

### **Evaluation by questionnaire of the stop smoking campaign «Bebe non fumeur»**

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Primary prevention of smoking should begin in families. Since smoking cessation depends on multiple conditions, the advise is effective if given at a target population sensitive to health matters. We conducted a campaign for women in two health districts, and evaluated the outcome by questionnaire.

Health professionals involved in pregnancy (gynecologists, midwives, head nurses of maternities) were contacted by mail 3 times and information material for distribution was supplied to all of them; a course was given to a selected group of midwives from all maternities of the region on smoking health hazard, passive smoking and counselling skills. The aim was to reach all pregnant women of the region at pregnancy control visits within a 9 months period. At delivery a questionnaire was admistred to the women.

There were 2360 deliveries in the 9 months of the campaign period (targeted population TP). 1423 questionnaires could be collected (60% of TP). 26% were from smoking mothers. 56% had heard from the campaign before, 44% were reached by questionnaire. For 74%, the baby's health was the major concern. 52% passed the message on to partner and friends. 39% of smoking women had stopped during pregnancy. Analysis of returned answer sheets indicated, where motivation of professionals to address the issue was suboptimal.

#### **Conclusions:**

- 1) Baby's health is a good motivation for stop smoking in women.
- 2) Pregnant women are efficient messengers to their family.
- 3) Collecting questionnaire is a means to improve penetration to target public, to motivate health professionals and to detect flaws in the campaign design.