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| **Embedding videos as part of printed educational resources for Aboriginal and Torres Strait Islander pregnant women who smoke** |
| **Health promoting objectives**Smoking during pregnancy is a significant public health problem, negatively affecting both the mother and the baby for the short and long term. Australian Aboriginal women have the highest smoking prevalence during pregnancy (43%). Among many barriers to quitting, pregnant women report lack of adequate support from health providers. Health providers report lack of adequate educational resources to manage smoking. Resources need to be tailored to ensure saliency, cultural-sensitivity and account for diversity of Aboriginal and Torres Strait Islander people. The aim was to collaboratively develop an educational resource that could be used in Aboriginal Medical Services for a shared discussion between health providers and pregnant women who smoke. To overcome possible literacy issues, and enhance engagement, the objective was to embed videos into the educational resource.**Synopsis of the scenario**Four different brochures were developed, each including short videos embedded into them that could be downloaded using a free App. Topics covered by these videos included: ‘how smoke affects the baby when pregnant’, ‘myths of smoking when pregnant’, ‘explaining smoking triggers and how to address these’ and ‘how to use the different NRT products’. Videos included several Aboriginal and Torres Strait Islander women from diverse communities around Australia– either women from different communities yarning about their smoking cessation experiences in pregnancy; an Aboriginal obstetrician; and a Torres Strait Islander general practitioner. **Intended audience**Aboriginal and Torres Strait Islander pregnant women who smoke, attending Community Controlled Aboriginal Medical Services**Duration and intended use**After a four step rigorous evaluation process, including an expert panel, readability scores, suitability of material scoring, and separate focus groups with both Aboriginal women and health providers from three Aboriginal Medical Services, brochures were collated into a booklet. Booklets were provided to six Aboriginal Medical Services in 3 states in Australia as part of a pilot study. They will also be used as part of a larger clustered randomized controlled trial within 30 Aboriginal Medical Services, aiming to improve smoking cessation rates during pregnancy. |