

# In the Spotlight



**Name:** Abbi Lloyd

**JOB TITLE:** **SMOKEFREE  
MATERNITY ADVISOR  
FOR CAERPHILLY AREA**

**Qualifications:** Bsc Hons Psychology,  
MA in Clinical Psychology

**Specialties:** Women's Health and  
Smoking Cessation

**Background:** 3 years in administration, 1 year as a  
Dementia Advisor for people with  
young onset dementia, also worked  
as part of the Primary Care Mental  
Health team

**Role includes:**

- Helping Pregnant ladies to stop smoking if they'd like to
- Supporting pregnant ladies' household members to stop smoking as well, such as partners, parents, siblings
- Offering behavioural support and nicotine replacement therapy products (patches, gum)
- Conducting weekly one to one support with ladies and helping them set a 'Quit Date'
- Assessing smoking history, previous quitting attempts, medical conditions, suitability for products
- Helping with relapse prevention and withdrawal maintenance
- Boosting motivation and giving general advice on how to use replacement products effectively
- Being a "cheerleader" for women and their family members when trying to stop smoking

"I like being able to build relationships with ladies. I'm there to support them through a very special time in their lives and to help them put their own and their unborn baby's health first."