Abstract
This research project will explore pregnant women’s stories regarding diet and lifestyle during pregnancy. The method involved were semi-structured interviews with six participants. Thematic analysis was used, data was coded and themes using NVivo 10 software. The themes highlight a wide range of issues such as, women’s feelings about their pregnancy; willingness to change their lifestyle during pregnancy; concern about the unborn baby; unawareness of the effects of caffeine and stimulant drinks on pregnancy and foetus; diet; pattern of sleeping in pregnancy, exercising during pregnancy: women’s guilt; women’s justification; influences of their lifestyle during pregnancy; a need to escape reality; male partner; environment; marketing. Participant acknowledge the effect of smoking and drinking; but not were unaware of effect of caffeine on pregnancy and foetus.

Introduction
This research will review the perspectives of pregnant women on diet and general lifestyle during pregnancy such as diet, exercising, sleeping pattern and will also discuss guilt and justification regarding smoking and drinking during pregnancy. It will be based on areas within the literature of guilt and justification, impact of smoking and drinking of alcohol and caffeine on pregnancy and foetus, factors that influences unhealthy lifestyle in pregnancy such as partners culture, socioeconomic, marketing. The aim is to examine what are the reasons for living unhealthy lifestyle during pregnancy described by pregnant women. This research will emphasize a gap in knowledge and pose a question “are all pregnant women aware of the effects of smoking and drinking during pregnancy? This study involve small number of pregnancy described by participants, therefore, future research would need to include a larger sample size. This study about the influence of lifestyle during pregnancy and eating patterns. This is important because healthier lifestyles have been associated with better health outcomes during pregnancy. The effective use of graphics can draw readers to your findings and help get your message across.

Results
Results showed the experiences of pregnant women diet and general lifestyle during their pregnancy. The three themes which emerged were women’s feelings, concerns about the unborn baby and influences that lead to the continued unhealthy habit. The result highlighted how smoking and drinking was part of pregnant women’s lives and is very connected to the normal activities of their day. The result of this research suggests that all the participants were positive about their pregnancy, and reported to have attempted to reduce their unhealthy lifestyle. Partners appeared to play a major role in influencing pregnant women to continue the use of cigarette and alcohol and caffeine. Other influences include having friends that drink. Majority of the participant acknowledge the effect of smoking and drinking on pregnancy and foetus but are unaware of the effect of caffeine on pregnancy and foetus.

Discussion
Women continue with their habit, they made an attempt to reduce their unhealthy lifestyle and to practice more healthy diet such eating more fruit and vegetable and reducing junk foods. This has indicated that pregnancy itself can be a motive to change unhealthy lifestyle behaviour. NHS (2013) argued that a healthy diet is an important part of a healthy lifestyle at any time, but it is more vital for pregnant women. Eating healthily during pregnancy will help the foetus to develop and grow, and will keep women fit and well. In this research women described in detail how smoking was part of their daily routine. Massey et al. (2010) finding has indicated that the severity of depression and anxiety may interfere with an attempt to discontinued tobacco and alcohol use during pregnancy. This is also confirmed by this study. DiClemente et al., (2000) found out in their research that partner who smokes is likely to have greater influence on pregnant women to continue their smoking during pregnancy. Pregnant women still continued to smoke and drink and not aware of the effects.