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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **SUPPLEMENT C. Among those self-reporting as non-smokers for the primary outcome, baseline characteristics of participants providing biochemical verification of smoking status, and of participants not providing biochemical verification, by study group**  Summary of comparison: The characteristics of those providing and not providing verification are similar except those providing verification tended to report higher levels of education and lower confidence for maintaining smoking abstinence; decreased likelihood of reporting having a partner who smoked or living with smokers, and increased likelihood of having a significant other supporter and exclusively breastfeeding. However, there was little evidence to suggest the missingness mechanism differed by randomised group.  **Data are number (%) of participants unless otherwise stated** | | | | | |  |  |  |  |
|  | **Participants providing biochemical verification of smoking status** | | | |  | **Participants not providing biochemical verification of smoking status** | | |  |
|  | Control group (n=45) | 3-month incentives (n=35) | 12-month incentives (n=69) | | Total  (n=149) | Control group  (n=11) | 3-month incentives (n=20) | 12-month incentives (n=18) | Total  (n=49) |
| **Demographic characteristics** |  |  |  | |  |  |  |  |  |
| Maternal age in years Mean (SD) | 27.8 (5.6) | 28.6 (5.0) | 28.5 (5.4) | | 29.0 (5.4) | 27.5 (5.6) | 30.0 (6.0) | 29.2 (7.2) | 29.1 (6.3) |
| A-level, degree or equivalent | 24 (53.3) | 19 (54.3) | 47 (68.1) | 90 (60.4) | | 6 (60.0)m[1] | 9 (45.0) | 6 (33.3) | 21 (43.8) m[1] |
| White ethnicity | 44 (97.8) | 32 (91.4) | 64 (92.8) | | 140 (94.0) | 10 (90.9) | 19 (95.0) | 17 (94.4) | 46 (93.9) |
| **Type of stop smoking service**  Midwife led | 45 (100.0) | 34 (97.1) | 67 (97.1) | | 146 (98.0) | 10 (90.9) | 19 (95.0)) | 15 (83.3) | 44 (89.8) |
| **Smoking history** |  |  |  | |  |  |  |  |  |
| Pre-pregnancy cigarettes smoked a day Mean (SD) | 12.6 (6.4) | 13.3 (7.4) | 12.5 (6.1)m[2] | | 12.7(6.5)m[2] | 11.2 (6.2) | 15.2 (7.5) | 12.4 (6.8) | 13.3 (7.0) |
| Weeks of continuous smoking abstinence Mean (SD) | 24.0 (6.1) | 25.1 (4.8) | 25. 1 (4.8) | | 24.8 (5.2) | 20.6 (5.5) | 22.4 (5.0) | 22.3 (8.2) | 22.0 (6.4) |
| Expired CO level ppm Mean (SD) | 1.1 (0.7) | 1.0 (0.7) | 1.4 (0.9) | | 1.2 (0.8) | 1.2 (1.0) | 1.2 (0.7) | 1.3 (0.8) | 1.2 (0.8) |
| Very or extremely confident in maintaining smoking abstinence | 27 (60.0) | 23 (65.7) | 48 (69.8) | | 98 (65.8) | 8 (72.7) | 16 (80.0) | 12 (66.7) | 36 (73.5) |
| Uses nicotine replacement therapy | 3 (6.7) | 6 (17.1) | 9 (13.0) | | 18 (12.1) | 2 (18.2) | 1 (5.0) | 2 (11.1) | 5 (10.2) |
| Uses electronic-cigarettes | 12 (26.7) | 12 (34.3) | 24 (34.8) | | 48 (32.2) | 3 (27.3) | 6 (30.0) | 5 (27.8) | 14 (28.6) |
| Uses heat-not-burn | 2 (4.4) | 0 | 1 (1.4) | | 3 (2.0) | 0 | 0 | 0 | 0 |
| Uses of smoking cessation support beyond that in trial | 0 | 0 | 0 | | 0 | 0 | 0 | 0 | 0 |
| Partner smokes | 14 (31.1) | 8 (22.9) | 13 (18.8) | | 35 (23.5) | 3 (27.3) | 6 (30.0) | 7 (38.9) | 16 (32.7) |
| Living with smokers | 15 (33.3) | 8 (22.9) | 18 (26.1) | | 41 (27.5) | 4 (36.4) | 5 (25.0) | 8 (44.4) | 17 (34.7) |
| Has significant-other-supporter | 24 (53.3) | 22 (62.9) | 43 (62.3) | | 89 (59.7) | 5 (45.5) | 9 (45.0) | 8 (44.4) | 22 (44.9) |
| **Pregnancy** |  |  |  | |  |  |  |  |  |
| Weeks pregnant Mean (SD)a | 36.6 (1.3) | 36.6 (1.0) | 36.5 (1.3) | | 36.5 (1.2) | 36.1 (0.5) | 36.4 (1.4) | 37.0 (1.3) | 36.5 (1.3) |
| Days postpartum Mean (SD)b | 6.4 (4.3) | 10.7 (4.8) | 6.3 (5.6) | | 7.9 (4.9) | NA | NA | 8.0 (1.4) | 8.0 (1.4) |
| Parity Mean (SD) | 0.9 (1.1)m[1] | 1.3 (1.3) | 1.0 (1.1) | | 1.1(1.2)m[1] | 0.9 (1.3) | 1.6 (2.5) | 1.0 (1.1) | 1.2 (1.8) |
| Intend to bottle and breastfeed | 8 (17.8) | 6 (17.1) | 13 (18.8) | | 27 (18.1) | 2 (18.2) | 5 (25.0) | 3 (16.7) | 10 (20.4) |
| Intend to breastfeed only | 25 (55.6) | 17 (48.6) | 42 (60.9) | | 84 (56.4) | 7 (63.6) | 6 (30.0) | 8 (44.4) | 22 (42.9) |
| Intend to breastfeed for > 4 months | 18 (40.0) | 10 (28.6) | 23 (33.3) | | 51 (34.2) | 6 (66.7) | 6 (54.5) | 5 (45.5) | 17 (54.8) |
| **Alcohol Use Disorders Identification-Consumption** |  |  |  | |  |  |  |  |  |
| Risk drinking (score > 5) | 0 | 0 | 2 (2.9) | | 2 (1.3) | 0 | 0 | 0 | 0 |
| **Edinburgh Depression Scale** (EDS) |  |  |  | |  |  |  |  |  |
| Overall EDS scores Mean (SD) | 7.5 (5.7)m[1] | 4.5 (4.2) | 5.3 (4.1)m[2] | | 5.8 (4.8)m[3] | 7.4 (4.6)m[1] | 6.2 (4.8) | 5.4 (5.7) | 6.1 (5.1) |
| Major Depressive Disorder  (EDS >11) | 14 (31.8)m[1] | 4 (11.4) | 11 (16.4)m[2] | | 29 (19.1)m[3] | 2 (20.0)m[1] | 4 (20.0) | 4 (22.2) | 10 (20.8) |

m[ ] Missing data [number missing], SD=standard deviation, CO=carbon monoxide, ppm=parts per million, NA=not applicable, arelates to those recruited in pregnancy, brelates to those recruited postpartum