15,000 pregnancies during 12 months in study area

- 10,000 non-smokers
- 5,000 smokers

**Identify and refer smokers** All women asked (current, former, never smoker) at maternity booking. All results sent to the NHS Smokefree Pregnancy Service (NSPS)

3,000 self reported smokers

NSPS telephone all smokers and offer support to quit. Trial information will be given and verbal permission sought for contact detail transfer to NHS Smokefree Pregnancy Study Helpline

- 500 decline permission to pass information to NHS Smokefree
- 500 not contactable by telephone

2,000 smokers’ details passed to NHS Smokefree Pregnancy Study Helpline

- 500 not contactable by telephone

**Trial introduction**

- 600 smokers consent for incentives trial during 12 months
- 5,000 smokers

**SECONDARY OUTCOMES**

- Proportion who set a quit
  - Standard care smokers: 207 (69%)
  - Standard care + Incentive offered: 174 (58%)

- Proportion who have quit 4 weeks
  - Standard care smokers: 103 (34%)
  - Standard care + Incentive offered: 54 (18%)

**PRIMARY OUTCOME**

- Proportion quit at late pregnancy
  - Birth weight: 12-27 (4-9%)
  - Late pregnancy: 9,10