



Pregnets

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ETS: Why do we care?

PREGNETS

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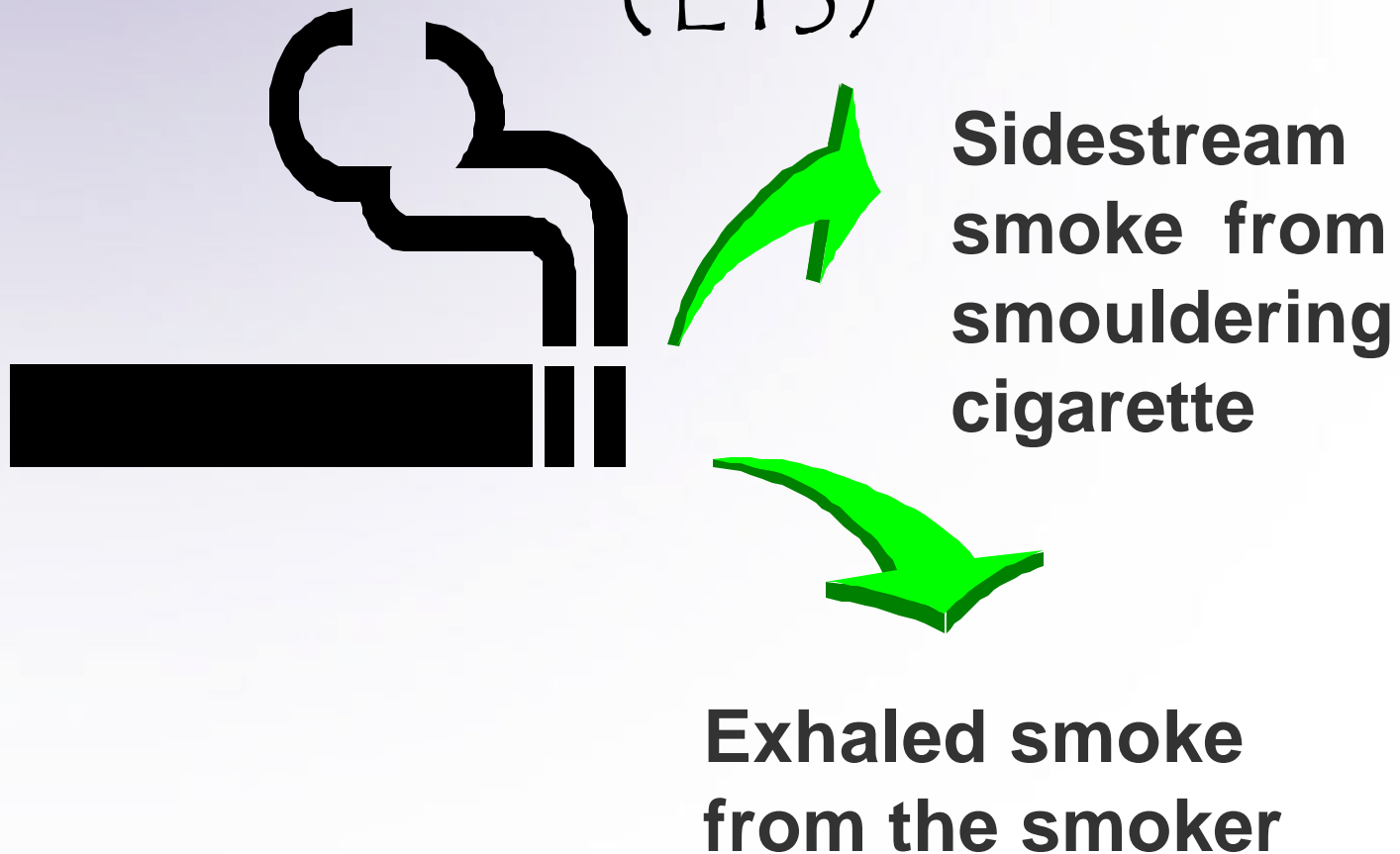
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Compliments of: Program Training and Consultation Centre, Ontario Tobacco Strategy. References available upon request



Environmental Tobacco Smoke (ETS)



QUESTION #1

What is your personal tolerance level for SHS in homes?

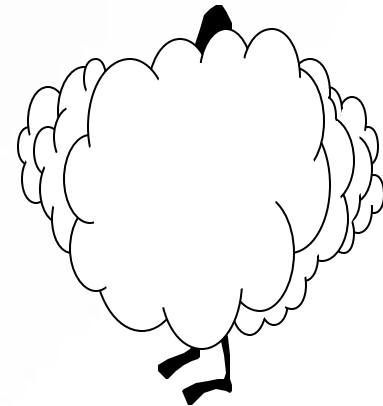
a)



b)



c)

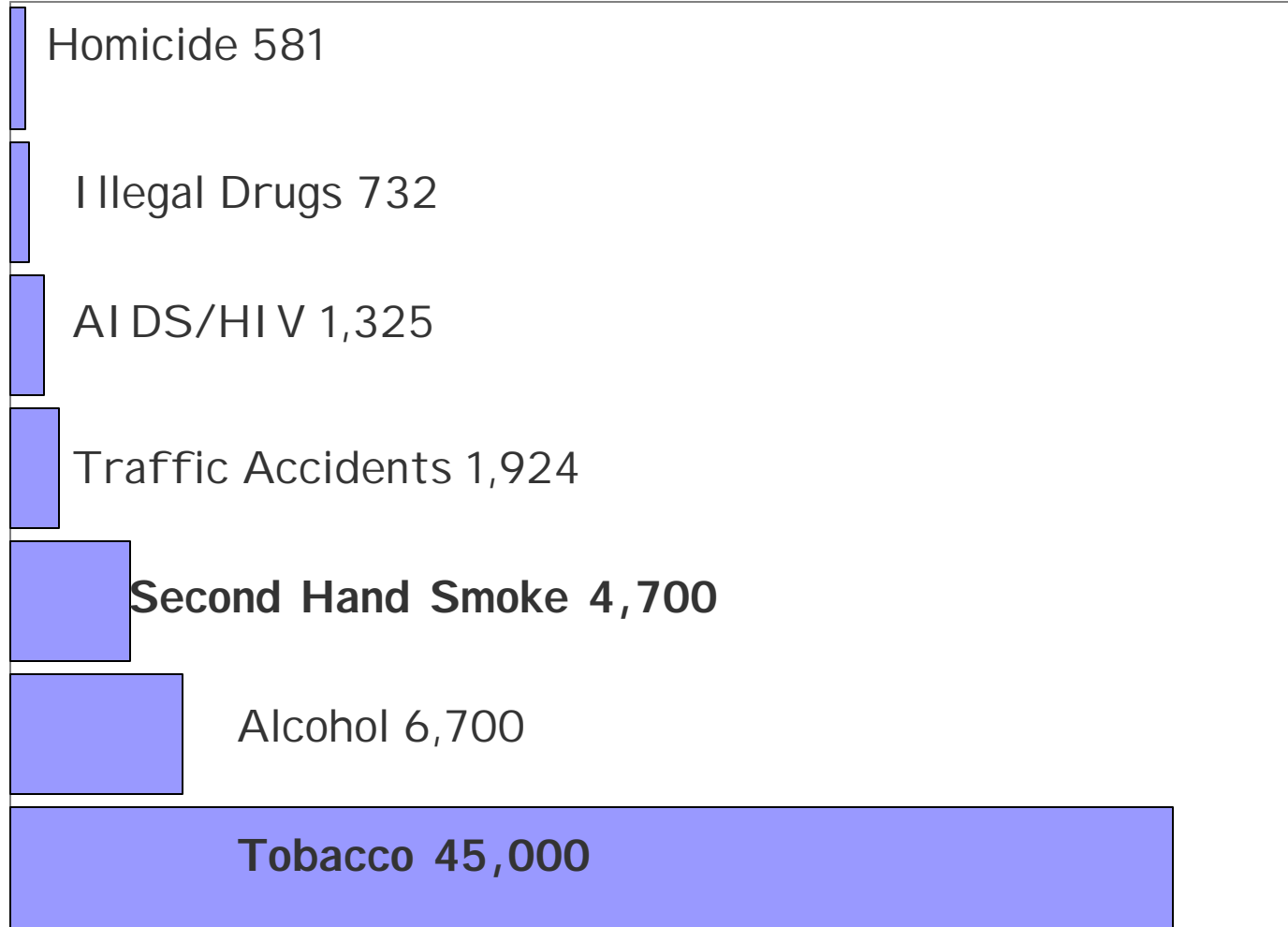




QUESTION #2

Second-hand smoke is:

- a) **Less dangerous than direct smoking?**
- b) **More dangerous than direct smoking?**
- c) **About the same?**





QUESTION #3

Compared to adults, children are:

- a) **Less harmed by second-hand smoke?**
- b) **More harmed by second-hand smoke?**
- c) **No difference?**



The need to protect children from SHS

Children's physiology makes them more vulnerable to the effects of SHS:

- respiration rate
- immature immune systems



The need to protect children from SHS

**In children in Ontario each year,
SHS is responsible for:**

- 7% of all ear infections – 8,000-14,000
- 20% of all tonsillectomies - 500-800
- 14% of all tube insertions in ears – 6,600
- 13% of physician visits for coughs

Source: diFranza & Lew, Pediatrics, 1996
Ontario Medical Association



The need to protect children from SHS

**Children are more dependent
on others – their communication
skills are less well-developed**

The need to protect children from SHS

Future smoking behaviour can be predicted by parental smoking.





QUESTION #4

It's best for a pregnant woman who smokes to:

- a) **Quit smoking for the sake of the baby?**
- b) **Keep smoking because the stress of quitting is harder on the baby than the smoking?**
- c) **Cut down, but not quit?**



Maternal smoking in pregnancy
can lead to:

- spontaneous abortion
- low birthweight
- higher risk of death in perinatal period
- Sudden Infant Death Syndrome [SIDS]



QUESTION #5

What percent of Ontario households report that at least one person smokes inside the home every day or nearly every day?

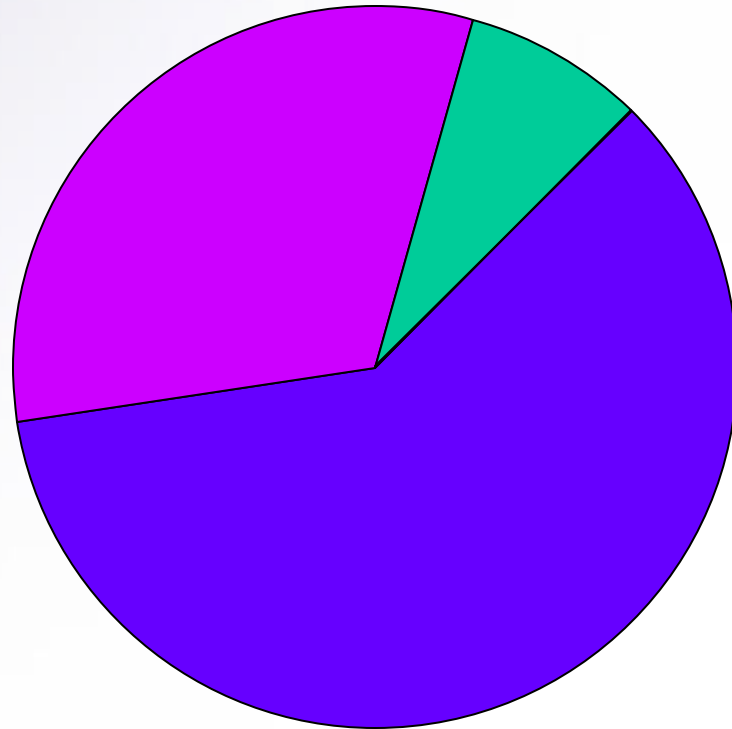
- a) **62%**
- b) **26%**
- c) **9%**

QUESTION #6

Think about smokers who spend time with small children:

How many think they should not smoke in front of small children?

- a) 8%
- b) 32%
- c) 60%

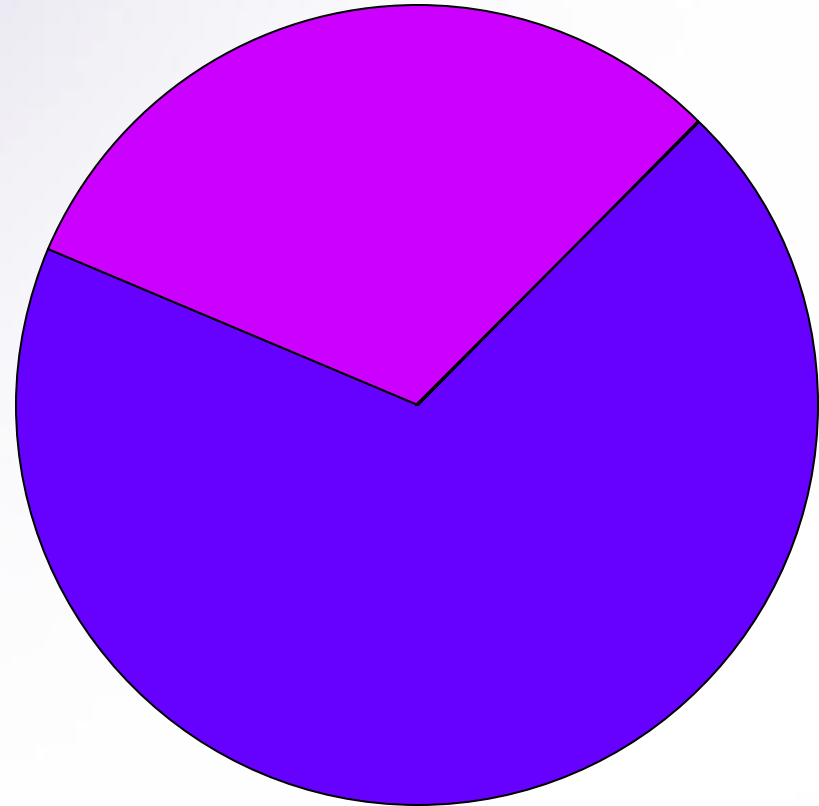


QUESTION #7

Now think about what smokers do

How many smokers say they never smoke in front of small children?

- a) 69%
- b) 31%



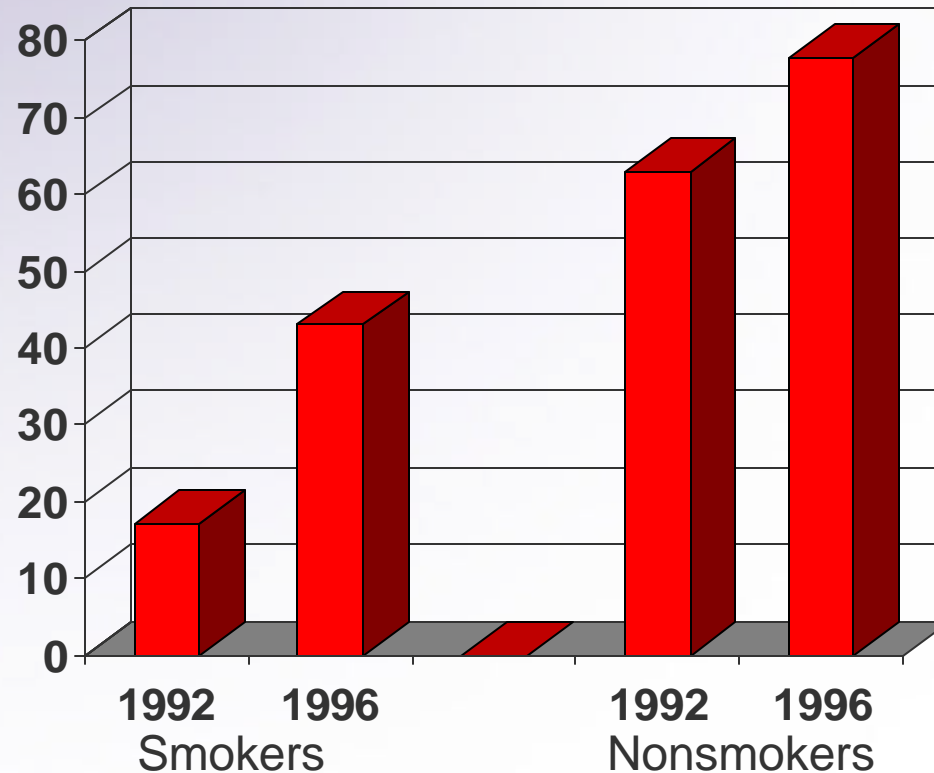


Literature Review: the evidence base for smoke-free homes campaigns

- 26% of Ontario households report that at least one person smokes inside the home every day or nearly every day
- Conservatively, 20% of Ontario children under 12 are exposed to SHS at home
- Promising interventions exist
 - Media-based public education
 - Health care provider advice
 - Contests
- CDC Best Practices Guidelines do not include smoke-free homes campaigns in their list of essential components
 - Insufficient number of studies completed, which “should not be seen as evidence of ineffectiveness...”



More People Believe They Should Not Smoke In the Home



Percent of Adults Who Believe Homes Should be Smoke-Free

Source: AC Nielson Poll of 1,000 Ontario adults, 1998

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