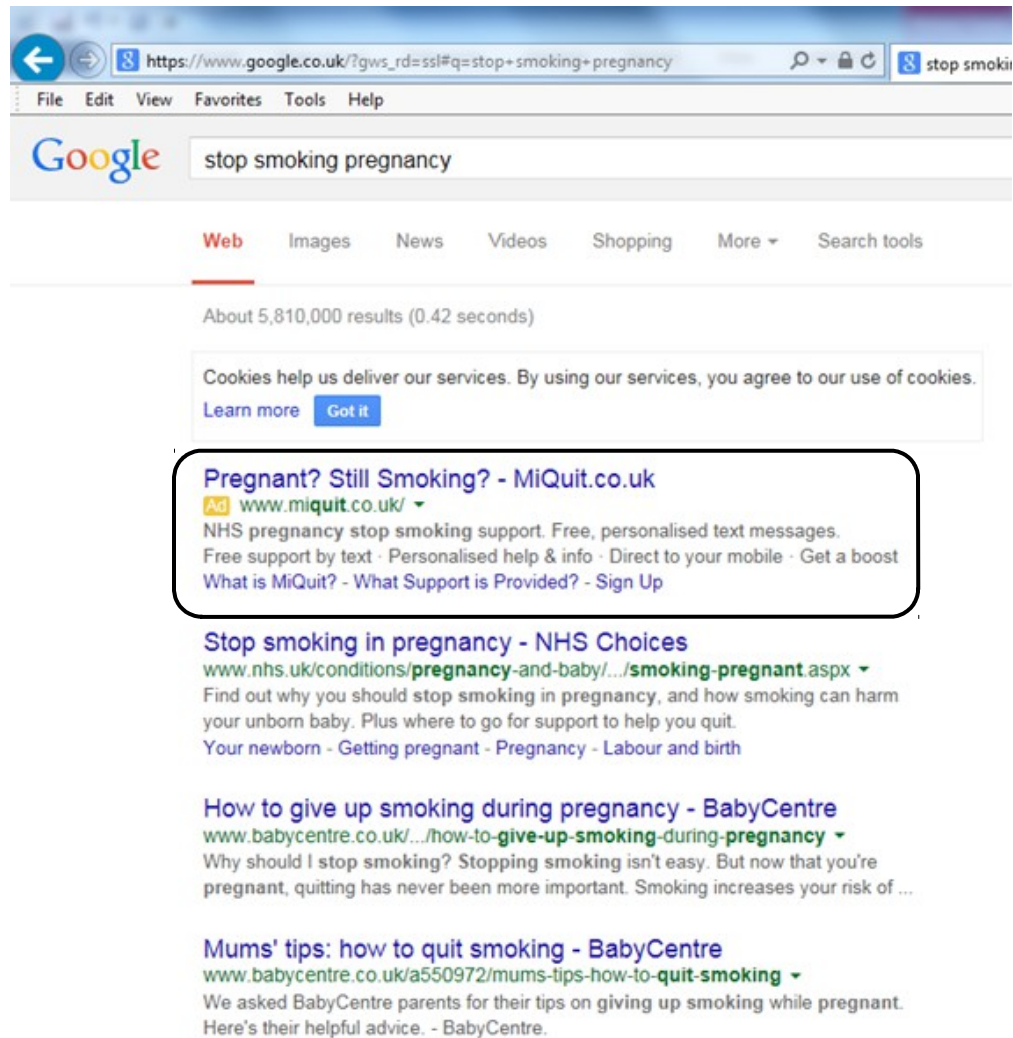


Google AdWords

We created the following text-only advert to fit within the strict character limits of Google AdWords (limits apply to each line of text). The advert appeared as below, with slight variations depending on screen position (black border added). Mean screen position was 1.2 for desktops and 1.0 for mobile devices.



The image shows a screenshot of a Google search results page. The search query is "stop smoking pregnancy". The results show several organic search results and one paid advertisement. The advertisement is highlighted with a black border and contains the following text:

Pregnant? Still Smoking? - MiQuit.co.uk
Ad www.miquit.co.uk/ ▾
NHS pregnancy stop smoking support. Free, personalised text messages.
Free support by text · Personalised help & info · Direct to your mobile · Get a boost
What is MiQuit? · What Support is Provided? · Sign Up

Below the advertisement are three organic search results:

Stop smoking in pregnancy - NHS Choices
www.nhs.uk/conditions/pregnancy-and-baby/.../smoking-pregnant.aspx ▾
Find out why you should stop smoking in pregnancy, and how smoking can harm your unborn baby. Plus where to go for support to help you quit.
[Your newborn](#) · [Getting pregnant](#) · [Pregnancy](#) · [Labour and birth](#)

How to give up smoking during pregnancy - BabyCentre
www.babycentre.co.uk/.../how-to-give-up-smoking-during-pregnancy ▾
Why should I stop smoking? Stopping smoking isn't easy. But now that you're pregnant, quitting has never been more important. Smoking increases your risk of ...

Mums' tips: how to quit smoking - BabyCentre
www.babycentre.co.uk/a550972/mums-tips-how-to-quit-smoking ▾
We asked BabyCentre parents for their tips on giving up smoking while pregnant. Here's their helpful advice. - BabyCentre.

Facebook Ads

For the Facebook advert, we added an image of a pregnant smoker used previously to promote MiQuit.[23] The header used for our Google advert ('Pregnant? Still Smoking?') was rejected by Facebook for referring to personal characteristics of those targeted, and was therefore amended to 'Help for Pregnant Smokers'. Advert appearance varied depending on the device used, with additional text (shown below the image) appearing on mobile devices. The advert appeared as below on mobile devices (black border added).

The image shows a screenshot of a Facebook mobile interface. At the top, there is a search bar with the text "Find friends" and a user profile for "Joanne Emery". Below the search bar, there are options to "Update Status", "Add Photos/Video", and "Create Photo Album". The main content area shows a sponsored advertisement for "MiQuit". The ad features a photograph of a pregnant woman in a teal shirt lighting a cigarette, and a smartphone displaying the "MiQuit" logo. The text of the ad reads: "New NHS-funded help to stop smoking in pregnancy. Get FREE, personalised support by text." Below the image, it says "Help for Pregnant Smokers" and "MiQuit provides free, personalised text message support to help pregnant women stop smoking. Get a boost with non-judgemental advice, encouragement and information direct to your phone. Sign up today!". A "Learn More" button is visible. The ad is framed by a black border. Below the ad, there are options to "Like", "Comment", and "Share", with a count of 141 likes and 8 comments. At the bottom, there is a section titled "Add Friends to see more Stories" with a "Find Friends" button.

NHS Choices ("Stop Smoking in Pregnancy" Web page)

NHS Choices placed the following text-only link to the MiQuit website under an "External links" section situated towards the bottom of their "Stop Smoking in Pregnancy" Web page. The link appeared as below (black border added).

The screenshot shows a web browser window with the URL 'ages/smoking-pregnant.aspx#close'. The page title is 'Should I give up smoking?' and it includes a video player with a 01:34 duration. The main content area is titled 'Smoking and the unborn baby' and contains text about the risks of smoking during pregnancy. Below this is a section titled 'Benefits of stopping smoking in pregnancy' with a bulleted list of advantages. The right-hand sidebar contains several sections: 'Get your free quitting support' with a graphic and text about Smokefree; 'Related articles' with links to 'Get support to stop smoking', 'Alcohol, medicines and other drugs', 'Exercises and keeping active', 'Foods to avoid', and 'Existing health problems'; 'External links' with links to 'Smokefree', 'MiQuit: pregnancy stop smoking support by text' (highlighted with a black border), and 'healthtalk.org: women talking about pregnancy'; and 'Services near you' with a dropdown menu for 'Stop smoking services'.

ages/smoking-pregnant.aspx#close

00:00 01:34

Should I give up smoking? Media last reviewed: 20/03/2014
Next review due: 20/03/2016

Smoking and the unborn baby

Protecting your baby from tobacco smoke is one of the best things you can do to give your child a healthy start in life. It's never too late to stop smoking. Every cigarette you smoke contains over 4,000 chemicals, so smoking when you are pregnant harms your unborn baby. Cigarettes can restrict the essential oxygen supply to your baby, so their heart has to beat harder every time you smoke.

Benefits of stopping smoking in pregnancy

Stopping smoking will benefit both you and your baby immediately. Harmful gases like carbon monoxide and other damaging chemicals will clear from your body. When you stop smoking:

- you will have fewer complications in pregnancy
- you are more likely to have a healthier pregnancy and a healthier baby
- you will reduce the risk of [stillbirth](#)
- you will cope better with the birth
- your baby is less likely to be born too early and have to face the additional breathing, feeding and health problems that often go with being [premature](#)
- your baby is less likely to be born underweight: babies of women who smoke are, on average, 200g (about 8oz) lighter than other babies, which can cause problems during and after labour, for example they are more likely to have a problem keeping warm and are more prone to infection
- you will reduce the risk of cot death, also called sudden infant death (find out about reducing the risk of [cot death](#))

Stopping smoking will also benefit your baby later in life. Children whose parents smoke are more likely to suffer from [asthma](#) and other more serious illnesses that may need hospital treatment.

The sooner you stop smoking, the better. But even if you stop in the last few weeks of your pregnancy this will benefit you and your baby.

Take the first step

Get your free quitting support

Millions have used Smokefree to help them stop smoking. Sign up today for free, proven support – choose from email, Quit Kit, app and SMS.

Related articles

- [Get support to stop smoking](#)
- [Alcohol, medicines and other drugs](#)
- [Exercises and keeping active](#)
- [Foods to avoid](#)
- [Existing health problems](#)

External links

- [Smokefree](#)
- [MiQuit: pregnancy stop smoking support by text](#)
- [healthtalk.org: women talking about pregnancy](#)

Services near you

Services

Stop smoking services

National Childbirth Trust (“Smoking During Pregnancy” Web page)

NCT placed the following text-only link to the MiQuit website under a “Further information” header situated towards the bottom of their “Smoking During Pregnancy” Web page. The link appeared as below (black border added).

- you’re more likely to have a healthier pregnancy and a healthier baby and have fewer complications in pregnancy
- you are likely to cope better with the birth
- you have a reduced risk of [stillbirth](#)
- your baby may cope better with any birth complication
- your baby is less likely to be born underweight and have problems keeping warm.
- your baby is less likely to be born too early and have the extra breathing, feeding and health problems which often go with prematurity.

The first few days without cigarettes may not be much fun, but the symptoms are a sign your body is starting to recover. You can think about the reasons you stopped, the money you’re saving or how much you’re helping your baby. Some women find looking at the picture of their baby on the scan or talking to their baby can help when going through tough times and withdrawal symptoms.

Secondhand smoke and pregnancy

If your partner or anyone else in your house smokes, their smoke can affect you and the baby both before and after birth. You are also likely to find it’s more difficult to quit. Secondhand smoke can cause low birth weight and cot death. Babies whose parents smoke are more likely to be admitted to hospital with respiratory infections such as bronchitis and pneumonia.

Further information

NCT’s helpline offers practical and emotional support in all areas of pregnancy, birth and early parenthood: 0300 330 0700. We also offer [antenatal courses](#) which are a great way to find out more about birth, labour and life with a new baby.

[Smokefree](#) offers NHS information on smoking in pregnancy including a pregnancy support DVD, cost calculators, ‘stressbuster for the mind’ and ‘stress-buster for the body’ MP3 downloads and a Quit app to help with support and encouragement. There is also new NHS-funded support available through [MiQuit - text message help with stopping smoking in pregnancy](#) - which provides free and personalised advice, non-judgmental encouragement and information sent direct to your mobile phone.

Smokefree also offers [information specifically for fathers](#).

NHS Pregnancy Smoking helpline is on 0800 123 1044. The helpline is open Mon to Fri 9am to 8pm and Sat and Sun 11am to 5pm. You can also sign up to receive ongoing advice and support at a time that is convenient for you.

[QUIT](#) is the UK charity that helps smokers to stop and young people to never start. Information on smoking in pregnancy is available as is information specifically for young smokers.

[Quitbecause](#) offers information specifically for young smokers.

In June 2010, NICE published public health guidance on quitting smoking in pregnancy and following childbirth. The guidance [How to stop smoking in pregnancy and following childbirth](#) guidance updates recommendations on smoking in NICE’s clinical guideline on antenatal care.