




# Love Bump Communications Pack

love  
bump 

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### Love Bump: campaign aims

- To raise awareness of the risks of smoking while pregnant.
- To improve local knowledge of the smoking cessation support services available to all pregnant women in Nottingham City.

### Target demographic

- Women who are pregnant or may be considering getting pregnant
- 16-45 years old
- Residing in Nottingham City

### Press release

An initial Love Bump press release is available to download [here](#).

Additional press releases based on local case studies will be sent to media through Jan-April 2021.

### Website news/newsletters

You can help us spread awareness of the Love Bump campaign by publishing the press release on the news section of your website or in your newsletter.

Alternatively, you may wish to use the following shortened version:

### **Nottingham mums given extra support to stop smoking**

Nottingham has one of the highest rates of smoking in pregnancy in the UK. In 2019/20, 16.3% of pregnant women in Nottingham said that they were smoking up until they had their baby. This compares to 10.2% average in the rest of England.

To tackle this worrying statistic, local organisations have joined forces to raise awareness of the risks of smoking while pregnant and improve access to support for all mums-to-be in Nottingham.

Nottingham City Council and Small Steps Big Changes (SSBC), which is part of The National Lottery Community Fund's A Better Start programme, have united with Nottingham University Hospitals Trust (NUH), Nottingham CityCare Partnership, and Stub It! to help raise awareness of the risks. They are also improving access to support services.

If you are a pregnant mum who smokes please speak to your midwife or GP. They will be able to refer you for free support, which includes free nicotine replacement products.

**Sarah Dykes**, a mum-of-three from Aspley, spoke to her midwife at her 9-week scan. She was referred to a specialist Stop Smoking Advisor, who provided her with nicotine replacement therapy.

Sarah said: "Anyone who wants to quit should ask for help – I just spoke to my midwife and she arranged it for me. My Stop Smoking Advisor was really friendly and down to earth. She let me take it at my own pace and I couldn't have done it without her".

There are other steps that parents can take to protect their babies from the effect of cigarette smoke. **Holly Crampton, a specialist Maternity Stop Smoking Advisor**, advises:

"You can protect your baby from second and third hand smoke by making sure that friends and family don't smoke near your baby – including in your home or your car. If you or your partner smoke, even if you do not smoke in the bedroom, it's really important that you do not share a bed (co-sleep) with your baby as it greatly increases the chance of SIDS or 'cot death'."

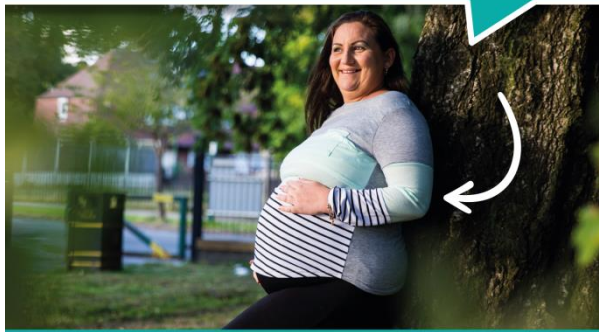





Additional advice is available on [The Lullaby Trust website](#)













## Social media

We have developed a range of social media content to help you promote the Love Bump campaign to your users. Raising awareness via social media will encourage more parents to get support to stop smoking.

Please also like and share activity from organisations partnering in the campaign.

All Love Bump social media graphics are available to download [here](#).

Post	Image	Facebook	Twitter
1	<p>"If you're pregnant and trying to stop smoking, <b>there's so much help out there</b>. You can do everything from your own home and get support over the phone. <b>It's all free</b>, it's been so easy."</p> <p>Sarah, Nottingham</p>  <p>love bump </p> <p>   </p>	<p>Smoking while you're pregnant means that your baby is 4 times more likely to die of sudden infant death syndrome (also known as 'cot death').</p> <ul style="list-style-type: none"> <li>✓ Protect your baby from smoke.</li> <li>✓ Speak to your midwife or GP about free support <b>for</b> all pregnant women in Nottingham.</li> </ul> <p>For more info about the risks of smoking when pregnant, visit:  <a href="https://www.lullabytrust.org.uk/safer-sleep-advice/smoking">https://www.lullabytrust.org.uk/safer-sleep-advice/smoking</a></p> <p>#LoveBump</p>	<p>Smoking while you're <b>#pregnant</b> means that your baby is 4 times more likely to die of sudden infant death syndrome <b>#SIDS</b> (also known as 'cot death').</p> <ul style="list-style-type: none"> <li>✓ Protect your baby from smoke.</li> <li>✓ Speak to your midwife or GP about free support for all pregnant women in Nottingham <b>#LoveBump</b></li> </ul>

2	<p>"Since I gave up smoking, I feel so much happier and healthier. I have <b>more money</b> to spend on my family and preparing for the new baby. <b>It makes a big difference.</b>"</p> <p>Sarah, Nottingham</p>  <p>You are <b>three times</b> more likely to quit smoking if you have support from your partner or family.</p> <p>love bump </p> <p>   </p>	<p>There are lots of benefits to stopping smoking when you're pregnant.</p> <ul style="list-style-type: none"> <li>✓ Have a healthier pregnancy</li> <li>✓ Lower risk of sudden infant death syndrome (SIDS)</li> <li>✓ Save money</li> </ul> <p>You are three times more likely to quit smoking with support. Speak to your midwife or GP - they'll be able to refer you for free support and nicotine replacement products.</p> <p>For more info about the risks of smoking when pregnant, visit:  <a href="https://www.lullabytrust.org.uk/safer-sleep-advice/smoking">https://www.lullabytrust.org.uk/safer-sleep-advice/smoking</a></p> <p>#LoveBump</p>	<p>There are many benefits to not smoking when you're pregnant.</p> <ul style="list-style-type: none"> <li>✓ Have a healthier pregnancy</li> <li>✓ Lower risk of sudden infant death syndrome (SIDS)</li> <li>✓ Save money</li> </ul> <p>You are 3x times more likely to stop smoking with support. Speak to your midwife about free specialist support <a href="#">#LoveBump</a></p>
3	<p>"When I first met with my Stop Smoking Advisor, <b>I thought I was going to be shouted at</b> - because everyone knows smoking is bad. But that didn't happen. She was <b>so down to earth</b>, just a normal person trying to support women to <b>stop smoking and have healthier babies.</b>"</p> <p>Sarah, Nottingham</p>  <p>love bump </p> <p>   </p>	<p>Sarah smoked when she was pregnant with her first two children. During her third pregnancy, she spoke to her midwife at her scan. She was given a stop smoking advisor and free nicotine replacement products. Sarah's had a healthy baby girl, and has stopped smoking for good 🥰</p> <ul style="list-style-type: none"> <li>✓ Expecting a baby? Planning to get pregnant? Speak to your midwife or GP about getting support to stop smoking.</li> </ul> <p>For more info about the risks of smoking when pregnant, visit:  <a href="https://www.lullabytrust.org.uk/safer-sleep-advice/smoking">https://www.lullabytrust.org.uk/safer-sleep-advice/smoking</a></p> <p>#LoveBump</p>	<p>Sarah smoked during her first two pregnancies. In her third pregnancy, she spoke to her midwife at her scan and was given a stop smoking advisor. Sarah's had a healthy baby girl &amp; has stopped smoking for good! 🥰</p> <ul style="list-style-type: none"> <li>✓ Speak to your midwife about free stop smoking support <a href="#">#LoveBump</a></li> </ul>

## Take the **first step** to a smokefree pregnancy.



**Speak to  
your midwife.**



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Expecting a baby? Planning to get pregnant?  
Your midwife can...

- ✓ Tell you about free stop smoking support.
- ✓ Refer you to a specialist stop smoking advisor, who will support you the whole way –they can also prescribe free nicotine replacement products.
- ✓ Tell you about support to help your partner or family stop smoking with you.

For more info about the risks of smoking when pregnant, visit:

<https://www.lullabytrust.org.uk/safer-sleep-advice/smoking>

#LoveBump

Expecting a baby or planning to get pregnant? Your midwife can...

- ✓ Tell you about free stop smoking support.
- ✓ Refer you to a specialist stop smoking advisor, who will support you the whole way.
- ✓ Tell you about support to help your partner stop smoking too.  
[#LoveBump](#)



## Digital screens and videos

We have developed four static Love Bump adverts to display on digital screens.

There are also two subtitled videos that you can play in waiting areas or share on social media.

You can download the digital screen adverts and videos [here](#).

"If you're pregnant and trying to stop smoking, **there's so much help out there**. You can do everything from your own home and get support over the phone. **It's all free**, it's been so easy."

Sarah, Nottingham



Take the **first step** to a smokefree pregnancy.

**Speak to your midwife.**



"When I first met with my Stop Smoking Advisor, **I thought I was going to be shouted at**. But she was **so down to earth**, just a normal person trying to help women to stop smoking and have **healthier babies**."

Sarah, Nottingham



Take the **first step** to a smokefree pregnancy.

**Speak to your midwife.**



"Since I gave up smoking, I feel so much happier and healthier. I have **more money** to spend on my family and preparing for the new baby. **It makes a big difference**."

Sarah, Nottingham



You are **three times** more likely to quit smoking if you have support from your partner or family.

Take the **first step** to a smokefree pregnancy.

**Speak to your midwife.**



### Smoking in pregnancy harms you and your baby



Risks of smoking:	Benefits of not smoking:
<ul style="list-style-type: none"> <li>■ Miscarriage</li> <li>■ Stillbirth</li> <li>■ Premature birth</li> <li>■ Lung and breathing problems for baby</li> <li>■ Baby born with heart defects</li> <li>■ Sudden infant death syndrome</li> </ul>	<ul style="list-style-type: none"> <li>■ Healthier placenta</li> <li>■ Baby's organs develop better</li> <li>■ Baby more likely to be born at the right time</li> <li>■ Baby born at healthier birth weight</li> <li>■ Baby grows stronger</li> <li>■ More oxygen to baby</li> </ul>

**Stop smoking for you and your baby**

There's lots of support available to help pregnant mums stop smoking. Talk to your midwife about what's available.

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## Posters

During January and February 2021 we will be distributing A3 and A4 posters to partner services, including City GP practices, health centres and joint service centres.


Please display the posters in areas used by members of the public – waiting areas and receptions, consultations rooms, bathrooms, etc.

If you have not received posters, or if you would like to order additional copies, please email [Jennifer.Nicol4@nhs.net](mailto:Jennifer.Nicol4@nhs.net).

"If you're pregnant and trying to stop smoking, **there's so much help out there**. You can do everything from your own home and get support over the phone. **It's all free**, it's been so easy."

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Sarah, Nottingham



Take the **first step** to a smokefree pregnancy.




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"When I first met with my Stop Smoking Advisor, **I thought I was going to be shouted at**. But she was **so down to earth**, just a normal person trying to help women to stop smoking and have **healthier babies**."

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"Since I gave up smoking, I feel so much happier and healthier. I have **more money** to spend on my family and preparing for the new baby. **It makes a big difference**."

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### Email footer

Consider using the email footer to promote the Love Bump campaign widely across the City and with other local organisations.

You can download the Love Bump email footer [here](#).



### Workforce training booklet

In February 2021, City GP practices, health visiting teams, health centres and joint service centres will receive copies of a Love Bump information booklet that provides guidance about the smoking cessation pathway in Nottingham.

The booklet is designed to arm everyone with the information they need to support pregnant women and signpost to appropriate stop smoking support in Nottingham City. It includes guidance on:

- The impact of smoking while pregnant
- The maternity smoking cessation referral pathway
- How to speak to pregnant women about smoking
- Supporting new mums to stay smoke free

## Any questions?

If you have any questions relating to the Love Bump campaign or materials mentioned in this pack, please get in touch with:

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END