







Benefits of Quitting During Pregnancy







Quitting or reducing tobacco use has so many benefits for your health and for your baby's health and sets you and your family up for healthier futures.




For You

-  Stronger immune system
-  Reduced risk of post-partum depression
-  Increased energy, increased life expectancy
-  Reduced risk of smoking-related diseases including lung cancer, heart disease, and stroke

For Your Baby

-  Improved brain and lung development
-  Stronger immune system
-  Higher chance of a healthy birthweight
-  Lower risk of pre-term birth, birth defects, miscarriage and stillbirth
-  Reduced risk of asthma, sudden infant death syndrome, and childhood obesity
-  Reduced exposure to second- and third-hand smoke and related health issues



Tips for Quitting During Pregnancy

Set a Quit Date

It is safe to make an attempt to quit or reduce tobacco use at any point in your pregnancy or while trying to conceive. Once you have your date, mark it on your calendar to stay committed to your goals.

Prepare for Challenges

- Identify your triggers
- Plan for cravings and withdrawal
- Prevent returning to tobacco

Tip: Returning to tobacco is common, especially after giving birth. Continuing with behavioural support after giving birth can help.

Behavioural support

Behavioural support is the most valuable tool for quitting or reducing tobacco use during pregnancy and can help prevent a return to tobacco use after giving birth.

Through behavioural coaching, QuitNow's Quit Coaches will help you make a quit plan, develop strategies to deal with cigarette cravings and triggers, and help you on your journey away from tobacco.

Build your support network

Reaching out for support is a sign of strength and a supportive environment can help make your journey away from tobacco successful.

- Talk to your loved ones and create a list of ways they can support you during your quit journey e.g., distracting you from a craving or motivating you when you're having a bad day.
- If your partner uses tobacco, ask them to try quitting or reducing with you.

Get support to quit through QuitNow:



Coaching by Phone



Support via
Text Message



Live Chat with
a Quit Coach

Visit www.quitnow.ca/join or call a Quit Coach at 1-877-455-2233 to get started!

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