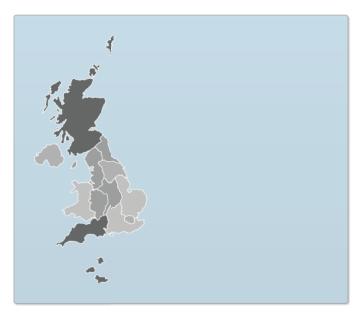


Which area on this map best reflects where you live?





Not on Map

# Yes, I am a smoker Yes, I am a smoker who wants to quit or reduce smoking I have recently quit smoking by using nicotine patches and/or gum I have recently quit smoking by other means I was a regular smoker but gave up a long time ago I was an irregular smoker but do not smoke now I have never smoked

Which of the following statements best describes you?

### How many cigarettes did you used to smoke a day?

We would like to know your views on the type of services you think would be most likely to help women to stop smoking during pregnancy and during the first couple of months after their baby is born.

### Why stop smoking?

Pregnant women are advised to stop smoking for their own health and for the health of their baby. This is important during pregnancy and once their baby has been born. Smoking can harm the baby in many ways.

### Smoking during pregnancy can

- slow down the baby's growth in the womb and increase the chance of low birth weight
- increase the risk of premature birth
- increase the risk of still birth
- increase the risk of sudden infant death or cot death
- increase the risk of caesarean section

### Smoking around a baby can

- increase the risk of chest infections, ear infections, chronic bronchitis
- increase the risk of asthma
- increase the risk of sudden infant death or cot death.

Imagine that you find out you are pregnant and you are smoking around 10 cigarettes a day. You are offered an appointment with an expert on quitting smoking to help you stop. At your first meeting you talk about the different ways to stop smoking and you are given leaflets with information about the importance of stopping for the health of you and your baby.

### Would you want to

	Stop smoking completely
0	Limit your smoking to a couple of cigarettes a week
0	Limit your smoking to a couple of cigarettes a day
	Keep smoking the same as before you were pregnant?
0	Other (please specify)

Но	w easy or difficult do you think you would find it stopping smoking if you were pregnant?
0	Very difficult
	Quite difficult
	Quite easy
	Very easy
	Don't know
	I wouldn't try
	at do you think would be the most likely result if you tried to stop smoking while pregnant?  Stop smoking completely Limit your smoking to a couple of cigarettes a week Limit your smoking to a couple of cigarettes a day Keep smoking the same as before you were pregnant Smoke more
	Other (please specify)
_	ine you are offered a service to help you quit smoking when you find out you are pregnant.
	yone is offered a meeting with a smoking quitting expert to get help to quit and to set a quitting date.
Aπter	that first meeting the service you are offered may vary. There are four key parts of the service that may vary.

Click 'next' to read the description

On this page we describe these four parts and on the next page we ask how important you think these would be to you in helping you

We are interested in how these parts affect whether you would quit smoking during pregnancy and stay quit in the early months of

your baby's life.

quit and stay quit in the early months of your baby's life.

Read this page and then go to the next page to say how important you think they are

### Description of the service

1. During your pregnancy and until your baby is two months old you will have regular meetings to get face to face help from your quitting expert, to have your smoking status checked and to receive a voucher for staying quit. You will be asked to give a small sample of your saliva to confirm that you have stopped smoking. Before your baby is born, these will be in a local clinic and after your baby is born, if you would like, they can be at your home.

### The meetings will be:

- · Once a week: or
- · Once every two weeks.
- 2. During the first week after deciding to quit you will receive support to help you stop smoking.

### This will be in the form of:

- · A visit to the clinic every day to meet with your quitting expert; or
- · A phone call every day from your quitting expert; or
- · A text every day from your quitting expert.
- 3. You will receive a voucher after each meeting if the saliva test shows you have not smoked.

### If you have stayed quit these will add up to a value each month of

- · No vouchers; or
- £20; or
- £40; or
- £80.
- 4. Some women find it helpful when they are trying to stop smoking if someone close to them helps them to quit. The service you are offered may allow you to chose a 'quitting pal' who is a friend or relative.

### You may be offered:

- · No 'quitting pal'; or
- · A 'quitting pal' who receives information on how to help you when you first see your quitting expert; or
- A 'quitting pal' who receives help and information when you first see your quitting expert and a text after each saliva test to let them know your result; or
- A 'quitting pal' who receives information on how to help you when you first see your quitting expert, a text after each saliva test to let them know your result and a £20 voucher every month you stay quit.

Please click "Next" to continue...

How important do you think the following would be in helping you to quit smoking during your pregnancy and the first couple of months after your baby is born?

Tick one box for each row.

	Very important	Important	Quite important	Not very important	Not at all important	Don't know
Having a friend or relative helping me to stop who receives information on my smoking test and a voucher if I stop	0	0	0	0	0	0
Receiving early help in the form of daily texts	0	0	0	0	0	0
Face to face meeting with quitting expert to get help to stop smoking and agree quitting date	0	0	0	0	0	0
Receiving early help in the form of daily meetings	0	0	0	0	0	0
Receiving rewards if my test for smoking confirms that I have stopped	0	0	0	0	0	0
Being tested to prove I have stopped smoking	0	0	0	0	0	0
Having a friend or relative helping me to stop	0	0	0	0	0	0
Having a friend or relative helping me to stop who receives information on my smoking test results	0	0	0	0	0	0
Receiving face to face support every two weeks	0	0	0	0	0	0
The amount of the reward for stopping smoking	0	0	0	0	0	0
Receiving face to face support every week	0	0	0	0	0	0
Receiving early help in the form of daily phone calls	0	0	0	0	0	0

We are now going to give you some choices about what type of service would help you to quit smoking. Please complete them all. We understand that some of the choices might be difficult to make. There are no right or wrong answers. Your personal opinion is what matters. There are 10 choices for you to make.

Please think about these different ways of helping you to stop smoking

Which service would be most likely to help you stop smoking?

### Please click here to review the description of the service again

Description	
First meeting with expert advisor to get help to stop smoking and agree your quitting date	
Visits	
Method of support	
Incentives	
Quitting Pal	
Please select your answer here:	

Option A	
Yes	
Once a week	
A phone call every day from your quitting expert	
No vouchers	
Your 'quitting pal' will receive information on how to	9

Your 'quitting pal' will receive information on how to help you when you first see your quitting expert, a text after each test to let them know your result and a £20 voucher every month you stay quit

Yes
Once every two weeks
A text every day from your quitting expert
£20
Your 'quitting pal' will receive information on how to help you when you first see your quitting expert
0

Option B

option c
Yes
None
None
None
None
0

Option C

### Please click here to review the description of the service again

Description
First meeting with expert advisor to get help to stop smoking and agree your quitting date
Visits
Method of support
Incentives
Quitting Pal

Option A
Yes
Once every two weeks
A visit to the clinic every day to meet with your quitting expert
No vouchers
Your 'quitting pal' will receive information on how to help you when you first see your quitting expert
•

Yes
Once a week
A phone call every day from your quitting expert
£80
Your 'quitting pal' will receive help and information when you first see your quitting expert and a text after each test to let them know your result
•

Option B

Option C
Yes
None
None
None
None

### Please click here to review the description of the service again

Description	
First meeting with expert advisor to get help to stop smoking and agree your quitting date	
Visits	
Method of support	
Incentives	
Quitting Pal	
Please select your answer here:	

Please select	your	answer	here:
---------------	------	--------	-------

Option A
Yes
Once a week
A phone call every day from your quitting expert
£20
No 'quitting pal'
0

Yes
Once every two weeks
A text every day from your quitting expert
£80
Your 'quitting pal' will receive information on how to help you when you first see your quitting expert, a text after each test to let them know your result and a £20 voucher every month you stay quit

Option B

Option C
Yes
None
None
None
None
0

### Please click here to review the description of the service again

Description	
First meeting with expert advisor to get help to stop smoking and agree your quitting date	
Visits	
Method of support	
Incentives	
Quitting Pal	
Please select your answer here:	

Option A
Yes
Once every two weeks
A text every day from your quitting expert
No vouchers
Your 'quitting pal' will receive help and information when you first see your quitting expert and a text after each test to let them

know your result 0

Option B	Option C
Yes	Yes
Once a week	None
A phone call every day from your quitting expert	None
£40	None
our 'quitting pal' will receve nformation on how to help you when you first see your quitting expert	None
0	0

## Please click here to review the description of the service again

Description	
First meeting with expert advisor to get help to stop smoking and agree your quitting date	
Visits	
Method of support	
Incentives	
Quitting Pal	
Please select your answer here:	

	Option A
	Yes
	Once a week
	A visit to the clinic every day to meet with your quitting expert
	£40
	No 'quitting pal'
	©
1	

Option B
Yes
Once every two weeks
A phone call every day from your quitting expert
£20
Your 'quitting pal' will receive information on how to help you when you first see your quitting expert, a text after each test to let them know your result and a £20 voucher every month you stay quit
0

Yes
None
None
None
None
•

Option C

### Please click here to review the description of the service again

Description	
First meeting with expert advisor to get help to stop smoking and agree your quitting date	
Visits	
Method of support	
Incentives	
Quitting Pal	
Please select your answer here:	

to meet with your quitting expert
£40
Your 'quitting pal' will receive information on how to help you when you first see your quitting expert, a text after each test to let them know your result and a £20 voucher every month you stay quit
0

Option A Yes Once every two weeks A visit to the clinic every day

Option B
Yes
Once a week
A text every day from your quitting expert
No vouchers
No 'quitting pal'
0

Option C
Yes
None
None
None
None
0

Description

### Please click here to review the descri

First meeting with expert advisor to get help to stop smoking and agree your quitting date
Visits
Method of support
Incentives
Quitting Pal
Please select your answer here:

Office a week
A text every day from your quitting expert
£80
Your 'quitting pal' will receive information on how to help you when you first see your quitting expert
0

Option A

Yes

ription of the service again	
Option B	Option C
Yes	Yes
Once every two weeks	None
A visit to the clinic every day to meet with your quitting expert	None
£20	None
Your 'quitting pal' will receive help and information when you first see your quitting expert and a text after each test to let them know your result	None

Yes	
None	
None	
None	Ī
None	
0	

### Please click here to review the description of the service again

Description
First meeting with expert advisor to get help to stop smoking and agree your quitting date
Visits
Method of support
Incentives
Quitting Pal

Please select your answer here:

Option A
Yes
Once a week
A phone call every day from your quitting expert
£20
No 'quitting pal'
0

Орион в
Yes
Once every two weeks
A visit to the clinic every day to meet with your quitting expert
No vouchers
Your 'quitting pal' will receive information on how to help you when you first see your quitting expert
0

Ontion B

Option C
Yes
None
None
None
None
0

### Please click here to review the description of the service again

Description
First meeting with expert advisor to get help to stop smoking and agree your quitting date
Visits
Method of support
Incentives
Quitting Pal

Please select your answer here:

Option A
Yes
Once a week
A phone call every day from your quitting expert
No vouchers
Your 'quitting pal' will receive

Your 'quitting pal' will receive information on how to help you when you first see your quitting expert, a text after each test to let them know your result and a £20 voucher every month you stay quit

Option B
Yes
Once every two weeks
A visit to the clinic every day to meet with your quitting expert
£20
Your 'quitting pal' will receive help and information when you first see your quitting expert and a text after each test to let them know your result

0

None
None
None

### Please click here to review the description of the service again

Description
First meeting with expert advisor to get help to stop smoking and agree your quitting date
Visits
Method of support
Incentives
Quitting Pal
Planes sale et auseum hause

Please select your answer here:

Option A
Yes
Once every two weeks
A text every day from your quitting expert
£40
No 'quitting pal'
0

Option B
Yes
Once a week
A phone call every day from your quitting expert
£80
Your 'quitting pal' will receive help and information when you first see your quitting expert and a text after each test to let them know your result
0

Ontion B

Option C	
Yes	
None	
None	
None	
None	
0	J

Can you please tell us a little bit about yourself? Your answers will be treated as confidential. We will use the information to compare responses by groups of people not individuals.

Please click "Next" to continue...

# Do you have any children?

Yes

No

D	id you try to stop smoking during your most recent pregnancy?
6	Yes and I have stayed quit  Yes and started again before my baby was born  Yes and started again after my baby was born
Но	w old is your youngest child?
Но	w many children (under 16 years of age) are there in your household?
	0 1 2 3 4 or more
	nat is the highest level of education you have completed?
	No formal qualifications GCSE, O-Level, CSE, O Grade, Standard Grade Vocational qualifications (e.g. NVQ1 o r2, SVQ 1 or 2, SCOTVEC module) A-Level, higher, advanced higher or equivalent (NVQ3, SVQ3, ONC, OND, SCOTVEC Dip) Bachelor Degree or equivalent (HNC, HND, SVQ 4 or 5, NVQ4) Masters/PhD or equivalent Don't Know
0	Other (please specify)
Ple	ase select the category that best describes your current employment status
	Working full-time (30 hrs or more per week) Working part-time (less than 30 hrs per week) At home and not looking for paid work Unable to work because of illness or disability Student Unemployed and looking for work Retired Other (please specify)

Coi	uld you please provide an estimate of your annual household income (before tax and including your partner/spouse)?
	Up to £9,999 £10,000 to £19,999 £20,000 to £29,999 £30,000 to £39,999 £40,000 to £49,999 £50,000 or over Would rather not say
Thani	k you for completing this questionnaire and helping us to design better services for pregnant women who want to stop smoking