

HIPS/16/01 - Partnership funding with Cancer Research UK for the cessation in pregnancy incentives trial (CPIT): a multi-centre phase III randomised controlled trial

Lifelong smokers die 10 years early but cessation by age 40 leads to a normal lifespan. Eighty percent of women have a baby, most before age 40. Pregnancy is an opportunity to quit while still healthy. Few of 130,000 UK pregnant smokers quit despite free counselling and Nicotine Replacement Therapy. Financial incentives have worked in small UK and US studies. A large trial is recommended by the National Institute for Health and Care Excellence (NICE). The aim of this study is to examine effectiveness and cost effectiveness of offering financial incentives to pregnant smokers to quit.

Pregnant smokers will be invited to enrol at first smoking cessation service contact in four UK centres. Allocation will be to two groups by chance. The intervention group will be offered £400 of shopping vouchers. Women offered usual care will be compared with usual care plus incentives. Outcomes will include extra cost per quitter and the long term benefits. This trial builds on a successful single centre smaller study conducted in Scotland. The results will provide sufficient evidence for NICE and other relevant organisations to decide if financial incentives should be recommended for use with pregnant smokers.