

'Just Imagine' Distribution Report

BACKGROUND

The 'Just Imagine' booklet was initially developed as a parting gift to the Auckland region during the service transition from Smokechange to local services. Feedback from the trial of the booklet with midwives, smoking cessation services and families, highlighted its broader appeal. A last minute invitation to fund distribution of the booklet to midwives through the NZCOM and MMPO networks was accepted enthusiastically. A promotional copy of the booklet was sent to more than 2500 members of NZCOM, the Smokefree Coordinator of each DHB and various others.

This paper is a report of the uptake of the offer to make the booklet available to families and the comments that came with orders. Distribution channels were

- independent midwives, who ordered the booklet from the MMPO at no charge
- smoking cessation coordinators of DHBs, who ordered the booklet from Change for our Children at \$3/book or less for orders over 500.

DISTRIBUTION

Nearly 10,000 copies of 'Just Imagine' have been sent out. There were 153 orders from independent midwives, making up two thirds of copies, and 10 orders from DHBs.

Sources	Copies
Promotional copies	3000
Independent midwives	4070
DHBs	2050
Auckland DHB	100
Counties Manakau DHB	350
Hawkes Bay DHB	1000
Lakes DHB	300
Nelson-Marlborough DHB	50
Southland DHB	50
Tairāwhiti DHB	200
Waikato DHB	50
Wairarapa DHB	50
West Coast DHB	100
Sub Total	6320
Grand Total	9320

VALUE

The value of the booklet to midwives is verbalised in the comments provided by 67% of them (102/153) with their order forms placed with the MMPO. Themes of the feedback are:

- Impact on midwife practice
'Fantastically inspiring stories that have encouraged me to approach smokechange with my smoking clients when in the past I have given up at their first resistance.'
- Appeal to women and their families

- 'From my experience already this is a valuable and effective resource to share with women and their families. They are receptive to it and have found the stories helpful in their comments back to me.'*
- Appreciation for the positive approach

'Wow! About time we had some positive stories to help inspire wahine and whanau to succeed with becoming smokefree. Great booklet.'
 - Appreciation for presentation and style

'It is bright, attractive and inviting. Covers a wonderful cross section of society. Terrific positive stories. Congratulations. An excellent publication.'
 - Easy to read and connect with

'I think it's well presented and easy to read. One of my clients grabbed it straight away to read without me saying a word!'
 - Acceptable to Maori

'Fantastic that this resource is available for us to use. Our tamariki ora nurses will be giving them out to their mums and also we have some aukati kai paipa (quit coaches) that will be using the resources as well. Thanks.'
 - Suitable for priority women

'As soon as this arrived in mail I gave it to a post natal woman. Yippee. I read it first. I look after a lot of high risk and socially disadvantaged women. Thank you.'
 - Authentic

'Real stories about real people, I think it will really hit the spot with my clients.'
 - Familiar

'I found the stories inspiring - covered lots of scenarios that I have dealt with. Very useful tool/resource.'
 - Built in to standard practice.

'Great booklet - now giving to all clients who come to me smoking at beginning of pregnancy.'
 - Recognition of men and the booklet's support of pregnant couples.

'I am so grateful for this wonderful resource, I really think it could be a turning point for couples.'
 - Supportive for midwives with high smoking case loads.

'Booklet looks great - very inspiring. I am really enthused about using it. About 50% of the women I care for smoke. Awesome that it is available.'
 - Various superlatives expressing the spirit of feedback in a general way.

Amazing. Awesome. Wonderful. Fascinating. Beautiful. Brilliant. Inspiring, Excellent. Terrific. Superb. Powerful. Fabulous. Moving. Effective.

CASE STUDY

A Maori midwife from Palmerston North who attended a one day Smokechange Course provided by the NZCOM/MMPO/CC joint venture, submitted a case study that happened to relate to using

'Just Imagine' in practice. She describes working with a sixteen year old Maori woman, pregnant and smoking, from a large whanau most of whom also smoke. The young woman was delighted to be pregnant, but over several visits resisted attempts to engage her in conversation and smokefree change. The midwife felt a huge wall was up to protect her and that a fresh approach was needed if there was to be breakthrough.

Over time the midwife came to see that the young woman loved to read and the more information she gave her the more questions came back. Acting on this insight, she gave the woman the 'Just Imagine' booklet with its cover photo of a beautiful young Maori woman like herself. Nothing was said at the time. Yet this simple act was the tipping point for change.

At the next visit, the young woman herself initiated conversation about smoking that led to a planned approach to smokefree change. The wall was down and the change process exciting for both midwife and client. Nicknamed 'Miss Amazing' for the case study, the midwife wrote of her client, " Miss Amazing could not wait to see me in regards to being smokefree and would marvel at her progress."

This is a story of what is possible when a skilled professional is supported by an appropriate resource used in a personalised way. A teenaged Maori woman can become smokefree against the odds, her confidence heightened and her precious pepi protected.

SUMMARY

This simple report acknowledges NZCOM and MMPO in supporting midwives with 'Just Imagine'. Through comments received with orders the appreciation of both midwives and families is personalised. After two print runs of 5000 copies each, this resource is now available in electronic form only (from http://www.changeforourchildren.co.nz/files/docs/Just_Imagine_pdf.pdf).

Change for our Children would like to thank everyone involved in this project: champions Dr Lesley McCowan and Karen Guilliland, the eleven story contributors, midwives who placed orders, DHB smokefree coordinators who placed orders, readers of the booklet, as well as those who supported production: the Xpress Printing House, New Zealand College of Midwives and the Midwifery and Maternity Providers Organisation.

All have gone the extra mile to help share these stories of hope and possibility.

Stephanie Cowan

28 April, 2009

APPENDIX

Below is a list of comments from midwives and DHBs offered with 'Just Imagine' orders.

From Midwives

- A fascinating resource, can't wait to share with my clientele
- A good booklet - hoping the "real life" stories will help inspire some of my clients who need that little push from another angle, especially the younger woman
- A real quality booklet. I will be proud to hand out to clients. A wonderful resource. Having been involved in smokefree education for change, I am delighted with the name change "Change for our Children". It has such impact. I love the format in the booklet
- A valuable resource
- Absolutely brilliant! I look forward to passing onto women and partners, non-judgmental, honest and women likely more receptive hearing the message from (ex)smokers!
- Amazing resource - Congratulations to Stephanie and her team
- Another valuable resource together with other information about smoke change and smokefree in pregnancy
- As soon as this arrived in mail I gave it to a post natal woman. Yippee. I read it first. I am strong advocate for smoke free. I look after a lot of high risk and socially disadvantaged women. Thank you.
- Awesome. Will give to women at booking if they or other family members smoking
- Awesome~ Wonderful~ I've faxed you back a handout I've just been working on. It's my little speech about smoking. Have just now written it down
- Beautiful and inspiring stories for women committed to achieving optimal health and birth outcomes
- Booklet looks great - very inspiring. I am really enthused about using it. About 50% of the women I care for smoke. Awesome that it is available
- Booklet looks great. We are a wellness and prevention based not for profit organisation. We do pregnancy testing as part of our work so the booklets will be relevant
- Excellent - diverse stories. Well presented
- Excellent book!
- Excellent.
- Fantastic
- Fantastic book!!
- Fantastic that this resource is available for us to use. Our tamariki ora nurses will be giving them out to their mums and also we have some aukati kai paipa (quit coaches) that will be using the resources as well. Thanks
- Fantastic, real life stories. Will love the opportunity to share this with women and whanau
- **Fantastically inspiring** stories that have encouraged me to approach smokechange with my smoking clients when in the past I have given up at their first resistance.
- From my experience already this is a valuable and effective resource to share with women and their families. They are receptive to it and have found the stories helpful in their comments back to me
- Great book needs to get out there. Thanks
- Great book. Inspiring stories
- Great booklet - now giving to all clients who come to me smoking at beginning of pregnancy
- Great booklet!
- Great idea. Story telling is **powerful**. My clients can relate to contents
- Great resource!

- Great!
- Great! Awesome idea!
- Great! Well done to all involved!
- I am so grateful for this **wonderful** resource, I really think it could be a **turning point** for couples
- I found the stories inspiring - covered lots of scenarios that I have dealt with. Very useful tool/resource
- I was personally moved by the honesty and warmth of the women and families and the stories. I can really imagine this being an effective way of inspiring and helping others to become smokefree
- I'm sure it will be inspirational to many families and looking forward to giving out this resource. Also great to "humanise" the smokefree goal with photos
- Informative and easy reading
- **Inspiring** booklet
- It is bright, attractive and inviting. Covers a wonderful cross section of society. **Terrific** positive stories. Congratulations. An excellent publication
- It's an **excellent** resource to support women and their families to make steps to become smokefree. Thank you
- It's just **wonderful** - first woman I lent it to is on the (cessation) programme
- Normal people sharing and adventure that's real. Well done!
- Real stories about real people, I think it will really **hit the spot** with my clients
- **Superb** Work!
- Thank you - excellent stories! **Excellent** resource!
- Thank you!
- Thanks
- Thanks, already given the first one away
- The booklet looks great - I think it's well presented and easy to read. One of my clients grabbed it straight away to read without me saying a word!
- This is a **brilliant** book and very inspirational which will help smokers to quit
- This is a really good booklet, the women don't feel judged if it's given as part of a pregnancy pack and it's interesting and **easy to read**
- This is **fantastic**! I am sure it will be greatly appreciated
- This will be an **inspiring** resource for woman who are wishing to stop smoking.
- Very **moving** and **effective** stories. Good idea
- Very **useful** booklet - my clients have shown interest and are encouraged/motivated to become smokefree
- Well done. A **fantastic** resource. Pity smokers cost the country so much though!
- Well presented, easily readable. Nice with photos
- What a **fabulous** resource to have available. Women (and families) love to read stores so this booklet will be a valuable resource to have on hand for women. Thank you
- What a **fantastic** resource. Great stories which will reach many different people
- Women relate better to real life resources and stories. This is great
- Wow about time we had some positive stores to help inspire wahine and whanau to succeed with becoming smokefree. Great booklet

DHBs

- The community midwives here really treasure the booklets and like to give it to their families who smoke and who have also shown that they are interested in the booklet. At the moment we don't do much else to support smokefree pregnancies. I feel sad about that.