

We know that a brief patient education program WILL work...

The most effective interactions include these elements:

- Let the client persuade herself to quit. If you can get the client to talk early about why she would quit smoking, she is more likely to persuade herself to quit rather than having you tell her why she should quit. She will be less defensive and most likely more successful.
- Give direct and clear advice to stop smoking and why.
- Obtain a commitment by the patient to take specific actions. Not all women are ready to quit. But most will take actions to help themselves quit.
- Reinforce positive benefits of quitting at every visit. Even if she is no longer smoking, she still needs the reinforcement to help her maintain her non-smoking status after delivery.
- Show and mark the pages in her booklet for her to read. Women leave their maternity appointments with lots of reading. Marking the important pages will increase the likelihood that she will read some, if not all, of the booklet.