



# The Smoke-Free Start Taskforce

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**rookvrije  
start**

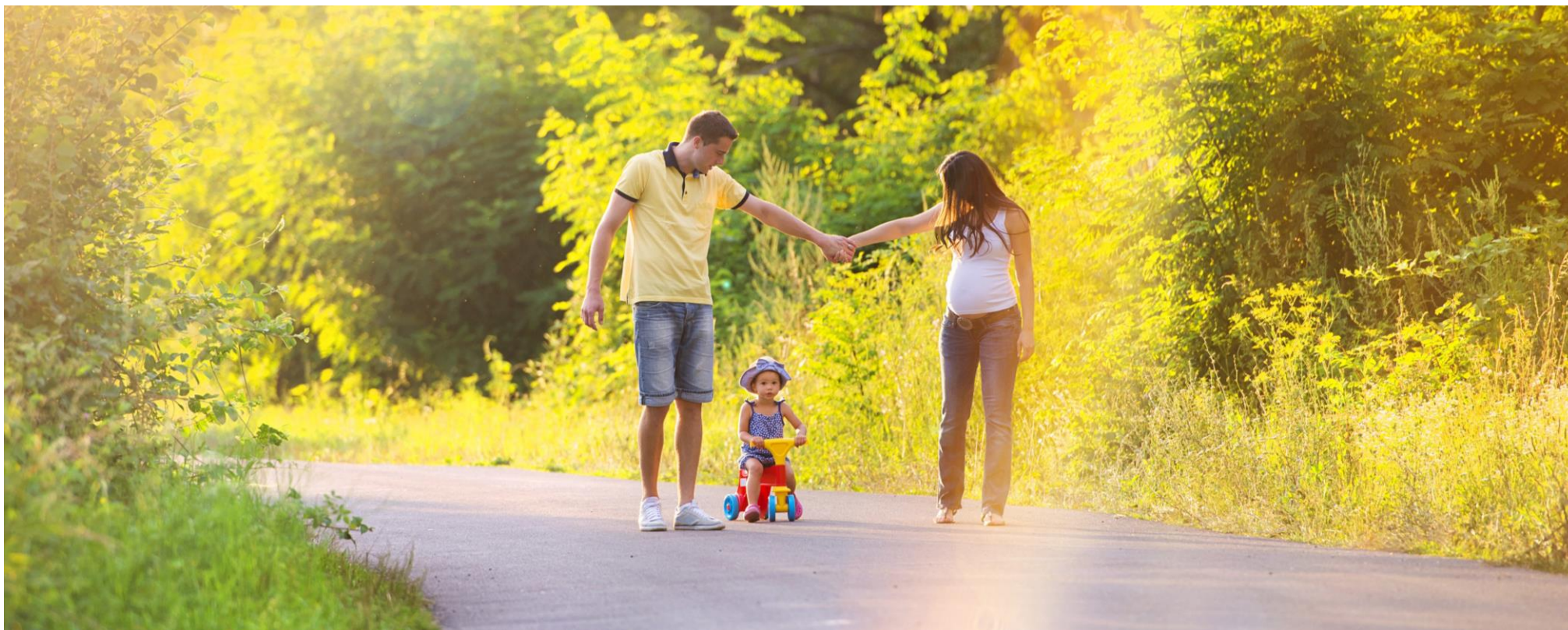


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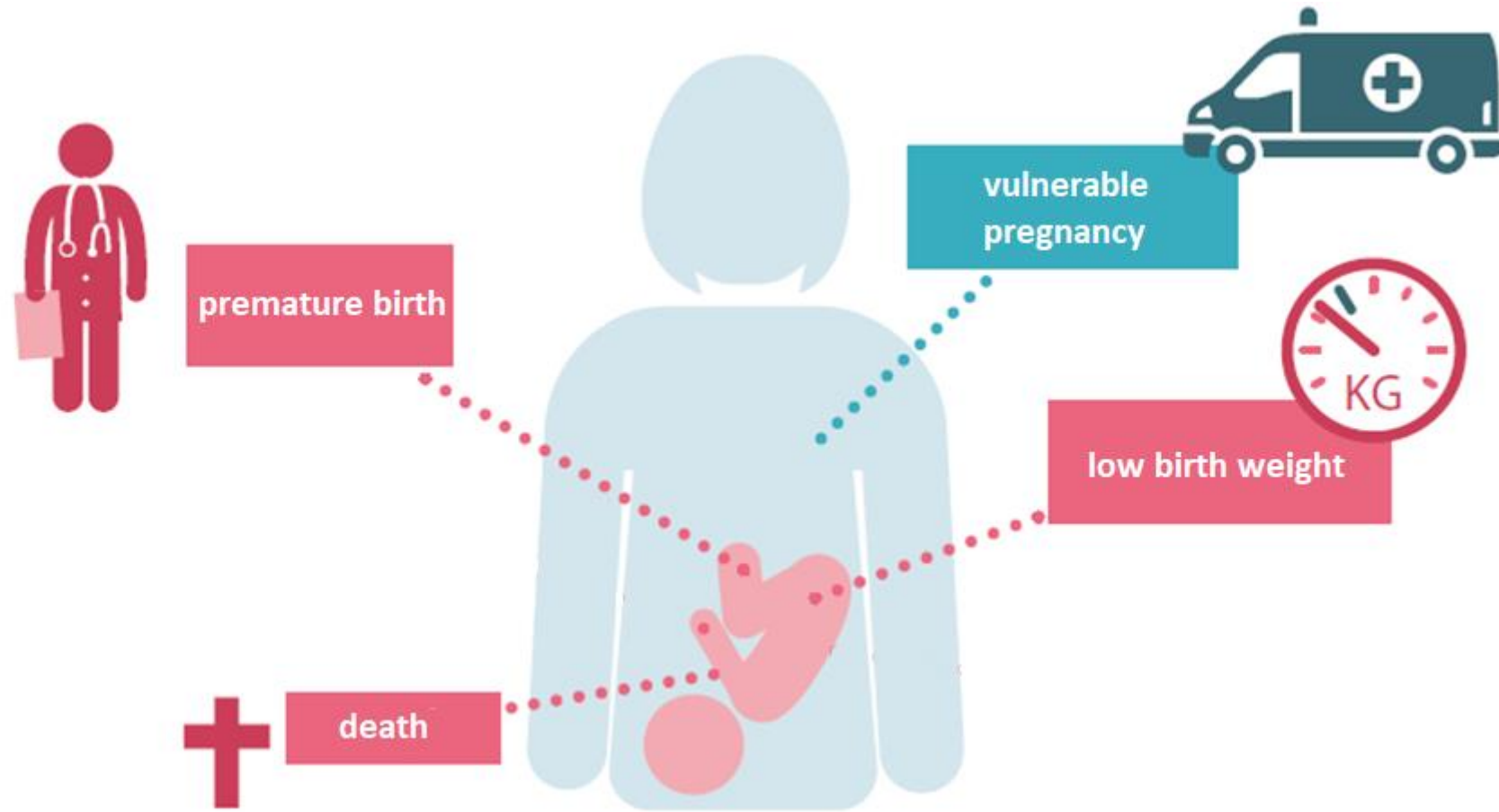
# Introduction





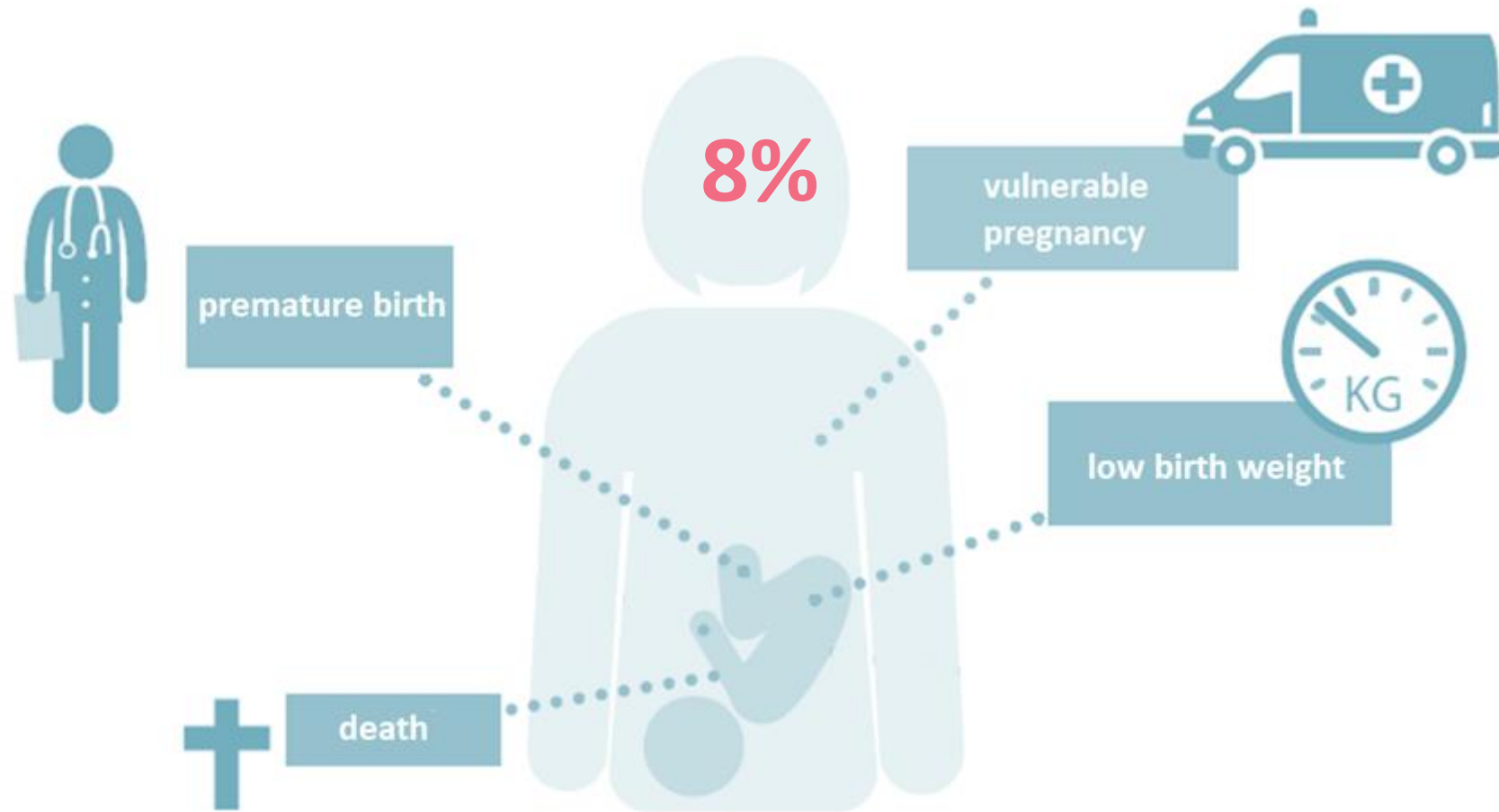


# Smoking during pregnancy is harmful





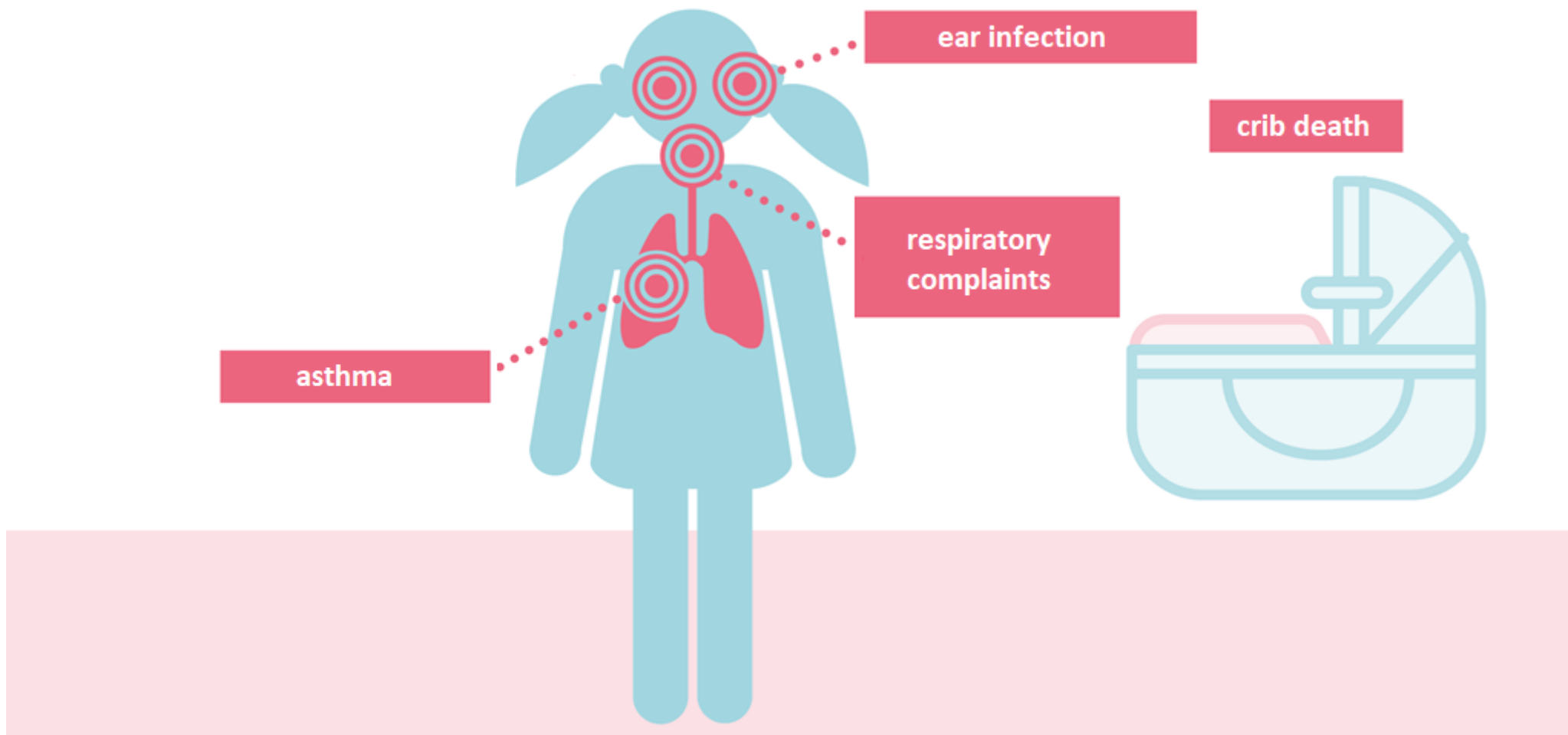
# Smoking during pregnancy is harmful



# Secondhand smoke



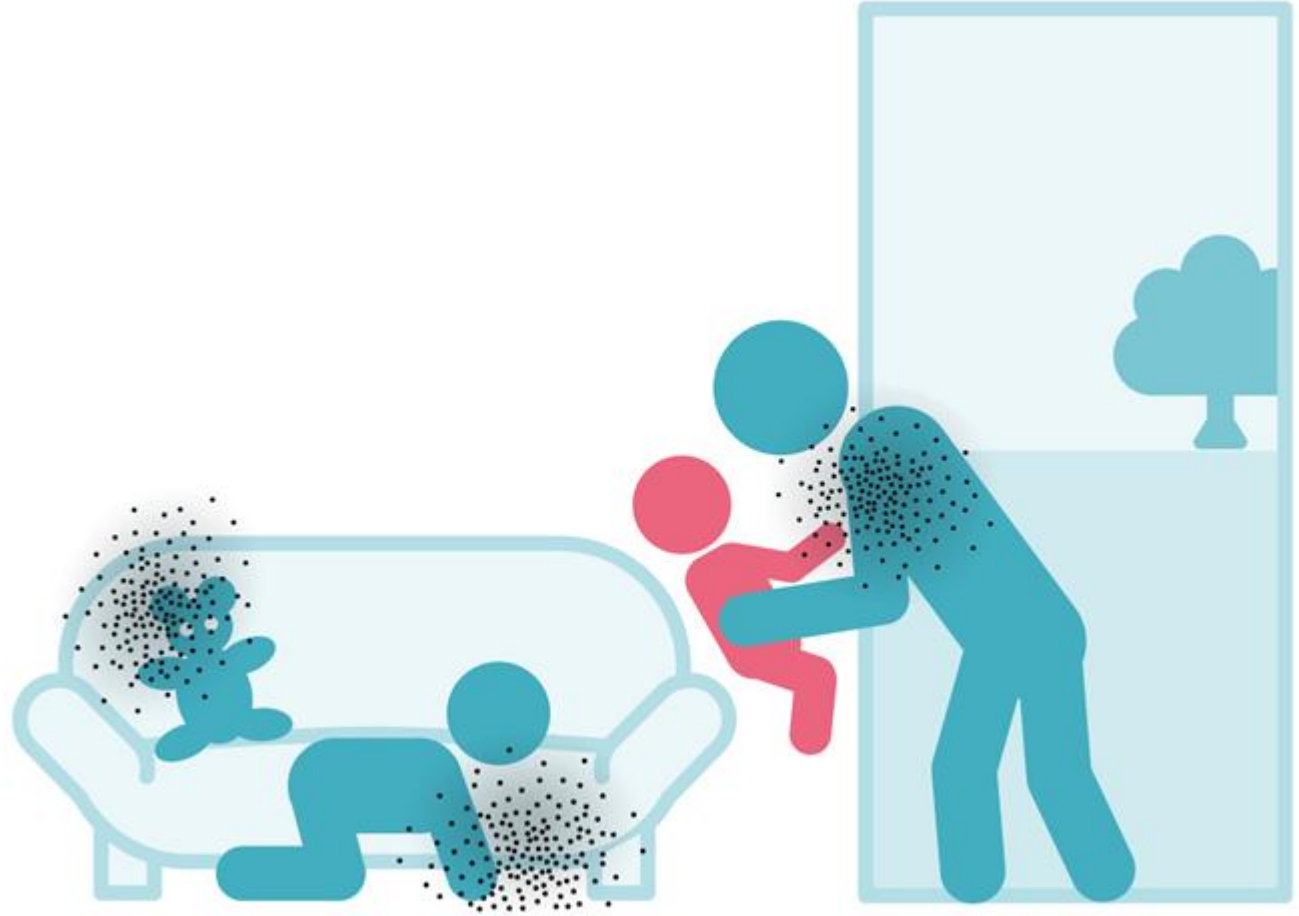




## Secondhand smoke

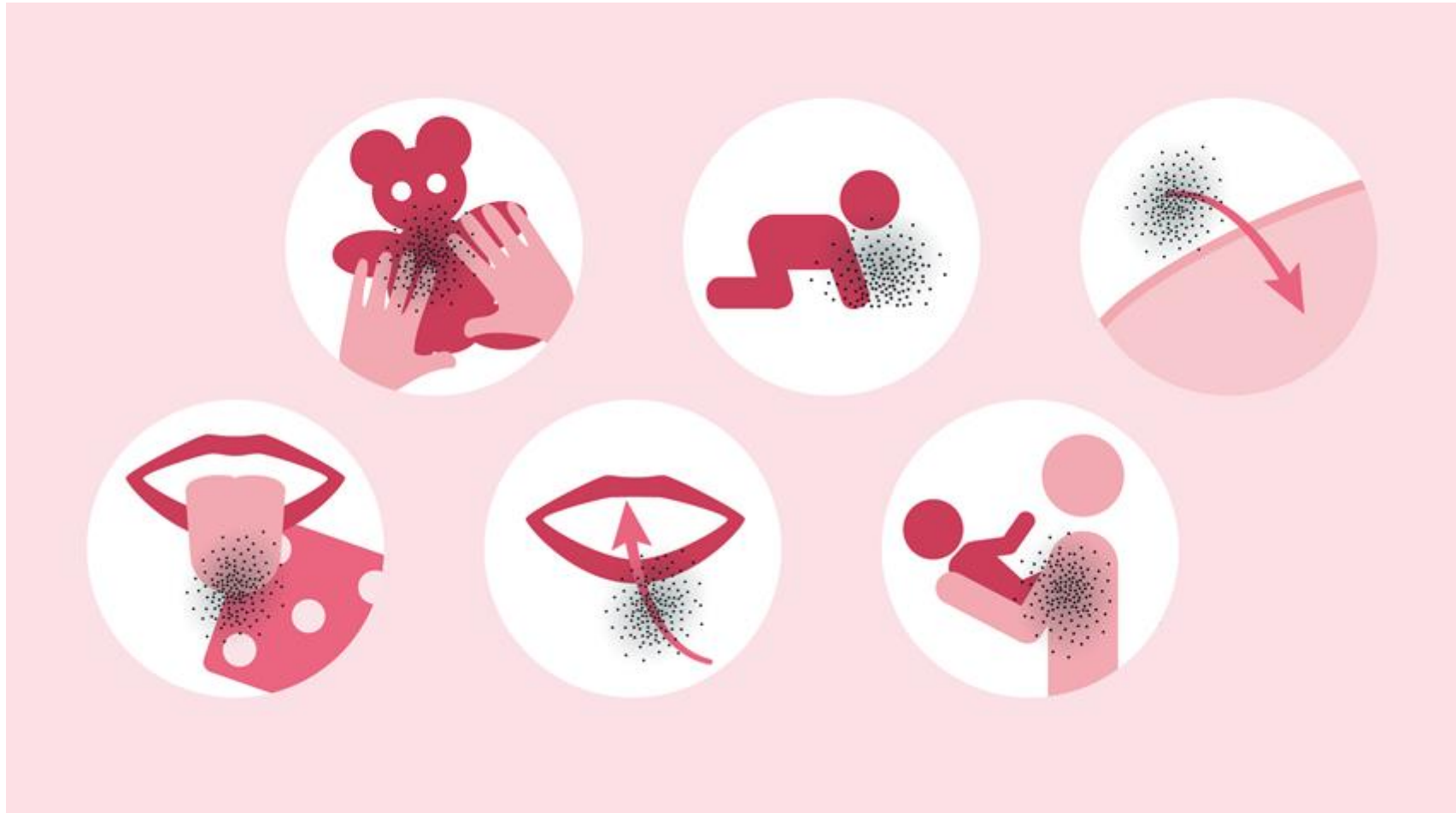


## Thirdhand smoke





# Young children are more at risk







# The Smoke-Free Start Taskforce



# Smoke-Free Start Taskforce



# Goal: Stimulating smoking cessation

Before pregnancy



During pregnancy



After pregnancy





# Every child has the right to a smoke-free start



# How?

Supporting **professionals**  
to motivate (future)  
parents to quit smoking







What support do we provide?



# Quality of interaction: Motivational Interviewing

1. Have an empathetic, respectful and open **attitude**
  2. Show **understanding**
  3. Have **no judgment**
- Smoking is an **addiction**
  - Your **role** as a professional





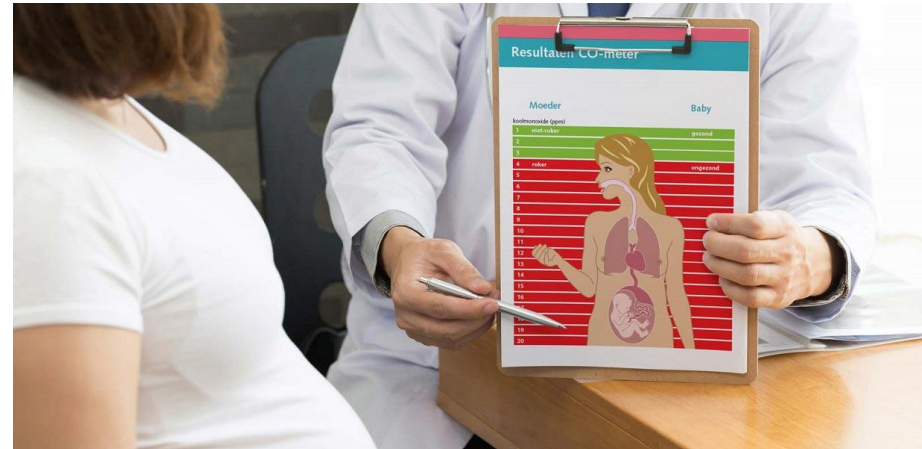
# Taskforce support

**Education**

**Toolkit**

# Education

- Knowledge of smoking
- Motivational Interviewing
- How to cooperate between birth care providers



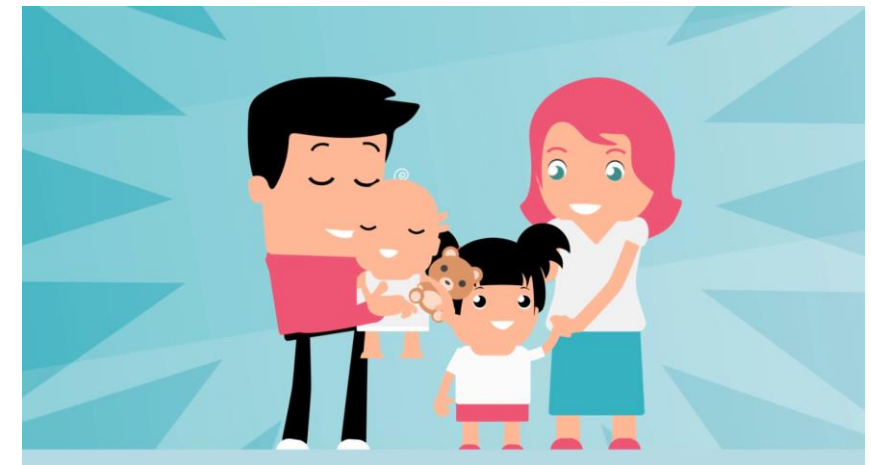
# Taskforce support

Education

Toolkit



Leaflets



Videos



# Low literacy skills

- Smoking is most prevalent among pregnant women in low socioeconomic positions (SEP)
- Help women with low literacy skills / low educational levels



# Low literacy skills





# Implementation





# Smoke-Free Start Taskforce





# Our local ambassadors





# Our local ambassadors

- More than **1.300** ambassadors
- Free education, leaflets and flyers, ambassador emails

→ Nationwide implementation





# Smoke-Free Start Taskforce

- Twitter: @rookvrijestart
- Website: [www.rookvrijestart.nl](http://www.rookvrijestart.nl)
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Samen voor een rookvrije start



[Home](#) [Scholing](#) [Word ambassadeur](#) [Start je Taskforce](#) [Begrijpelijk communiceren](#) [Toolkit](#) [Beleid](#) [Nieuws](#)





# Thank you!

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start**



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*This presentation is done in total independence from the event organizer. I have no conflict of interest to declare regarding the current presentation.*