

# Pregnant women who identify as smokers upon registration

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## Outcome

A reduction in the number of avoidable deaths and reduced variation for population groups.

## Measure

Percentage or number of pregnant women who identify as smokers upon registration with a DHB employed midwife or Lead Maternity Carer who are offered brief advice and support to stop smoking

## Type

Contributory measure

## Relationship(s) to other frameworks

This measure has strong links to Indicator 16 of the NZ Maternity Clinical Indicator Set (NZMCI): *Ministry of Health. 2015. New Zealand Maternity Clinical Indicators 2013. Wellington: Ministry of Health* Document available at: [www.health.govt.nz](http://www.health.govt.nz)

This measure also forms part of the calculation for measuring the 2016/17 Ministry of Health Target 'Better Help for Smokers to Quit' and supports the Government's aspirational goal of a Smokefree NZ by 2025.

## Rationale

Smoking during pregnancy leads to increased carbon monoxide concentration in the blood of both the mother and her baby, resulting in reduced oxygen and nourishment available to the baby. This increases the risk of babies being born with a low birth weight and increases the risk of neonatal mortality, sudden and unexpected death in infancy and long-term respiratory problems for the child (The Quit Group 2004). This indicator can be used to identify support needs of women and families in terms of support to stop smoking.

## Eligible population

All pregnant women who are:

- aged 15 years and over; and
- identify as a current smoker upon registration with a DHB-employed midwife or Lead Maternity Carer (LMC)

## Measure status

## Numerator

Number of pregnant women who identify as smokers upon registration with a DHB employed midwife or Lead Maternity Carer who are offered brief advice and support to stop smoking

## Denominator

Number of pregnant women who identify as smokers upon registration with a DHB employed midwife or Lead Maternity Carer

## National target

90%

## Local target

Milestones to be decided by Alliance

## Annual weighting

## Total population

## Data Sources

- Midwifery and Maternity Provider Organisation (MMPO),
- Lead Maternity Carer Services
- District Health Boards

## Data extracted from data sources

All data is supplied to the Ministry of Health.

## Measure calculation process

Data sets are joined by the Ministry of Health to determine results.

## Measure development notes

For the purpose of this measure, a current smoker is someone who has smoked more than 100 cigarettes in their lifetime and has smoked tobacco in the last 28 days.