



Quit for you Quit for two

Briefing for Health visitors and Family Nurse Partnership

The new 'Quit for Two' campaign aims to support women aged 16-25 to quit smoking when they become pregnant.

Women under 25, especially those from more deprived areas, have a range of personal issues to overcome and misconceptions about smoking during pregnancy. They also usually don't have an accurate understanding about what stop smoking services are like and what they offer. This means that many of the women who are referred from their booking appointment never attend their stop smoking session.

The focus of the campaign is to encourage mums-to-be to visit the quitfortwo.co.uk website which aims to break down the barriers and misconceptions young women may have about attending their referral appointment.

Because we know you are very busy we have put together some resources that you could use when talking to young women. We would really appreciate your help to signpost young mums-to-be and new mums who smoke to the campaign website.

The following resources can be found on Lancashire's Children and Young People's Trust website

- A dedicated website quitfortwo.co.uk – factual information and practical advice about smoking during pregnancy and the help available from their local stop smoking service
- A short **one-minute video** - that you can quickly share with young women to encourage them to attend their referral appointment or contact stop smoking services
- Four **2-minute videos** - using young women who have successfully quit smoking during pregnancy - watch our videos at quitfortwo.co.uk
- Simple information to '**Bust the Myths**' - responses to the most common concerns and misconceptions about quitting whilst pregnant

The campaign will only be a success if professionals working with the young women personally recommend that they visit the website and then attend their stop smoking service appointment. We need your help to promote the site at every opportunity. You can find out more about the campaign and download resources on Lancashire's Children and Young People's Trust website

www.quitfortwo.co.uk