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Tobacco and Nicotine Use in the Perinatal Period: A Postpartum Video Intervention

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BACKGROUND

Tobacco and nicotine use among postpartum women continues to be a threat to the health of women and their families. In Broome County, 20% of women reported using tobacco at some point in their pregnancy (2019, M&BPN). We know that discordance rates between self reported smoking status and chemical confirmation can be as high as 46% (Britton et al., 2004). Additionally, many women who are not smokers themselves, are still at risk due to nicotine use of others close to them. Nurses are lacking an effective tool to address nicotine use in perinatal women. Our previous research resulted in the creation of 3 educational videos and the Perinatal Tobacco Attitudes and Behaviors Survey (PTABS).

PURPOSE

To test the effectiveness of our video intervention in improving knowledge and self-efficacy in postpartum women.

STUDY DESIGN

- Pre/post-survey design
- Consent, PTABS surveys & video administered via smartphone
- \$20 gift card incentive for participation

Supported by the Interdisciplinary Tobacco Use Research Program (ITURP) and the Binghamton University

"Consider the Kids. End the Cycle."

A Postpartum Video Intervention



VIDEO INTERVENTION

- All videos based on focus group input from perinatal women & their healthcare providers: Consistent information presented in a non judgemental way
- Video #3 designed for use with postpartum women and has been recently revised based on additional focus groups with women and perinatal nurses

PTABS MEASURE

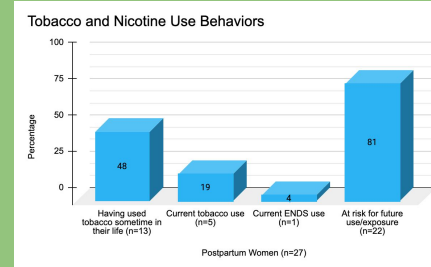
- 22 item survey
- Administered via Qualtrics; analyzed on SPSS v22

SETTING & PARTICIPANTS

- Postpartum unit of community hospital
- Women at least 18 years of age and fluent in English; recruited regardless of their tobacco and nicotine use status

RESULTS

- 81% of women were identified as being at risk to the harms of nicotine
- Knowledge about risk of asthma and learning problems increased ($p= 0.042$, $p= 0.021$)
- 100% viewed the video as helpful



IMPLICATIONS

- All women can benefit from assessment and intervention **regardless of nicotine use**
- Preliminary results suggest a positive impact of our video on postpartum women
- A larger study is in progress to test the effectiveness of our video
- Future studies will benefit from recruiting a larger number of current users

Thank you! Dr. Geraldine Britton and members of ITURP for providing the inspiration & support to complete this research.