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| **ISA ISPID  Abstract Submission  Nº: 142**   |  | | --- | | Topics: **SIDS/SUID** | | Type: **Oral** | | **Financial incentives for smoking cessation during pregnancy: a randomised controlled trial.** | | **Tappin, David**1; **Bauld, Linda**2; **Purves, David**3; **Boyd, Kathleen**1; **Sinclair, Lesley**2; **McKell, Jennifer**2;**McConnachie, Alex**1; **de Caestecker , Linda**4; **Tannahill, Carol**5; **Radley, Andrew**6; **Coleman, Tim**7 *1 - University of Glasgow. 2 - University of Stirling. 3 - University of Strathclyde. 4 - NHS Greater Glasgow & Clyde Health Board. 5 - Glasgow Centre for Population Health. 6 - NHS Tayside Health Board. 7 - University of Nottingham.* | | **Introduction** Around 80% percent of women have at least one baby so an effective smoking cessation intervention during pregnancy will eventually reach most women. Individuals who give up by age 40 (during their childbearing years) avoid much of the morbidity and early mortality of continued smoking. Financial incentives aim to create an immediate value for a healthy lifestyle. In the UK, smoking during pregnancy kills over 5000 babies annually most from early miscarriage, about 200 from stillbirth and 100 from infant deaths.  Extra National Health Service costs are £20–90 million for pregnancy and infant care. Only 5–10% of pregnant smokers quit when offered current interventions. We aimed to assess efficacy, cost-effectiveness, and acceptability of adding £400 of shopping vouchers to routine pregnancy smoking cessation services.  **Material and Methods** This study was a phase II, single-centre, single-blinded, parallel-group individually randomised controlled superiority trial with qualitative and health economic components. Participants were self-reported pregnant smokers referred to Stop Smoking Services between Dec 15, 2011, and Feb 28, 2013, in Greater Glasgow and Clyde, Scotland. Randomisation, with allocation concealed from staff and participants, was by computer generated permuted blocks of four.  306 participants were randomised to routine care and 306 to the intervention (routine care plus incentives), giving 90% power to detect an increase in smoking cessation from 4·0% in women in the control group to 11·4% in women given incentives. Assessors of the primary outcome were masked to allocation. Women in both groups were offered routine care—namely, the offer of face-to-face contact to set a quit date, 10 weeks’ free nicotine replacement therapy, and support calls weekly for 4 weeks. In addition, women in the intervention group were offered £50 in vouchers for setting a quit date, £50 if carbon monoxide confirmed smoking cessation after 4 weeks, £100 after 12 weeks, and £200 in late pregnancy (34–38 weeks’ gestation). The primary outcome, analysed by intention to treat, was self-report of quitting in late pregnancy corroborated by cotinine in saliva (<14·2 ng/mL) or urine (<44·.7 ng/mL). Cost-benefit analysis used routine and trial derived data. Ethics approval supported telephone consent. This trial was registered with Current Controlled Trials,  ISRCTN87508788.  **Results** Significantly more smokers who were offered incentives quit than did controls (69/306 [23%] *vs* 26/303 [9%] 95%CI for difference 8.3%-19.5%). Three control participants opted out. The relative risk of smoking in late pregnancy was 0·85 [95% CI 0·79–0·91]. No harms were reported, and incentives were acceptable to clients and health workers. Short-term incremental cost per quitter was £1127 and longer-term cost per quality-adjusted life year gained was £482.  **Conclusions** This trial provides evidence for the efficacy and cost-effectiveness of financial incentives which must now be tested in other centres and with varied smoking cessation services. **Funding sources:**Chief Scientist Office Scottish Government, Glasgow Centre for Population Health, NHS Greater Glasgow and Clyde Endowments, Royal Samaritan Endowment Fund, and Yorkhill Children’s Charity. | |  |  |  |  | | --- | --- | | **CONTACT** | | | Name: | **David** | | Lastname: | **Tappin** | | E-mail: | **david.tappin@glasgow.ac.uk** | | Country: | **UK - United Kingdom** | | Institution | **University of Glasgow** | | Cellphone: | **07784304568** | | City: | **Glasgow** | |