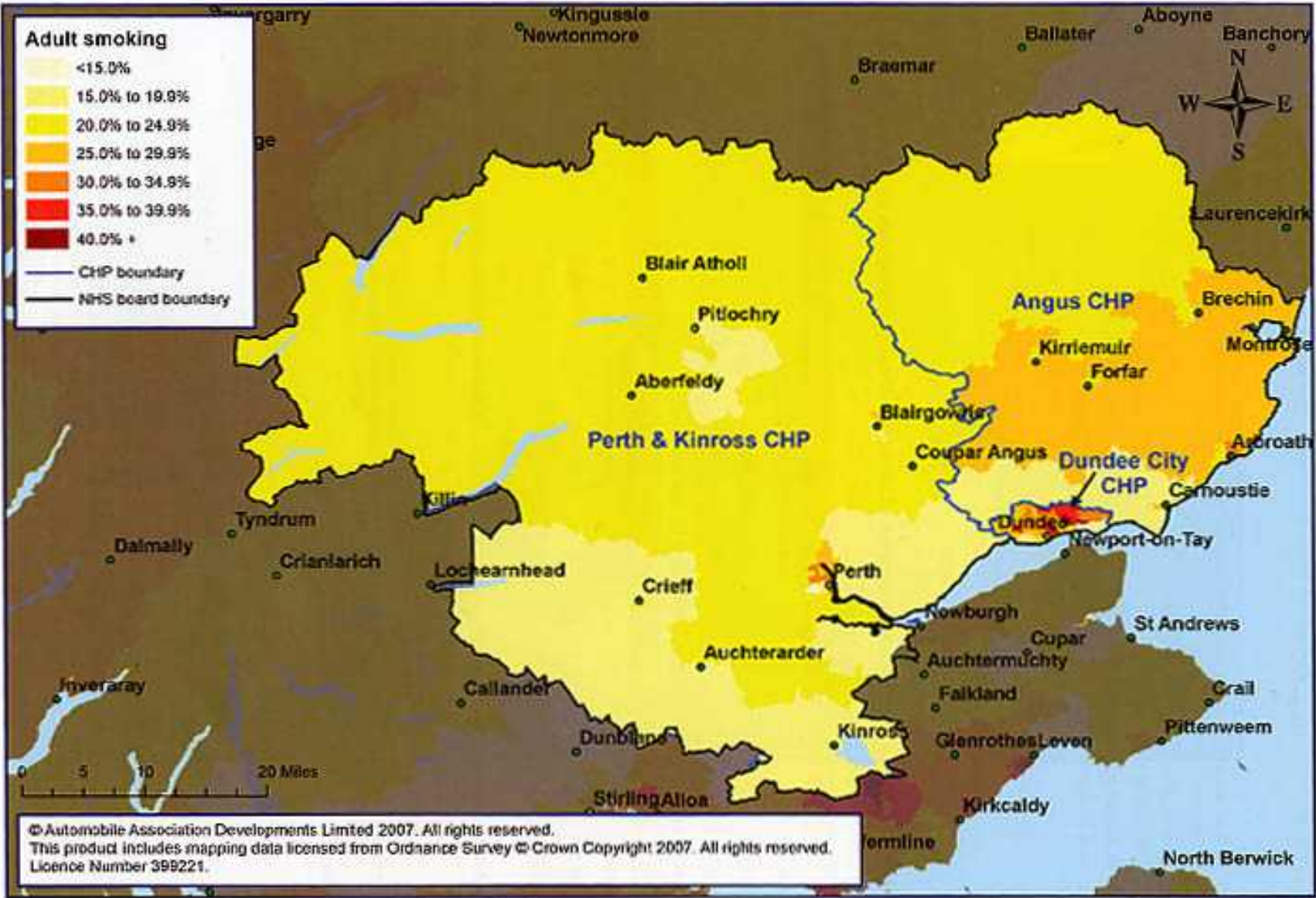
**Honorary Senior Lecturer**

**Dundee University Medical School**

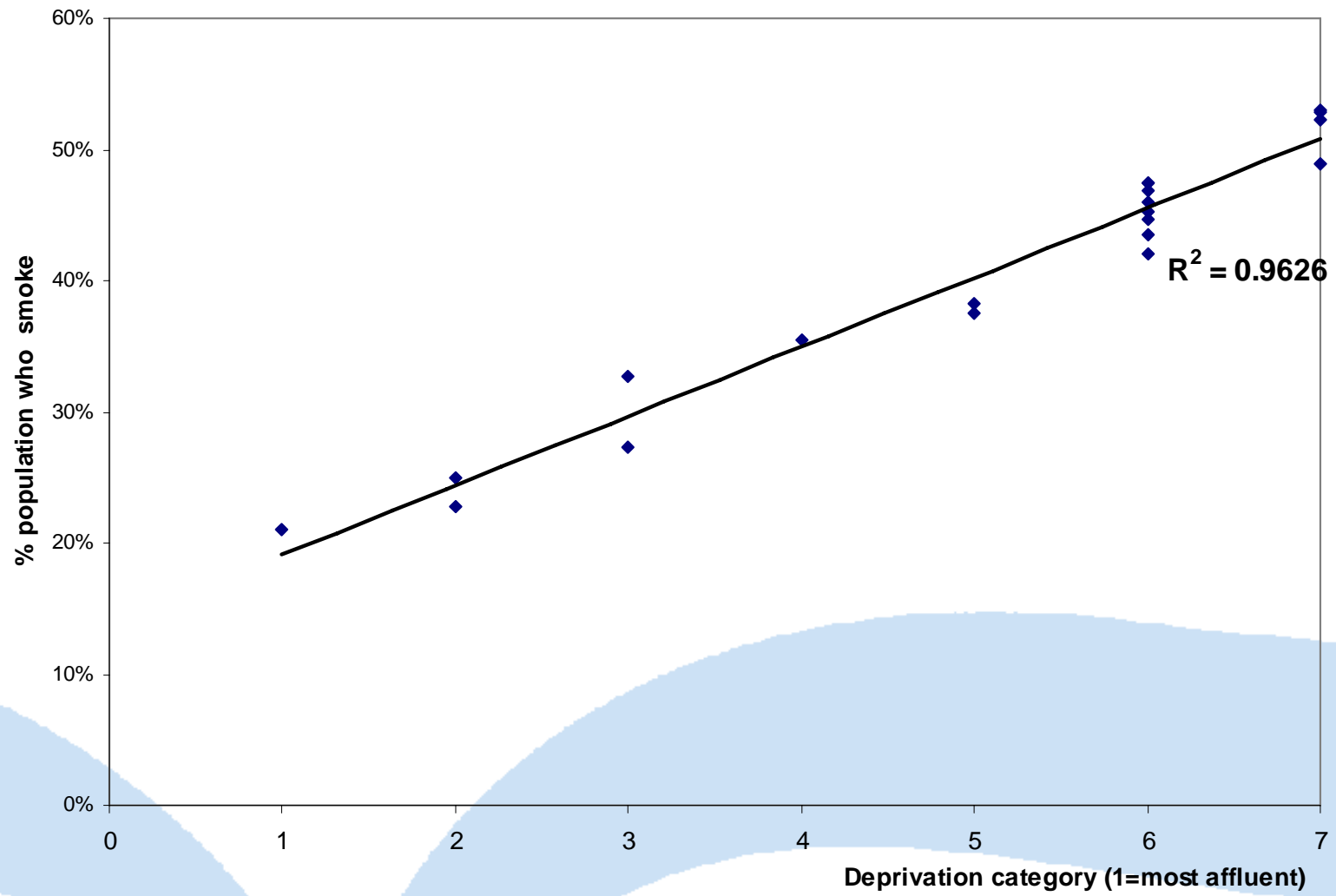
# Scale of Problem



# Scale of Problem Tayside




# Proportion of smokers by Depcat: Dundee City



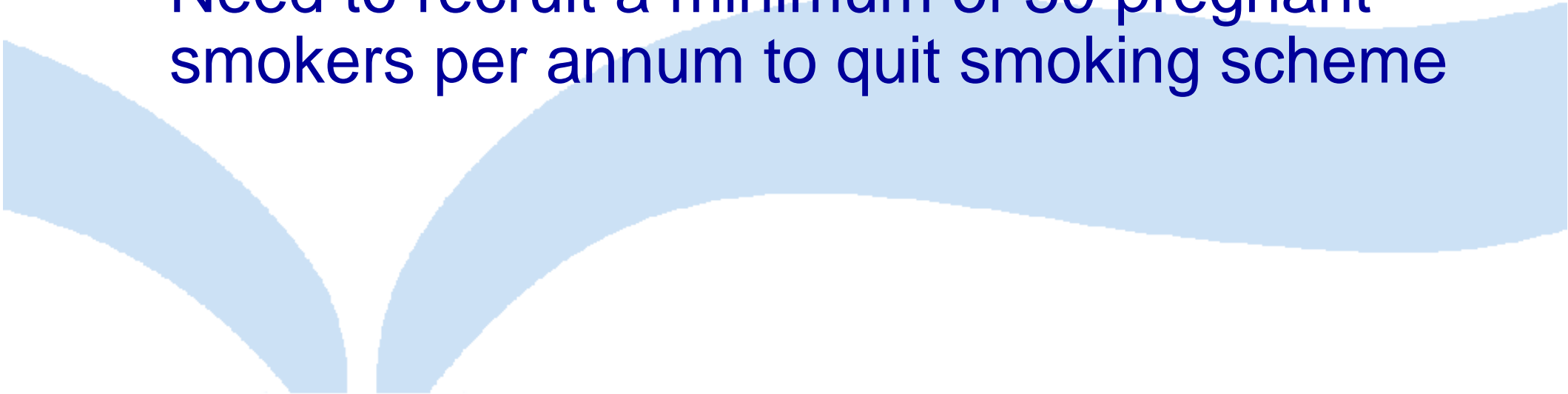
# Smoking in Pregnancy



## Smoking in Pregnancy – Targets

- 20% of pregnant women smoking by 2010
  - In 2006 Tayside figure was 25.8% and in deprived areas was 35.9%
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## Performance Management – TayStat

- Continuous improvement to meet 2010 target
  - New approach needed
  - Need to recruit a minimum of 50 pregnant smokers per annum to quit smoking scheme
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- A large, light blue decorative graphic at the bottom of the slide, consisting of several overlapping, curved, wave-like shapes that create a sense of movement and depth.

We need to take risks



We need to tackle life circumstances



We need to use a Social Marketing approach



## Cochrane Review

- Evidence suggested use of incentives with professional and social support

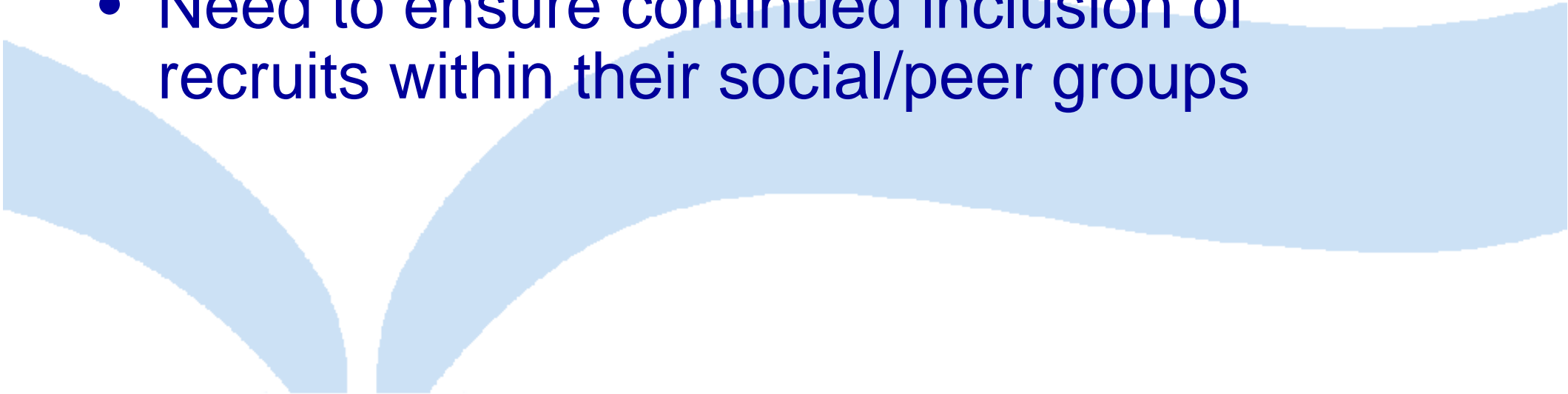
# Customer Orientation

- Partnership with DHLI
  - Community Engagement
  - Incentives a possible model
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- A decorative graphic consisting of several overlapping, light blue, curved shapes that resemble stylized waves or arches, positioned at the bottom of the slide.

## Behavioural Goals

- Reduce proportion of pregnant smokers in Tayside to 20% by 2010
  - Minimum of 50 quitters per annum
- 
- A large, light blue decorative graphic at the bottom of the slide, consisting of several overlapping, curved shapes that resemble waves or stylized hills, extending across the width of the page.

## Insight

- Driven by local engagement
  - Traditional methods would not succeed
  - Need to tackle life circumstances
  - Need to ensure continued inclusion of recruits within their social/peer groups
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- A large, light blue decorative graphic at the bottom of the slide, consisting of several overlapping, curved shapes that resemble waves or a stylized landscape.

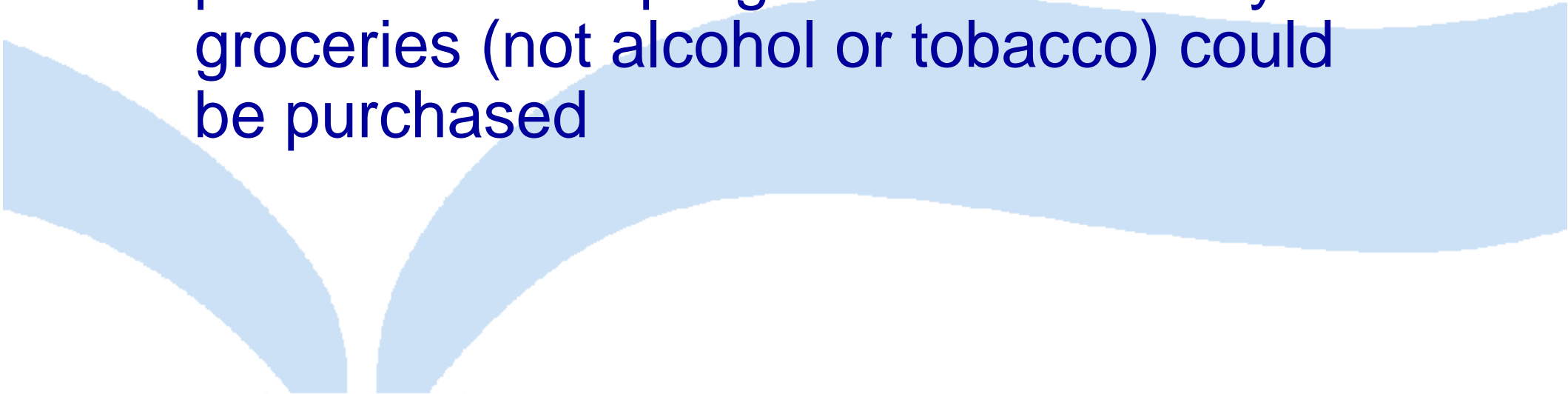
# Segmentation

- Public sector should nurture consumers and work from their perspective
- Smoking pregnant mums were in poorest areas
- Financial incentives were meaningful to target group

## Exchange

- GIUFB adopted focus on barriers and incentives to behaviour change
- Women did not lose their social/peer groups
- Professional support and free NRT
- £12.50 grocery vouchers per week
- Discovery and Asda cards

## Competition

- Asda was a valued local supermarket chain
  - Competition was in the purchasing priorities of the pregnant mums. Only groceries (not alcohol or tobacco) could be purchased
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- A light blue decorative graphic consisting of several overlapping, curved, wave-like shapes that sweep across the bottom of the slide.

## Marketing Mix

- Signposting
- Extensive promotional and information campaign
- Community Pharmacies – CO test at register + support + NRT
- DHLI + other spin-offs
- Vouchers
- Partnerships

The paper that stands for REAL VALUES and gives you REAL VALUE for money

SCOTTISH

# DAILY EXPRESS

THE VOICE OF REASON

EDITED, PRINTED AND PUBLISHED IN SCOTLAND

THURSDAY JUNE 29, 2006

# MOTHERS-TO-BE ARE BRIBED TO STOP SMOKING

Health authority offers  
them grocery vouchers  
and free cinema tickets

**PREGNANT** women who smoke are to be bribed to encourage them to kick the habit.

Scottish health chiefs are planning to offer a range of incentives worth up to £50 to expectant mothers.

These will include grocery vouchers, cinema tickets, access to leisure centres, creche facilities, or drama, art and relaxation

By **Ruairi O'Kane**  
Chief Reporter

sessions. Women participating in the £100,000-a-year scheme must prove they have stayed clear of tobacco before they can claim their reward.

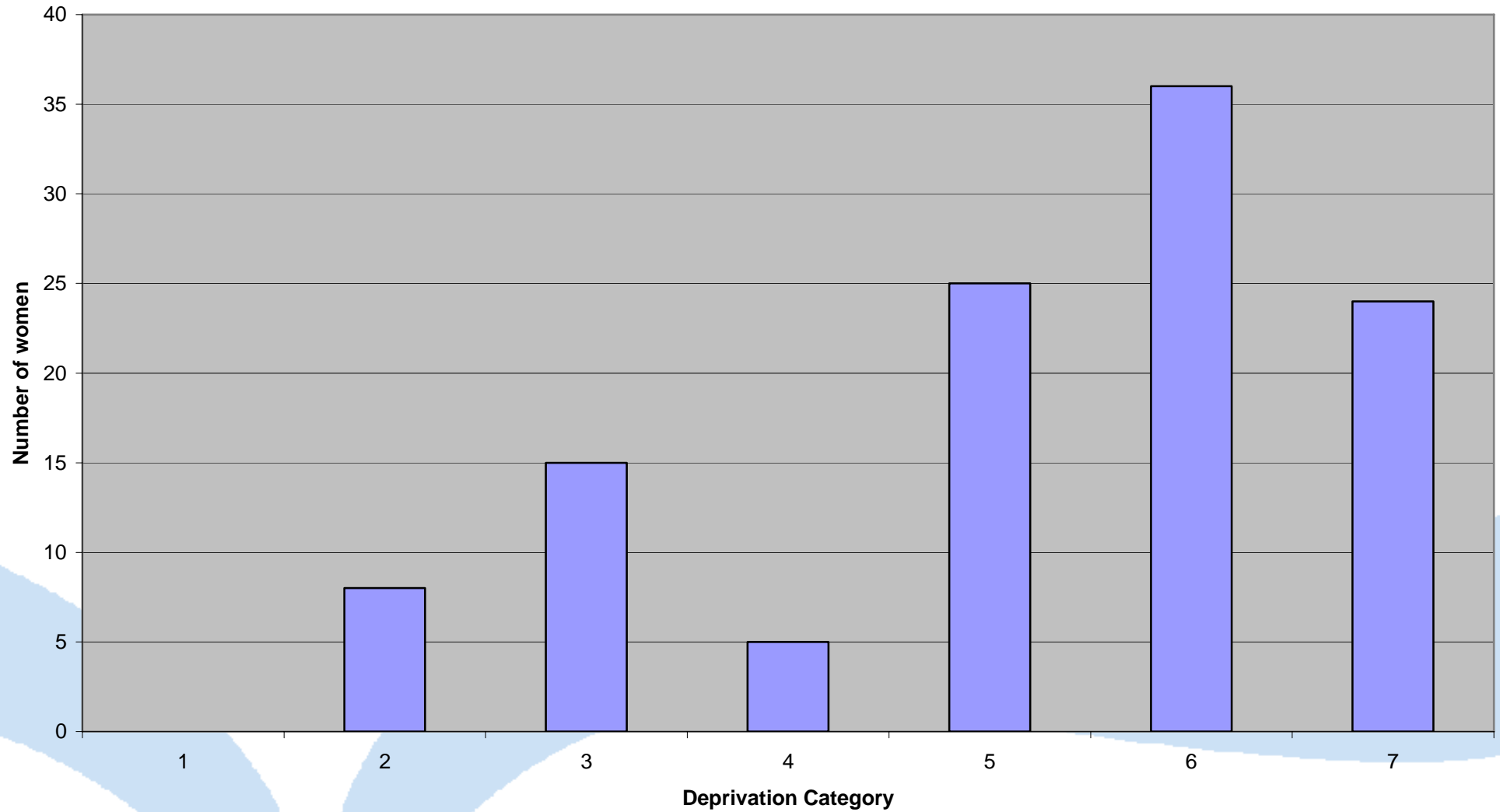
They will have to undergo weekly breath tests to measure carbon monoxide levels. The prizes

TURN TO PAGE 9, COLUMN 5


## Results

- 12 Month pilot project in Dundee
  - 55 women recruited
  - 27 completed the scheme
  - 49% cessation rate 3 month post delivery on an intention to treat basis.

### The Percentage of Women Engaging in GIUFB by Deprivation Category



# Evaluation

- Quantitative evaluation shows positive outcomes
  - Qualitative evaluation is being planned with Stirling University
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- A large, light blue, stylized wave graphic that spans the bottom of the slide, starting from the left edge and curving upwards towards the right.

## Lessons Learned

- Streamline enrolment process
- Higher profile
- Use DHLI more
- Try direct mailing to pregnant smokers
- Develop capacity of NEC

# Smoking in Pregnancy 'Give it up for Baby'

