

# STEEP

STATE TOBACCO EDUCATION  
& PREVENTION PARTNERSHIP

## Pregnant Women Cessation Campaign

### Target Audience:

Low-income, adult pregnant smokers

### Research:

Two focus groups were held in Denver with low-income, adult pregnant smokers to gather feedback about tobacco attitudes and usage, preference for cessation messages and QuitLine/QuitNet services.



Please see reverse side for methodology and key findings.

### Objective:

To increase the number of calls from low-income, adult pregnant smokers to the Colorado QuitLine.

### Campaign Tactical Plan:

A statewide mass mailing of posters, brochures and “mommy” kits to low income health clinics and WIC clinics.

Materials created:

- One poster
- One brochure
- “Mommy” kit
- One different print ad (Three ads total in varying sizes)
- PR templates

### Evaluation:

- Calls to the QuitLine
- # of posters, brochures and “mommy” kits distributed

# Research for Pregnant Women Cessation Campaign\*\*

## Overview:

Two focus groups were held in Denver with low-income, adult pregnant smokers to gather feedback about tobacco attitudes and usage, preference for cessation messages and QuitLine/QuitNet services.

## Recruitment:

Participants were recruited by the following methods and were paid a stipend and given dinner for their time:

- Pre-natal programs, low-income health clinics, mailing lists and flyer distributions
- This target audience was very hard to recruit

## Focus Group Details:

Group	# of Participants	Location
1	5	Denver
2	5	Denver

## Key Findings:

- I. Attitudes/Behaviors related to Smoking:
  - a. Smoking is addictive and manages stress
  - b. They are more concerned with secondhand smoke around their toddlers, than the health effects to their unborn child
  - c. Friends and family continue to smoke, so this makes it harder to quit
  - d. Willpower is necessary to quit
  - e. Are more concerned with the here-and-now, rather than the future
  - f. Most do not hide that they smoke and it is socially acceptable in their communities
  - g. Financial reasons to quit speak more strongly than health reasons
  - h. Quitting smoking will have positive effects on their lives
  - i. Felt that doctors and WIC staff need to “push” quitting more
- II. QuitLine/QuitNet:
  - a. Most participants had heard of the QuitLine
    - i. They did not know what happens when they call though
  - b. The offer of free NRT was considered a major benefit
  - c. The word counseling is not understood or looked at positively
- III. Anti-smoking Messages:
  - a. Want to see positive messages and not guilt-ridden or negative messages to inspire quitting
  - b. Messages need to be simple and straight to the point

**\*\*All research is preliminary and indicates the need for further investigation.**