

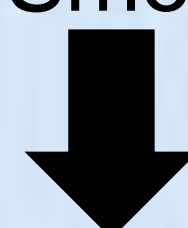
# Preparing for the Journey to Smoking Cessation during Pregnancy: Common Motivations and Plans

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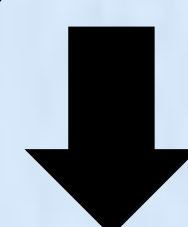
**OBJECTIVE:** This qualitative research study aimed to examine common themes for preparation before smoking cessation among pregnant smokers.

**METHODS:**

Step 1) Transcribed 23 Initial Intervention visits from the UB Pregnancy and Smoking Cessation Study



Step 2) Based on the booklet, "Need Help Putting Out that Cigarette," recorded detailed answers about the patient's smoking situations, quitting motivations, and smoking cessation plans (habitual changes, coping mechanisms, rewarding options)



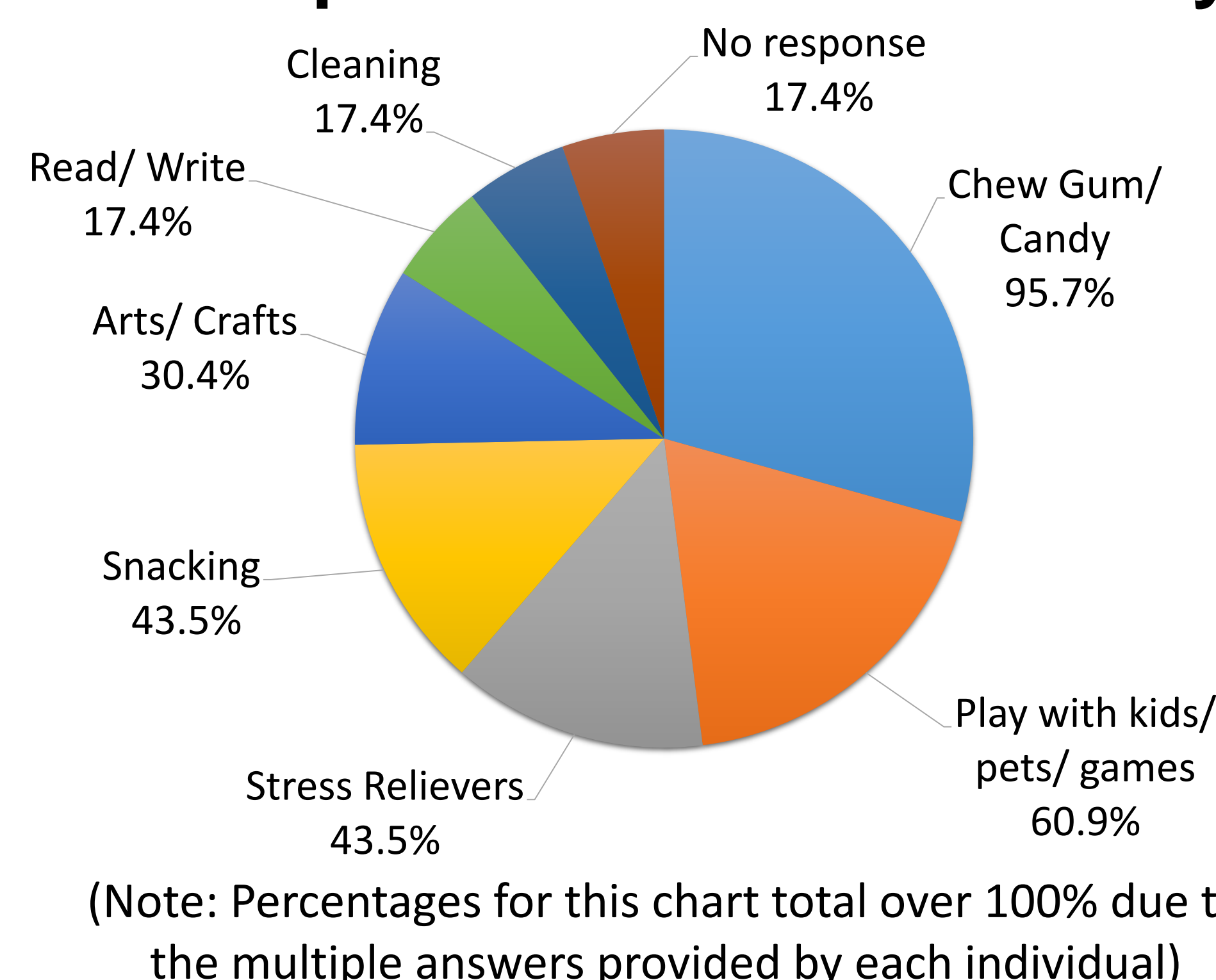
Step 3) Extracted common themes from the patient-counselor conversations guided by the booklet



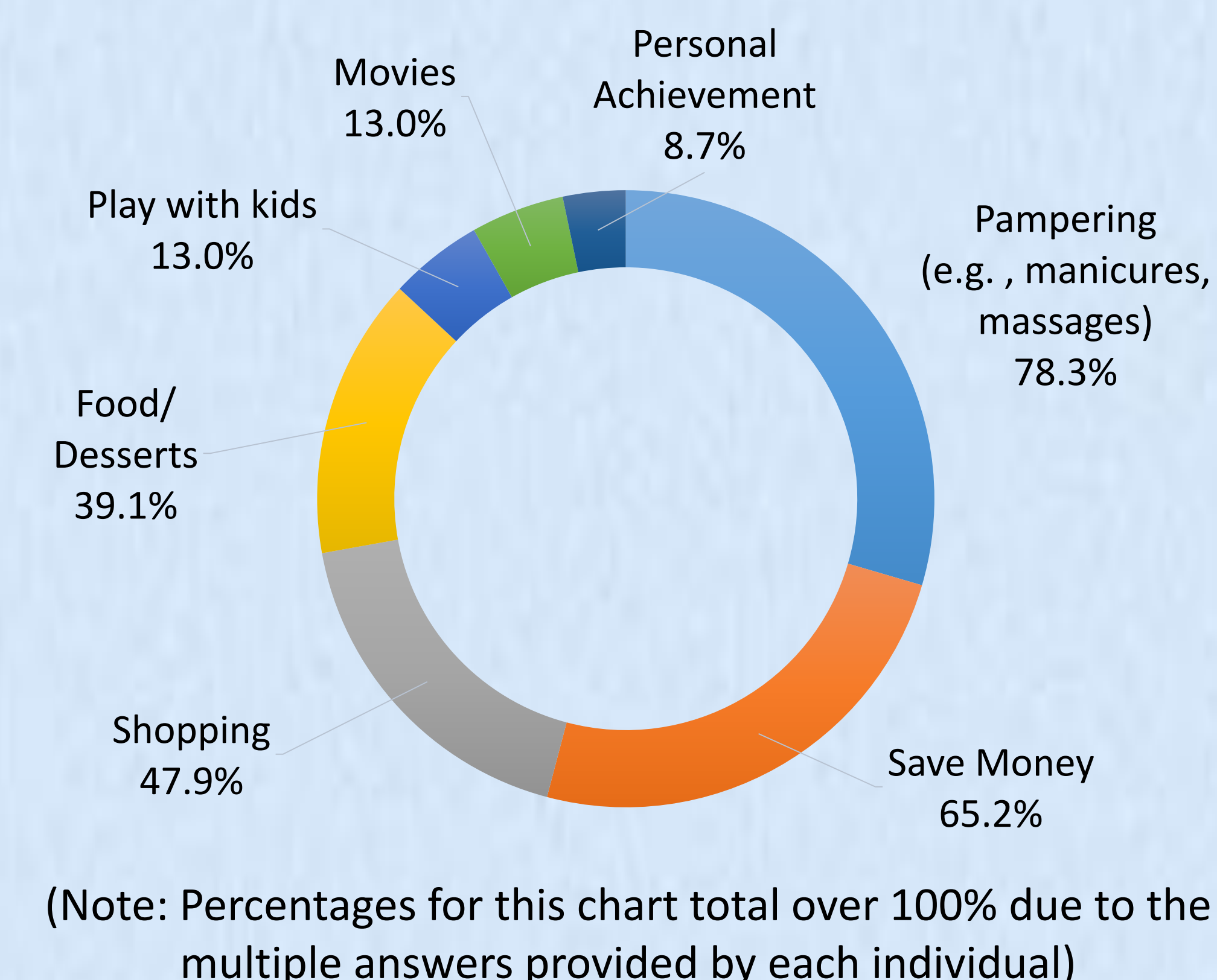
Step 4) Women could provide up to 4 answers for each section, so the percentages are based off of the number of women (out of 23) who stated it rather than the total number of responses



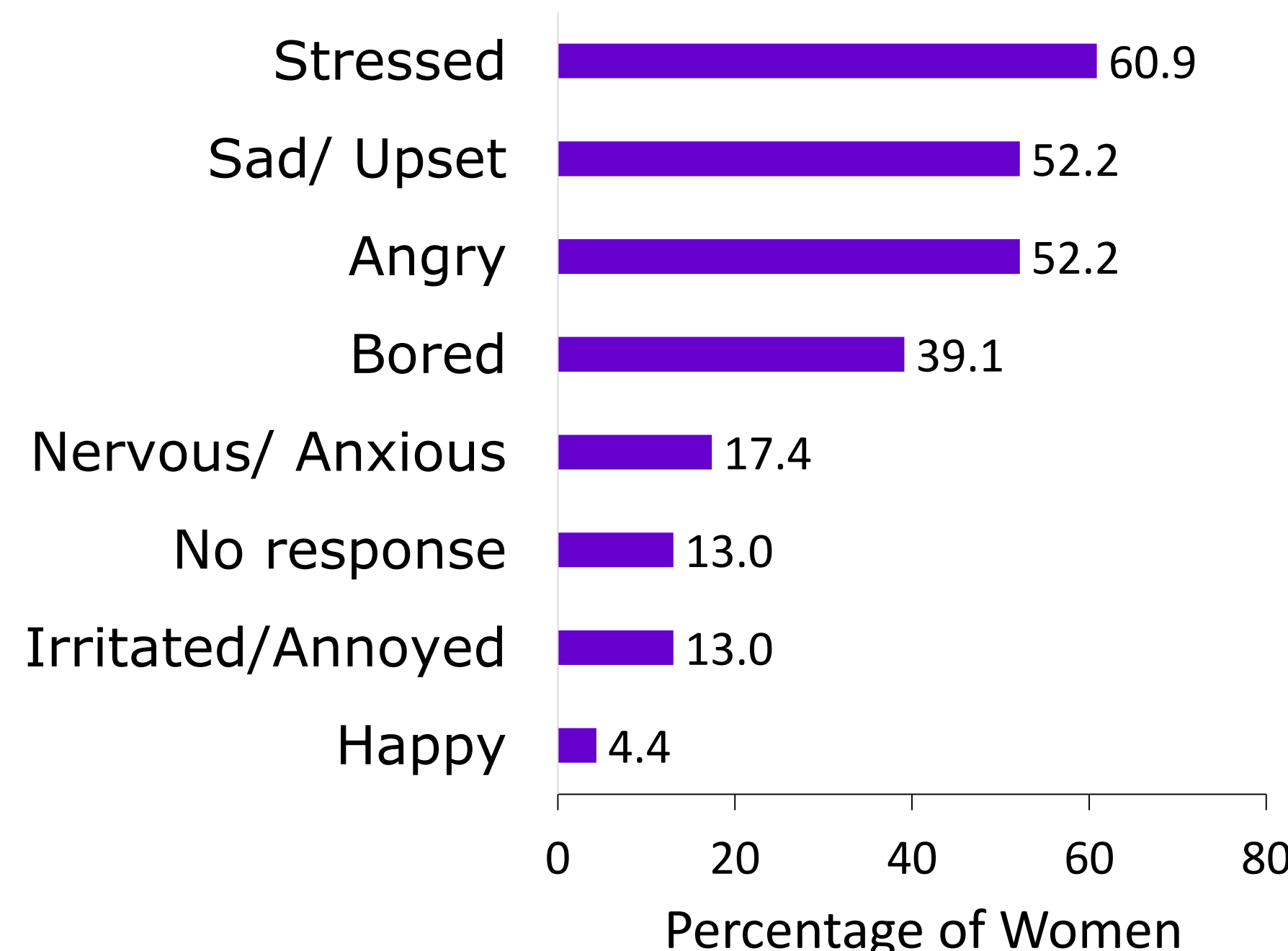
## Ways To Keep Hands and Mouth Busy (N=23)



## Ways to Reward Self While Quitting (N=23)



## Feelings That Triggered Women to Smoke (N=23)



### Alternative coping strategies (most to least common):

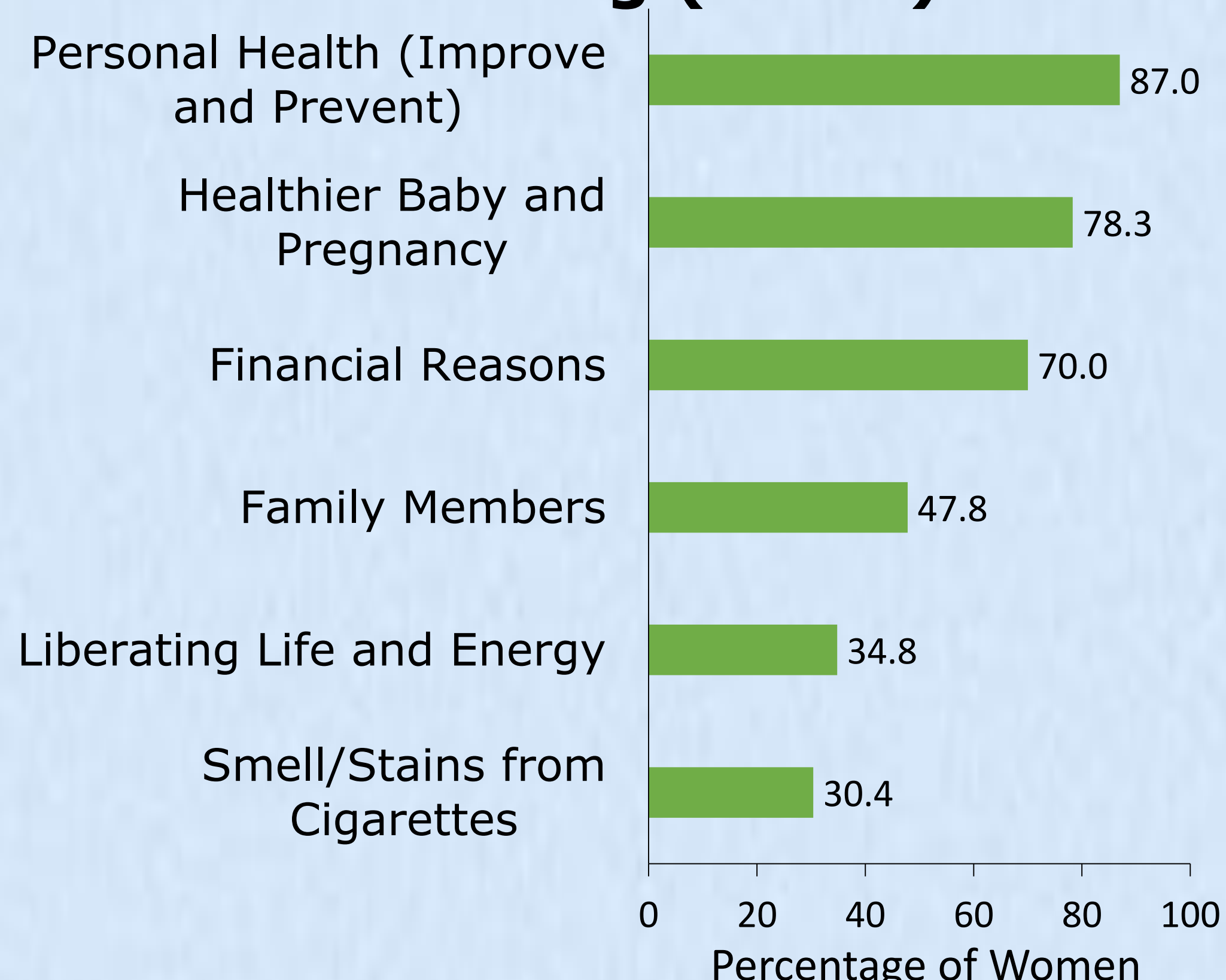
- Go for a Walk (56.2%)
- Call a Friend/ Family (56.2%)
- Pray (17.4%)
- Plan for Baby (13%)
- Eat (13%)
- Write in a Journal (13%)
- Watch TV (8.7%)
- Workout (8.7%)
- Relax/ Rest (8.7%)
- Play Video Games (8.7%)
- Clean (8.7%)
- Be Around Others (8.7%)

## CONCLUSION:

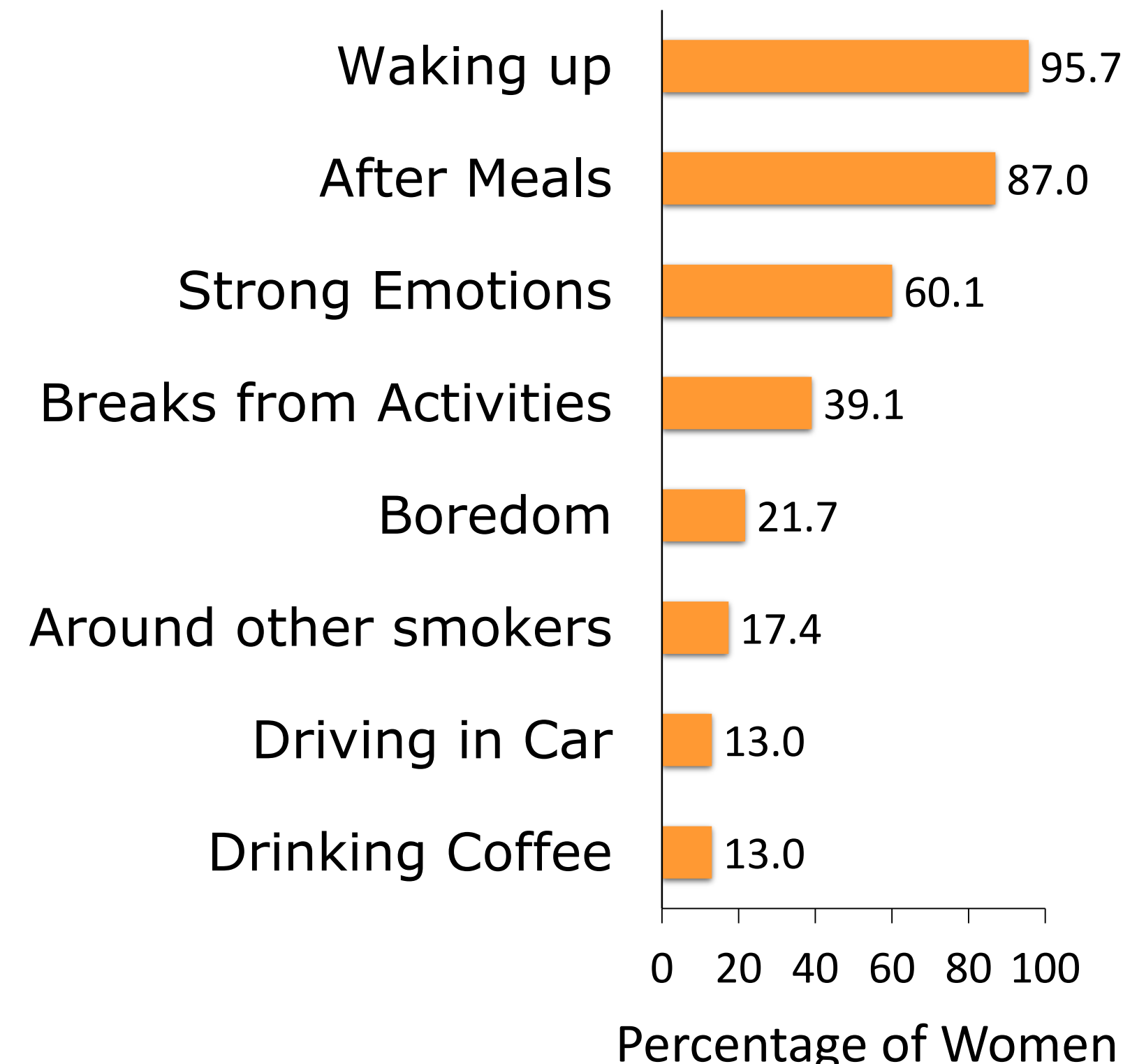
- The majority of pregnant smokers smoked habitually when they woke up, after eating, and when they experienced strong emotions, such as stress.
- Their main motivations of quitting smoking are to promote their health, the baby's health, and to increase their financial stability.
- They utilized gum, food, and hands-on activities to distract themselves and curb their cravings to smoke.
- Further research could be conducted to assess the effects of such habitual changes and to find the most effective methods to help pregnant smokers quit smoking.

## RESULTS:

### Main Reasons to Quit Smoking (N=23)



### When do you Smoke? (N=23)



### Alternative habits (most to least common):

- Go for a Walk (43.5%)
- Chewing Gum/ Candy (39.3%)
- Drink Water/ Hot Cocoa/ Juice (34.8%)
- Read a Book (17.4%)
- Play Online Games (17.4%)
- Brush Teeth (17.4%)
- Take a Shower (17.4%)
- Cleaning/ Chores(8.7%)
- Sleep (8.7%)
- Workout(8.7%)
- Call Friends/ Facetime(8.7%)
- Make a Meal (8.7%)
- Play/ Color with Kids (8.7%)

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- **References:**
  1. Tong et al. Trends in Smoking Before, During, and After Pregnancy — Pregnancy Risk Assessment Monitoring System, United States, 40 Sites, 2000–2010. *MMWR*, 2013; 62 (6): 1-19.