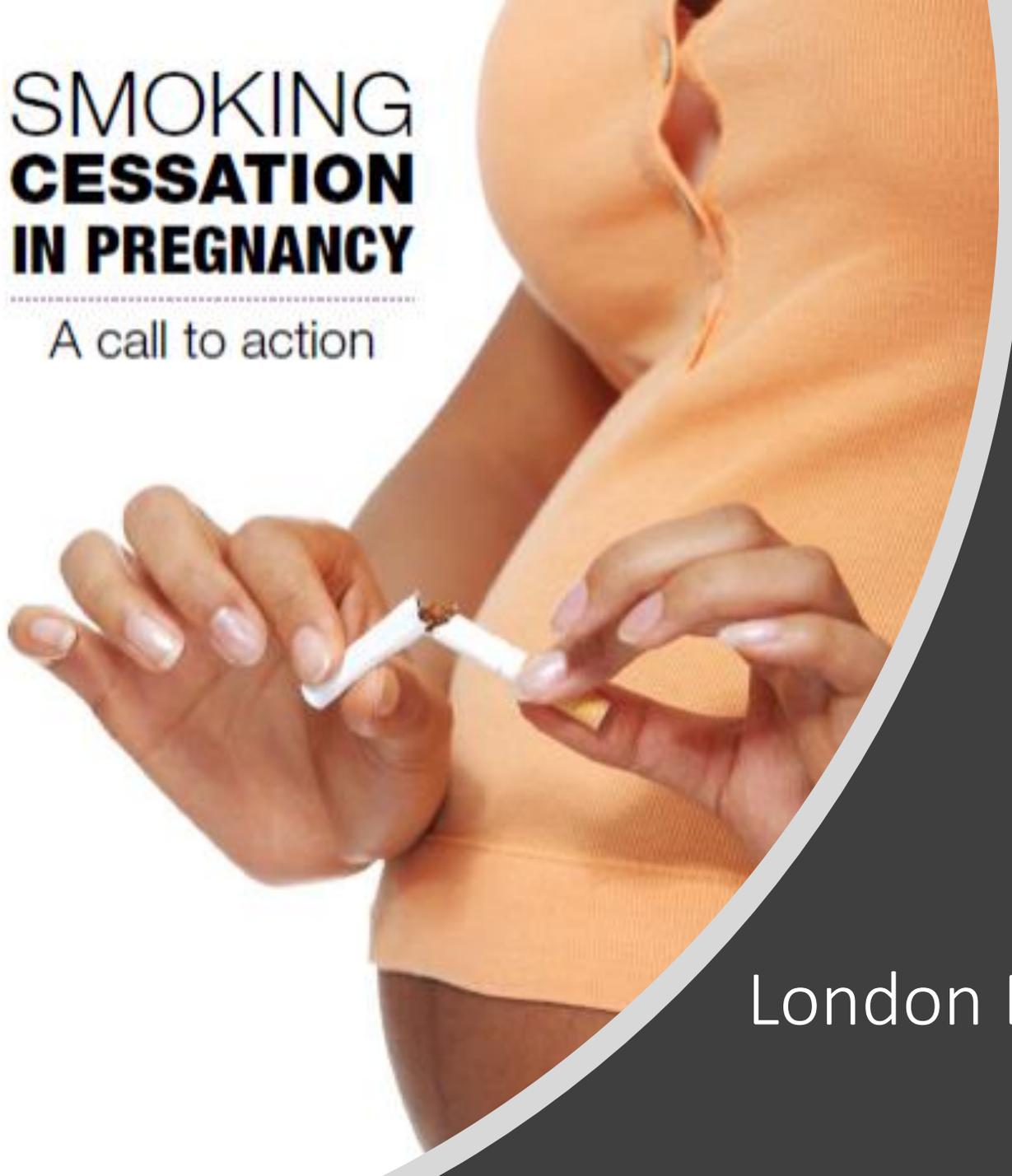


# SMOKING **CESSATION** **IN PREGNANCY**

.....  
A call to action



Healthy Lifestyles Team  
London Borough of Barking & Dagenham  
Jenny Houlihan

**In 2015/16 around  
1 in 10 pregnant  
women in Essex  
smoked at time  
of delivery.**





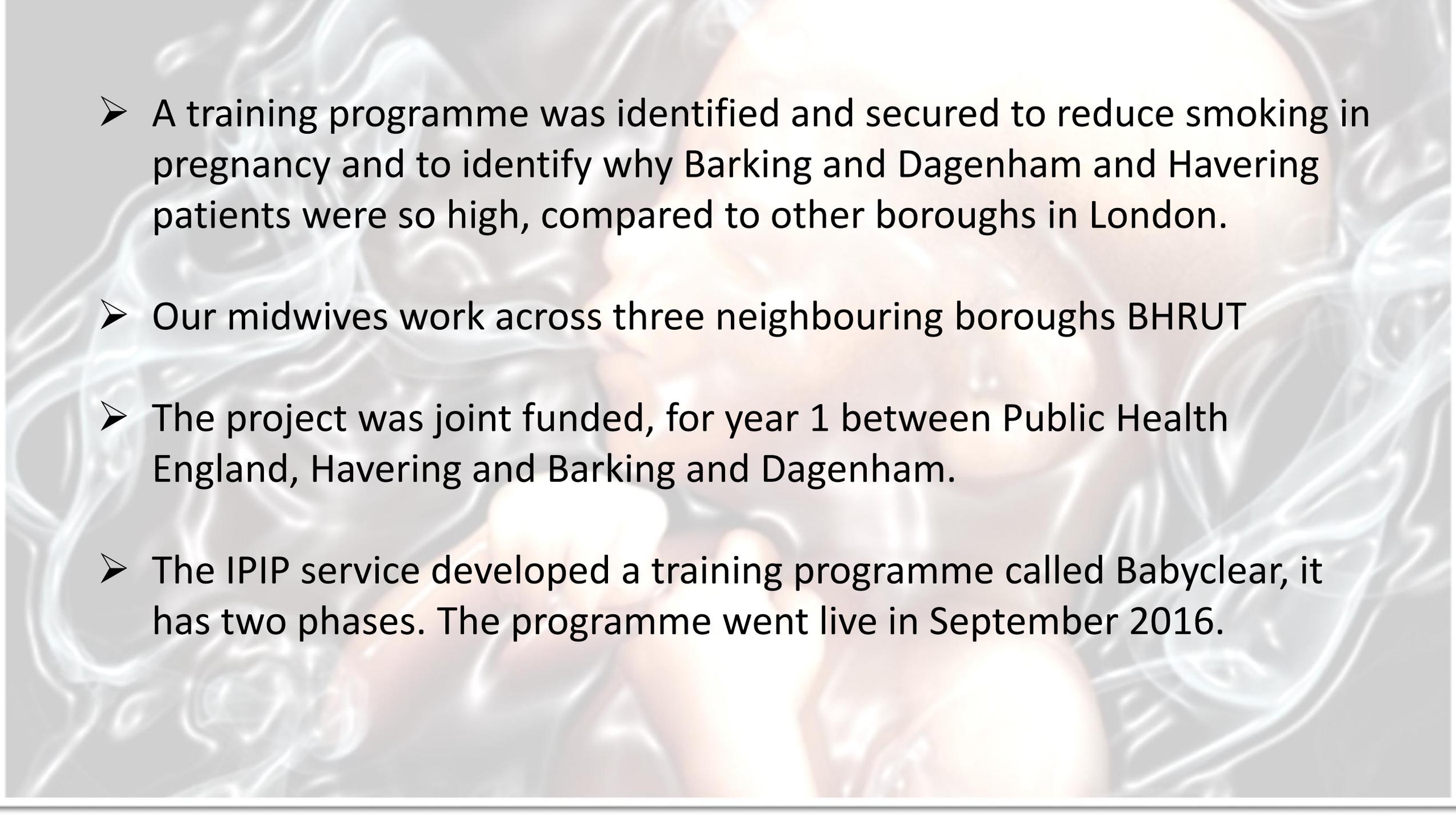
**Smoking is the single most important modifiable risk factor in pregnancy**

# The problem was

- Stubbornly high SATOD (10.8%)
- Highest rates for London
- No improving trend
- Outlier with our statistical nearest neighbour local authorities
- Identified as a priority issue to address by the Health & Wellbeing Board and CCG

# Recommendations

- All pregnant women are CO screened at Booking & 36 weeks
- Women are given good factual information in a very non-judgemental way, they are encouraged to engage with the stop smoking service
- Women are asked if they have stopped smoking before conception and offered support
- CO outcome recorded on Midwife systems
- Women and their partners whose CO score is higher than 4ppm are offered a opt out referral to stop smoking services
- Referrals are contacted within 48 hours

- 
- A training programme was identified and secured to reduce smoking in pregnancy and to identify why Barking and Dagenham and Havering patients were so high, compared to other boroughs in London.
  - Our midwives work across three neighbouring boroughs BHRUT
  - The project was joint funded, for year 1 between Public Health England, Havering and Barking and Dagenham.
  - The IPIP service developed a training programme called Babyclear, it has two phases. The programme went live in September 2016.

# Phase 1

- Midwife champion identified
- 95% of all midwives have received training
- Stop smoking services and their admin staff received specialist training
- Midwives have been allocated CO monitor and leaflets and these were given at the end of the training.
- 92% CO screenings completed at booking which is between 8 and 12 weeks in the pregnancy.
- All women are offered a CO screen at 36 weeks, however we had a issue with recording the data because the systems that is used at booking are different to the system used at 36 weeks.
- The smoking in pregnancy training is now delivered in partnership by stop smoking service and trained midwives.

# The Challenges

- Midwives were initially resistant to asking women about their smoking status
- Evidence tells us that women trust their midwives most
- Midwives reported that they hadn't been allocated with CO machines or batteries.
- The referrals are collected weekly by the stop smoking service however there were large disparity in the number being screened and the number of referrals
- A large number of referrals were missing contact information

# ➤ The Challenges

- BHRUT advised that the system midwives used could be updated and referrals could be directed straight into the quit manager
- The updates to the system would cost £17K for the Euroking programme and £2.7K for the North 51.
- LBBD & Havering agreed to fund the updates and the project took five months to complete. The euroking project went live 1<sup>st</sup> March 2017, however this also had delays.

# Phase 2 Risk Perception

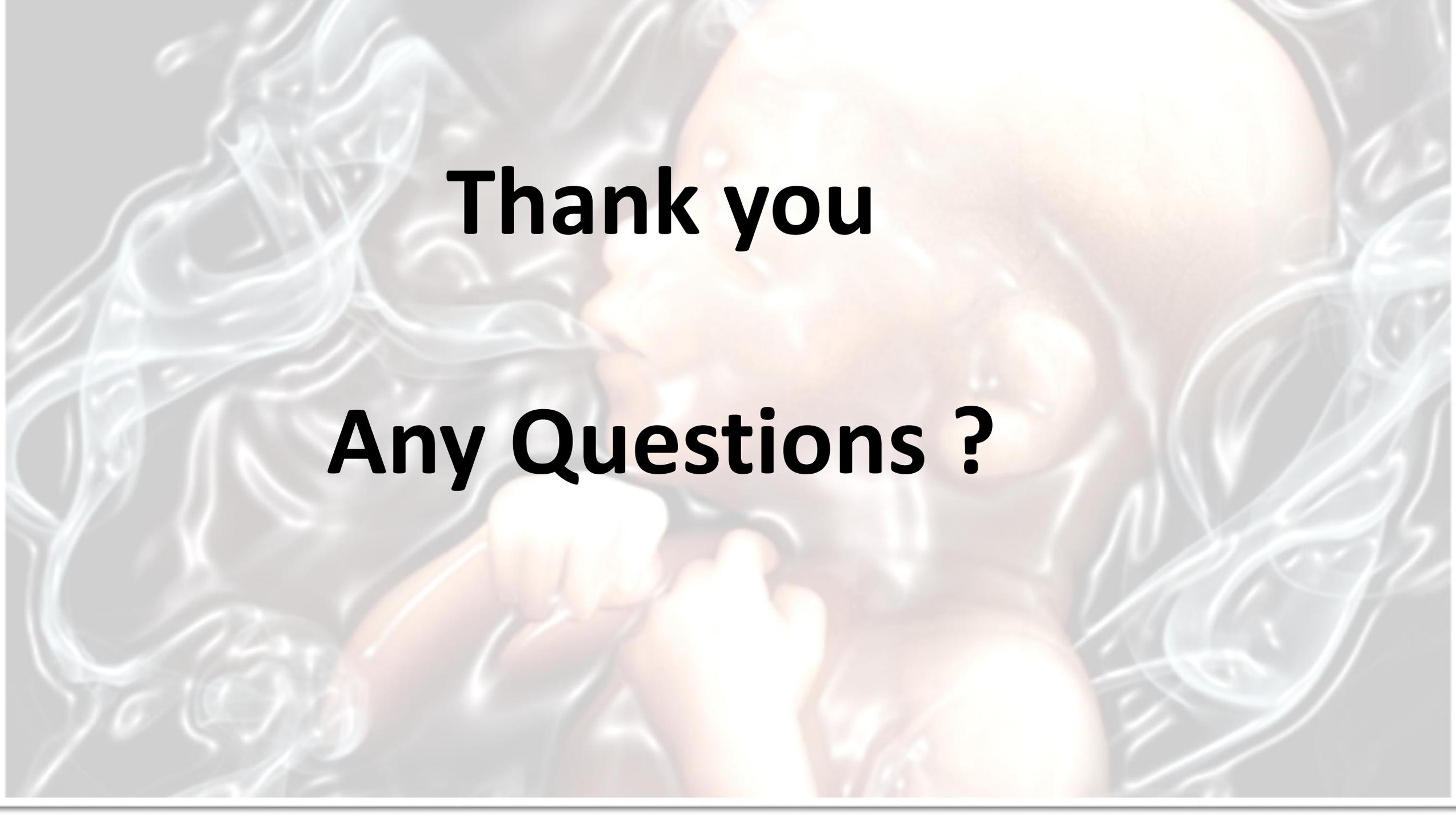
- Feedback is given to midwives from the stop smoking service - Who engages, who quits, who states that they have stopped and who declines or drops out.
- Women who do not engage or continue to smoke are targeted by Risk perception “Hard hitting messages given to women in their scan by a trained midwife”
- NRT available at appointment
- Access to stop smoking services available immediately
- Phase 2 has been delayed due to funding
- This can be offered in a number of ways

# How far we have come with SATOD

Borough	2014-2015	2015-2016	2016-2017	2017-2018
LBBB	10.8%	8.8%	7.7%	7.7%
Havering	10.4%	7.7%	7%	7%
Redbridge	3.9%	3.0%	3.2%	3.8%

# Conclusions

- Vital to have a identified lead in midwifery team who is proactive on smoking
- Cultural change takes time and commitment, and requires clear and consistent leadership and challenge
- Funding and commitment is a issue
- IPIP will do a complete evaluation with women who engaged, with phase 1 and phase 2 and the women who failed to engage
- Patience
- Patience
- Patience

A close-up photograph of a baby's face, partially covered by a blue, textured blanket. A semi-transparent, glowing blue brain is superimposed over the baby's head, with white neural pathways visible. The overall lighting is soft and warm, with a slight glow around the brain.

**Thank you**

**Any Questions ?**