

## PHE Smoking in Pregnancy Mapping Project Blackpool

<p><b>Project Title:</b> Tackling SiP by Multi strand integration of pathways and protocols into universal services</p>
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<p><b>Project Lead Contact Details:</b> <i>(email/phone/mobile/address/fax/service or project web address)</i></p> <p>Public Health Blackpool Council PO Box 4 Blackpool FY1 1NA</p> <p>Tel: 01253 476363</p> <p>Email: liz.petch@blackpool.gov.uk</p>
<p><b>Target Population:</b> <i>(e.g. nationality, age bracket, socioeconomic status, geographic area, fathers etc. Please also discuss any local insight research which was used or commissioned)</i></p> <p>The scheme is targeted at all pregnant smokers in Blackpool but has a particular focus on those under the age of 25.</p>
<p><b>Locality:</b> <i>(include all known details about where the project is located- hospital/local authority/community centre/Sure Start/neighbourhood/town/region)</i></p> <p>Children's Centres are our focus within community settings and there is a drive to encourage more women from areas of high deprivation to use the services that they provide as they are currently perceived by many as a centre for the more affluent and middle class. This perception is particularly common amongst young pregnant women and those from our deprived neighbourhoods who no longer identify the centres as a venue for them.</p>
<p><b>Aims and Objectives of the Project:</b> <i>(SMARTT targets, KPIs, those set by commissioners and providers, please include informal aims as well)</i></p> <p>Blackpool has some of the highest rates of Smoking at Time of Delivery (SATOD) in the country.</p> <p>This multi strand project:-</p> <ul style="list-style-type: none"> <li>(i) Introduced the <a href="#">Risk Perception Tool</a> (Fendall <i>et al</i> 2012) to capture women who have been reluctant to engage with Specialist Stop Smoking Services (SSS).</li> <li>(ii) Introduced an Incentive Scheme for young pregnant smokers and their significant other</li> </ul>

- (iii) Improve referrals and connections between maternity and SSS
- (iv) Developed tools and resources as a way of passing on information to young pregnant women

The aims of the project were to:-

- Embed the development of pathways and protocols for supporting pregnant smokers to quit.
- Establish an electronic positive consent opt out referral pathway with mandatory fields in the maternity Patient Administration System (PAS),
- Ensure all women were CO screened at 36 weeks and to validate SATOD data.

The objective was to have accurate and honest data recording; give staff the confidence and skills to engage with (young) women about their smoking status, and; ultimately motivate women to give up smoking during pregnancy (reducing SATOD rates).

**Brief Description of the Project and how it operates:**

*(please include background to how the project was initiated, obstacles faced during setup and throughout and how/if they were overcome, training arrangements for staff)*

The project has developed a whole systems approach to tackling smoking in pregnancy which has been replicated across Lancashire where we now have a universal set of pathways for supporting pregnant smokers to quit across maternity services, SSS Teams and Children's Centres.

As this work first started in Blackpool in 2010/11 and had a specific project worker in place until March 2013; there have been some barriers (in terms of the need to re-engage individuals) to getting buy in back, as some aspects of the work had lost momentum. There have also been some very practical issues checking the pathways work and ensuring training is up to date to facilitate a smooth pathway of care.

Achievements to date include;

- Pathways have been established with mandatory fields within computer records which enable detailed monitoring and performance management.
- Training in communication skills and the correct referral pathways to follow, provided for midwives.
- Implementation of the risk perception tool

Lancashire had also undertaken some social marketing work to assist with the design of their local campaigns and communication tools (e.g. Quit 4 Us App). However Blackpool chose to use existing Apps (Baby Buddy) and continue using the 'BUMP' magazine which was initially developed through their own insight work with local young women and is still in circulation.

BUMP is a colourful, glossy magazine that is made available to pregnant women across the Fylde Coast and is full of information and stories of local women who managed to give up smoking and the journeys that they may have had through pregnancy. For example, Ashley who managed to stay smoke free for seven months, when at the beginning she really didn't think she could due to numerous failed attempts before.

*".....I'd tried and failed so many times I just couldn't face the extra stress. Then I started talking to people and realised I didn't have to do it alone."*

*When I'd tried quitting before, I'd usually started smoking again cos of other smokers around me. So I explained that it made life difficult if they offered me a cigarette, and that I felt left out if they were smoking around the house.*

*"I couldn't have done it without my friends and family."*

*"My partner Jonathon agreed not to smoke at home and my mum and my mates stopped smoking around me too. My best friend Adelle even gave up smoking with me, cos she'd been trying to stop for ages as well."*

*Getting friends and family on board made all the difference to Ashley's quit attempts. "I'm not saying it was easy, cos it wasn't. But it was definitely easier. It helped that cigarettes weren't in the house and it helped that people weren't smoking around me. But what was just as important was knowing that so many people were doing their bit. It felt really good that I had so much support."*

*Ashley decided to try and give up smoking after talking to her midwife. "I'd always planned to give up booze while I was pregnant, but I hadn't really thought about smoking. I knew you weren't supposed to smoke around little toddlers, but didn't realise just how bad smoking is for unborn babies."*

As BUMP continues to be well received amongst professionals and mothers in Blackpool, we aim to refresh the magazine, working in partnership with Better Start, in 2016.

**Outcomes:**

*(provide baseline, please also include formal and informal outcomes - e.g. a drop in the number of pregnant smokers, changing attitudes amongst clinical staff,)*

- CO screening at booking and 36 weeks has been established as a key performance indicator for the midwifery service.
- SATOD rates have fallen and Blackpool has been awarded an ASH/Cancer Research UK award for effective data collection due to the robust systems that have been put in place.
- The number of midwives trained in BabyClear is currently at 22 – approx. 60% of the workforce

**Relationship to current evidence base:**

*(in particular which evidence was drawn on during the project design?)*

In-depth insight work with women, staff and services has been carried out in Blackpool over three years. The original scheme was developed based on both local insights and national research including evidence from the NCSCT and NICE.

It is planned for new insight work with young women and smoking in pregnancy being conducted by Tommy's (see '[Baby Be Smoke Free](#)') to be added to the evidence base.

**Evaluation:**

*(formal and informal, was it published, if an evaluation has not been carried out please explain why not - funding?)*

Informal evaluation has taken place in terms of KPIs around CO monitoring at booking and birth, and performance management of maternity services. We also know that our SATOD rates in Blackpool have come down from 33.2% in 2010/11 to 27.2% in 2014/15.

Activmob are currently conducting insight work with pregnant women and professionals who care for pregnant women in Blackpool as party of a wider Tommy's research project. It is hoped this evaluation will give insight into how the current pathways and protocols are being received and indicate if the whole systems approach is effective.

Training and auditing staff for their opinion should be an annual process.

**Costs:**

*(revenue and capital, include detail about equipment costs - CO monitors etc)*

Initial enquiry and systems development was enabled by World Class Commissioning funding.

Costs associated with BabyClear have been funding by Blackpool Council Public Health and Public Health England in 2015/16.

'BUMP' magazine continues to be in circulation, however costs associated with an update have still to be confirmed.

**Commissioning arrangements and timescale**

*(is there long term sustainability or was this a short project, please also say who has commissioning responsibility for the project)*

Commissioning responsibilities for this work lie with Blackpool Council Public Health but have been very challenging in the new Public Health landscape due budget pressures and tobacco control not being of particular priority to the wider NHS system.

**Any other points the interviewee wishes to make:**

*(any learning, advice for colleagues setting up a similar project)*

Complex communities in Blackpool with high levels of deprivation, transience, extreme poverty and isolation, abuse and debt makes working with this client group very challenging.