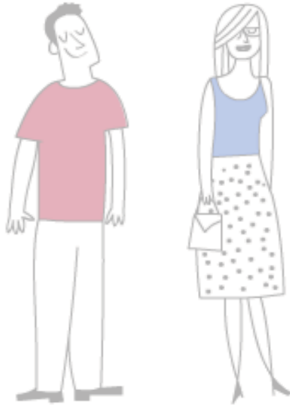


Are you...?



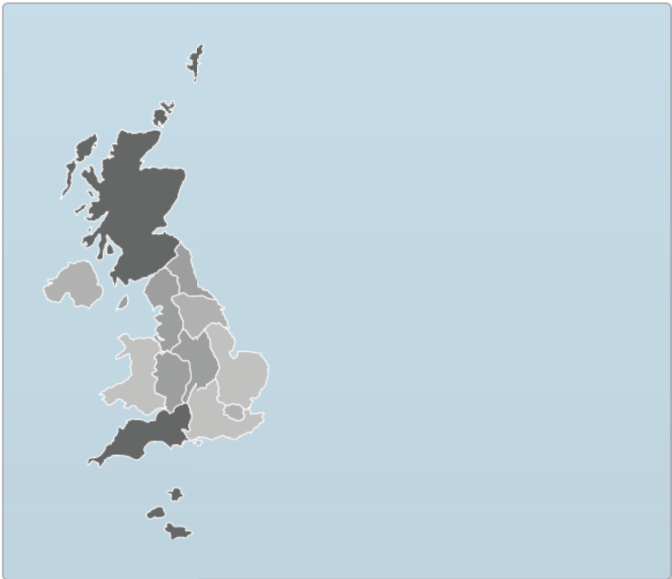
Male

Female

How old are you?

Which area on this map best reflects where you live?

- Channel Islands
- East of England
- East Midlands
- London
- North East
- North West
- Northern Ireland
- Scotland
- South East
- South West
- Wales
- West Midlands
- Yorkshire / Humberside



Not on Map

Which of the following statements best describes you?

- Yes, I am a smoker
- Yes, I am a smoker who wants to quit or reduce smoking
- I have recently quit smoking by using nicotine patches and/or gum
- I have recently quit smoking by other means
- I was a regular smoker but gave up a long time ago
- I was an irregular smoker but do not smoke now
- I have never smoked

How many cigarettes did you used to smoke a day?

We would like to know your views on the type of services you think would be most likely to help women to stop smoking during pregnancy and during the first couple of months after their baby is born.

Why stop smoking?

Pregnant women are advised to stop smoking for their own health and for the health of their baby. This is important during pregnancy and once their baby has been born. Smoking can harm the baby in many ways.

Smoking during pregnancy can

- slow down the baby's growth in the womb and increase the chance of low birth weight
- increase the risk of premature birth
- increase the risk of still birth
- increase the risk of sudden infant death or cot death
- increase the risk of caesarean section

Smoking around a baby can

- increase the risk of chest infections, ear infections, chronic bronchitis
- increase the risk of asthma
- increase the risk of sudden infant death or cot death.

Imagine that you find out you are pregnant and you are smoking around 10 cigarettes a day. You are offered an appointment with an expert on quitting smoking to help you stop. At your first meeting you talk about the different ways to stop smoking and you are given leaflets with information about the importance of stopping for the health of you and your baby.

Would you want to

- Stop smoking completely
- Limit your smoking to a couple of cigarettes a week
- Limit your smoking to a couple of cigarettes a day
- Keep smoking the same as before you were pregnant?
- Other (please specify)

How easy or difficult do you think you would find it stopping smoking if you were pregnant?

- Very difficult
- Quite difficult
- Quite easy
- Very easy
- Don't know
- I wouldn't try

What do you think would be the most likely result if you tried to stop smoking while pregnant?

- Stop smoking completely
- Limit your smoking to a couple of cigarettes a week
- Limit your smoking to a couple of cigarettes a day
- Keep smoking the same as before you were pregnant
- Smoke more
- Other (please specify)

Imagine you are offered a service to help you quit smoking when you find out you are pregnant.

Everyone is offered a meeting with a smoking quitting expert to get help to quit and to set a quitting date.

After that first meeting the service you are offered may vary. There are four key parts of the service that may vary.

We are interested in how these parts affect whether you would quit smoking during pregnancy and stay quit in the early months of your baby's life.

On this page we describe these four parts and on the next page we ask how important you think these would be to you in helping you quit and stay quit in the early months of your baby's life.

Click 'next' to read the description

We are now going to give you some choices about what type of service would help you to quit smoking. Please complete them all. We understand that some of the choices might be difficult to make. There are no right or wrong answers. Your personal opinion is what matters. There are 10 choices for you to make.

Please think about these different ways of helping you to stop smoking

Which service would be most likely to help you stop smoking?

[Please click here to review the description of the service again](#)

Description
First meeting with expert advisor to get help to stop smoking and agree your quitting date
Visits
Method of support
Incentives
Quitting Pal

Please select your answer here:

Option A
Yes
Once a week
A phone call every day from your quitting expert
No vouchers
Your 'quitting pal' will receive information on how to help you when you first see your quitting expert, a text after each test to let them know your result and a £20 voucher every month you stay quit

Option B
Yes
Once every two weeks
A text every day from your quitting expert
£20
Your 'quitting pal' will receive information on how to help you when you first see your quitting expert

Option C
Yes
None
None
None
None

[Please click here to review the description of the service again](#)

Description
First meeting with expert advisor to get help to stop smoking and agree your quitting date
Visits
Method of support
Incentives
Quitting Pal

Please select your answer here:

Option A
Yes
Once every two weeks
A visit to the clinic every day to meet with your quitting expert
No vouchers
Your 'quitting pal' will receive information on how to help you when you first see your quitting expert

Option B
Yes
Once a week
A phone call every day from your quitting expert
£80
Your 'quitting pal' will receive help and information when you first see your quitting expert and a text after each test to let them know your result

Option C
Yes
None
None
None
None

[Please click here to review the description of the service again](#)

Description
First meeting with expert advisor to get help to stop smoking and agree your quitting date
Visits
Method of support
Incentives
Quitting Pal

Please select your answer here:

Option A
Yes
Once a week
A phone call every day from your quitting expert
£20
No 'quitting pal'

Option B
Yes
Once every two weeks
A text every day from your quitting expert
£80
Your 'quitting pal' will receive information on how to help you when you first see your quitting expert, a text after each test to let them know your result and a £20 voucher every month you stay quit

Option C
Yes
None
None
None
None

[Please click here to review the description of the service again](#)

Description
First meeting with expert advisor to get help to stop smoking and agree your quitting date
Visits
Method of support
Incentives
Quitting Pal

Please select your answer here:

Option A
Yes
Once every two weeks
A text every day from your quitting expert
No vouchers
Your 'quitting pal' will receive help and information when you first see your quitting expert and a text after each test to let them know your result
<input type="radio"/>

Option B
Yes
Once a week
A phone call every day from your quitting expert
£40
Your 'quitting pal' will receive information on how to help you when you first see your quitting expert
<input type="radio"/>

Option C
Yes
None
None
None
None
<input type="radio"/>

[Please click here to review the description of the service again](#)

Description
First meeting with expert advisor to get help to stop smoking and agree your quitting date
Visits
Method of support
Incentives
Quitting Pal

Please select your answer here:

Option A
Yes
Once a week
A visit to the clinic every day to meet with your quitting expert
£40
No 'quitting pal'
<input type="radio"/>

Option B
Yes
Once every two weeks
A phone call every day from your quitting expert
£20
Your 'quitting pal' will receive information on how to help you when you first see your quitting expert, a text after each test to let them know your result and a £20 voucher every month you stay quit
<input type="radio"/>

Option C
Yes
None
None
None
None
<input type="radio"/>

[Please click here to review the description of the service again](#)

Description
First meeting with expert advisor to get help to stop smoking and agree your quitting date
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<input type="radio"/>

Option B
Yes
Once a week
A text every day from your quitting expert
No vouchers
No 'quitting pal'
<input type="radio"/>

Option C
Yes
None
None
None
None
<input type="radio"/>

[Please click here to review the description of the service again](#)

Description
First meeting with expert advisor to get help to stop smoking and agree your quitting date
Visits
Method of support
Incentives
Quitting Pal

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<input type="radio"/>

Option B
Yes
Once every two weeks
A visit to the clinic every day to meet with your quitting expert
£20
Your 'quitting pal' will receive help and information when you first see your quitting expert and a text after each test to let them know your result
<input type="radio"/>

Option C
Yes
None
None
None
None
<input type="radio"/>

[Please click here to review the description of the service again](#)

Description
First meeting with expert advisor to get help to stop smoking and agree your quitting date
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Method of support
Incentives
Quitting Pal

Please select your answer here:

Option A
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A visit to the clinic every day to meet with your quitting expert
No vouchers
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<input type="radio"/>

Option C
Yes
None
None
None
None
<input type="radio"/>

[Please click here to review the description of the service again](#)

Description
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<input type="radio"/>

Option B
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Once every two weeks
A visit to the clinic every day to meet with your quitting expert
£20
Your 'quitting pal' will receive help and information when you first see your quitting expert and a text after each test to let them know your result
<input type="radio"/>

Option C
Yes
None
None
None
None
<input type="radio"/>

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Your 'quitting pal' will receive help and information when you first see your quitting expert and a text after each test to let them know your result
<input type="radio"/>

Option C
Yes
None
None
None
None
<input type="radio"/>

Can you please tell us a little bit about yourself? Your answers will be treated as confidential. We will use the information to compare responses by groups of people not individuals.

Please click "Next" to continue...

Do you have any children?

- Yes
 No

Did you try to stop smoking during your most recent pregnancy?

- No, I wasn't smoking then
- Yes and I have stayed quit
- Yes and started again before my baby was born
- Yes and started again after my baby was born
- Other (please specify)

How old is your youngest child?

How many children (under 16 years of age) are there in your household?

- 0
- 1
- 2
- 3
- 4 or more

What is the highest level of education you have completed?

Tick one.

- No formal qualifications
- GCSE, O-Level, CSE, O Grade, Standard Grade
- Vocational qualifications (e.g. NVQ1 or 2, SVQ 1 or 2, SCOTVEC module)
- A-Level, higher, advanced higher or equivalent (NVQ3, SVQ3, ONC, OND, SCOTVEC Dip)
- Bachelor Degree or equivalent (HNC, HND, SVQ 4 or 5, NVQ4)
- Masters/PhD or equivalent
- Don't Know
- Other (please specify)

Please select the category that best describes your current employment status

- Working full-time (30 hrs or more per week)
- Working part-time (less than 30 hrs per week)
- At home and not looking for paid work
- Unable to work because of illness or disability
- Student
- Unemployed and looking for work
- Retired
- Other (please specify)

Could you please provide an estimate of your annual household income (before tax and including your partner/spouse)?

- Up to £9,999
- £10,000 to £19,999
- £20,000 to £29,999
- £30,000 to £39,999
- £40,000 to £49,999
- £50,000 or over
- Would rather not say

Thank you for completing this questionnaire and helping us to design better services for pregnant women who want to stop smoking