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

Sophia Guiliano

Binghamton University--SUNY

Gabriella DiMuro

Binghamton University--SUNY

Arielle Goldschmidt

Binghamton University--SUNY

Lauren Katz

Binghamton University--SUNY

Francesca Nugnes

Binghamton University--SUNY

See next page for additional authors

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Authors

Sophia Guiliano, Gabriella DiMuro, Arielle Goldschmidt, Lauren Katz, Francesca Nugnes, Jessie Rosenbaum, Sara Shaw, and Valerie Cruz



Tobacco and Nicotine Use in the Perinatal Period. A Postpartum Video intervention.

Wendi Gallagher, CNM, RN, Valerie Cruz, Gabriella DiMuro, SN, Sophia Guiliano, SN, Lauren Katz, SN, Jessie Rosenbaum, Francesca Nugnes, SN, Sara Shaw, Arielle Goldschmidt, SN, Geraldine Britton, PhD, FNP, RN



BACKGROUND

Tobacco and nicotine in the perinatal period continue to negatively impact 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). Nurses need effective interventions to address nicotine use in perinatal women. Our previous research resulted in the creation of 3 educational videos and the PTABS survey. The third video is designed for use with postpartum women and has been updated based on feedback from women and perinatal nurses.

PURPOSE

- To test the effectiveness of a video intervention in improving knowledge and self-efficacy in postpartum women.
- Provide information regarding the feasibility of using the video as part of routine nursing care.

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"Consider the Kids. End the Cycle."

A Postpartum Video intervention



METHODS

Setting and participants

- Postpartum unit of community hospital
- Nurses are recruiting all women, regardless of their tobacco or other nicotine use status.
- Women must be at least 18 years of age and fluent in English.

Study design

- Pilot study (goal of n=25)
- Pre/post-survey design to measure changes in knowledge and self-efficacy.
- Consent for participation, PTABS surveys & video administered electronically via iPad or iPhone.
- \$20 gift card incentive for participation

RESULTS (Study in process)

- 9 women have participated in our study
- 78% (7 of 9 women) reported past or current use of nicotine products
- Initial results indicate a trend towards increased knowledge post-intervention.
- 100% agreed or strongly agreed that the video was helpful

Process Evaluation:

- Problems with completing surveys
- Video is not being implemented as part of routine care
- Bias in recruitment

IMPLICATIONS

- Nicotine use remains a significant problem
- The video intervention was viewed as helpful and appeared to increase knowledge
- A larger study is needed to test the effectiveness of the video
- Consider using nurse researchers to implement the study

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