



Help with quitting smoking by text message for pregnant women

How do I sign up?

Step 1 – Text **Quit** and your **first name** and how many **weeks pregnant** you are to **88010** – e.g. **Quit Sarah 12**

Step 2 – Reply to **6** or **12** texts asking about your smoking. Or answer them at www.miquit.co.uk. The more questions you answer the more personalised your MiQuit texts will be.



www.miquit.co.uk

“Each text reminded me of why I wanted to quit.”
(Sarah, 38)

What is MiQuit?

- MiQuit is an NHS text message service for pregnant women.
- MiQuit sends information, support and advice on quitting smoking direct to your phone.
- MiQuit support is personalised to you and your lifestyle. All you need to do is answer some simple questions about your smoking.

MiQuit was developed by Cambridge University experts.

"I liked the text messages... they were aimed at just me"
(Ashleigh, 20)

What support is provided?

MiQuit sends you support texts for up to 3 months, including:

- Advice on: preparing to quit, managing cravings, coping in situations where you're most tempted to smoke
- Encouragement, support & motivation
- Information about how smoking affects your baby

You can ask MiQuit for help at any time of day or night; just text **HELP** or **SLIP** to the MiQuit number.

MiQuit can even send quiz-style question texts to help distract you from smoking, just text **QUIZ**.

"...easy going with no pressure" (Kelly, 29)

Who is MiQuit for?

MiQuit is for you if you smoke and are pregnant.

You don't have to be planning to quit; MiQuit can help even if you are not sure about stopping smoking.

How much does MiQuit cost?

You need to send a text to start the programme, this will be charged at your standard rate and not included in your text allowance. However, **all texts sent from MiQuit are free** and any other texts you send will be charged at your standard rate or included as part of your text allowance.

If you do not want to text replies to MiQuit's 6–12 questions, reply online at: **www.miquit.co.uk**

If you do not complete MiQuit's questions you can still receive MiQuit support, but it will not be personalised to you or your lifestyle.

What if I don't like it?

You can stop MiQuit texts at any time, by **texting STOP to 07950 081 649**. You can ask for more or less texts without stopping MiQuit altogether.

We may contact you to ask what you think of the programme.