


Island Health Performance Measures

Smoking During Pregnancy



Year to Date Performance	9.4% (2018/19)	Performance Assessment		Baseline
Island Health Target	Less than or equal to 7.5%	Performance cannot yet be assessed.		

What do we measure and why?

The Smoking During Pregnancy rate is the number of mothers who report smoking during their pregnancy as a percentage of the total number of deliveries that occurred within Island Health in the same fiscal year.

Smoking commercial tobacco is the most important modifiable factor related to adverse pregnancy outcomes. Smoking during pregnancy has negative effects on the health of both the mother and fetus, including a higher frequency of obstetric complications, reduced fetal growth, an increased risk of infant mortality, a higher incidence of sudden infant death syndrome, and an increased risk of asthma in the child.

What is the target?

The 2019/20 target is a rate less than or equal to 7.5% (which is a 20% reduction from the previous year's rate).

This target reflects a decline towards the provincial goal of 4% by 2023, set by the Ministry of Health in [BC's Guiding Framework for Public Health](#).

This is a new measure on Island Health's Dashboard in 2019/20.

How are we doing?

For the 2018/19 fiscal year, the Smoking During Pregnancy rate was 9.4% per 1,000 live births for Island Health.

What actions are we taking?

Island Health's "Right from the Start" program offers support for pregnant women and new moms, their babies, children, and families through Public Health Units. Prenatal Services include identifying topics important during pregnancy such as nutrition and lifestyle factors, including smoking cessation support, among other topics. (See <https://www.islandhealth.ca/our-services/pregnancy-birth-services/right-start> for more details.)

Island Health's Tobacco & Vapour Prevention and Control Program also provides education to pregnant women and new moms.