









Re-configuring Identity Postpartum and Sustained Abstinence or Relapse to Tobacco Smoking

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No conflicts of interest to declare

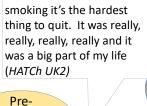
Background

- •For women who quit smoking for pregnancy risk of relapse postpartum is high[1]
- •Risk factors include the physiological return of cravings, and stress, with smoking perceived as a coping response [2]
- •Identity change may also be significant, as women adjust to a new mother identity, and simultaneously struggle to leave behind a smoker identity [2,3]

Methods

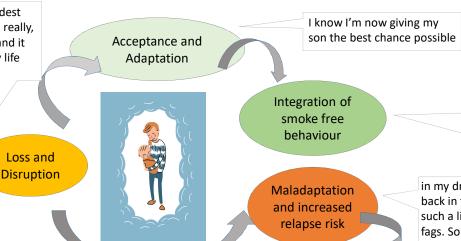
- •Secondary qualitative analysis of data from the PReS Study, seeking views of pregnant and postpartum women (smokers and ex-smokers), their partners and health professionals (n=84)
- Data was analysed using a constructivist grounded theory approach, inductively coding
- •Additional analysis of data from the Project HATCh study a focus group study exploring the health behavior experiences of women in the postpartum period (n = 26)
- •Inductive thematic coding within a theoretical framework of a life course narrative approach

your social life and doing stuff by yourself... before you were a mum smoking thing to or really, rea



self Loss a

can't leave the house because the baby's asleep, it's been screaming all day



this is your new life and you want to continue this new life, you know, this new smoke-free life

in my drunk head, I'm like oh back in the day I used to be such a little lush and smoke fags. So in the end I'm like well this is what I do



Results and Conclusions

- •Analysis revealed loss as a central theme. Smoking for many was an integral part of their identity prior to parenthood, thus relapse was positioned as part of regaining the previous 'lost' identity
- •'Disruptions', such as the abrupt change to identity of new motherhood, or the shift from smoker to non-smoker, present challenges to the cohesion of identity

Implications and Recommendations

- •Our analysis suggests interventions to support postpartum relapse prevention must critically include support for women in adjusting to a new identity as a non-smoking mother
- •Interventions that do not acknowledge the struggle of managing disruption to the narrative flow of identity formation may be less effective
- •Identity is co-constructed with others, and the role of social support, particularly partner support, must be considered as part of identity adjustment

1. Jones M, Lewis S, Parrott S, Wormall S, Coleman T. Re-starting smoking in the postpartum period after receiving a smoking cessation intervention: a systematic review. Addiction. 2016;111(6):981-990. 2. Orton S, Coleman T, Coleman-Haynes T, Ussher M. Predictors of postpartum return to smoking: a systematic review. Nicotine Tob Res. 2018;20(6):665-673. 3. Notley C and Colllins R. Redefining smoking relapse as recovered social identity – secondary qualitative analysis of relapse narratives. J Subst Use. 2018;DOI: 10.1080/14659891.2018.1489009.

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