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you
and me
nicotine-free

New information
on vaping in
pregnancy



New research

Until now, vaping has been seen as safer than smoking because vapes have no smoke. New research suggests vaping in pregnancy may act like smoking — pointing to nicotine itself as the concern.

“What’s new is that vaping may increase SUDI risk in the same way that smoking does. This makes us think nicotine itself may play a role, not just tobacco smoke.”

— Professor Mitchell

What nicotine does

Nicotine affects the whole pregnancy — mother, placenta and pēpi. When nicotine goes, oxygen supply and blood flow increase to nourish and protect them all, as pēpi develops.

“Nicotine crosses the placenta, reduces blood flow to the baby and affects their breathing making them more vulnerable when they sleep.”

— Professor Taylor

New message

The health goal for pregnancy needs to change from smoke-free to nicotine-free as early as possible in pregnancy. The new message is:

“you and me — nicotine-free”

Teamwork

‘You and me’ also means teamwork. If you or your partner use any kind of nicotine, your whānau and health team are here for you and your pēpi. **Talk with us today.**