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## ***No Butts Baby* - new smoking in pregnancy animation video helps start the quit conversation**

Pregnancy is an exciting time for expectant mothers, but it can also be a time of information overload. It's well known that smoking causes cancer and heart disease, but what about the effect on an unborn baby?

To help pregnant mothers understand the risks of smoking during pregnancy, Illawarra Shoalhaven Local Health District (ISLHD) has developed an animated video clip, titled *Smoking in Pregnancy - No Butts Baby*.

ISLHD Health Promotion Officer Janet Jackson said there are many myths out there about quitting smoking during pregnancy.

"One myth is that it is too stressful on the baby if the mother quits. The reality is, quitting during pregnancy is the best thing a mother can do for her baby," Ms Jackson said.

"Smoking during pregnancy puts stress on the placenta. It also reduces the amount of oxygen flowing through the blood stream to the baby which can increase the risk of miscarriage, and the chance of having a baby that is weak and sickly."

To help start the conversation between midwives and pregnant women, ISLHD developed the short animated video clip to make it easier to navigate the complex information.

"We've found expectant mothers are often sceptical and overwhelmed about quitting smoking while pregnant. We wanted to dispel some of the common myths and give information to help smokers take the important step of quitting," Ms Jackson said.

"We hope the video will be a conversation starter. It shows what happens to a baby when you smoke in a format that's really easy to follow."

Health Stats NSW most recent data shows that the smoking rate of pregnant women in the Illawarra Shoalhaven continues to fall, with a rate of 11.6 per cent in 2016, down from 15.7 per cent in 2011.

"We're really pleased our smoking prevention and control initiatives are making a positive impact on our community's decision not to smoke. However, we know there's more work to be done and we will continue to work with pregnant women and our Maternity and Women's Health Service to reduce rates much further," Ms Jackson said.

The NSW Government allocated more than \$6 million in the 2017-18 State Budget for tobacco control including into the Cancer Institute NSW's Quitline and iCanQuit services. Enforcement and tough laws have also played a key role in driving down smoking rates, with more than 3,200 tobacco retailers inspected from July 2016 to June 2017.

If you are pregnant and would like to quit smoking, speak to your midwife, download the Quit For You, Quit for 2 App or call the Quitline on 13 78 48.

Visit <https://www.youtube.com/watch?v=IQ6RHZtxGUA> to view the video.

**Illawarra Shoalhaven Local Health District**

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