PHE Smoking in Pregnancy Mapping Project
Kent

Project Title: babyClear
Project Lead: Debbie Smith
Project Lead Contact Details: *(email/phone/mobile/address/fax/service or project web address)* Public Health Specialist Kent County Council Email: Deborah.Smith@kent.gov.uk
Target Population: (e.g. nationality, age bracket, socioeconomic status, geographic area, fathers etc. Please also discuss any local insight research which was used or commissioned) All pregnant smokers in Kent.
Locality: *(include all known details about where the project is located - hospital/local authority/community centre/Sure Start/neighbourhood/town/region)* Midwifery service in Kent.
Aims and Objectives of the Project: (SMARTT targets, KPIs, those set by commissioners and providers, please include informal aims as well) • to deliver the babyClear training to all midwives in Kent. • the training and CO validation resources are to be used to support midwives in the identification of pregnant women who smoke • raise awareness of the potential harm that smoking in pregnancy can cause. • Training front line stop smoking advisers within the core service to help manage potential demand and equip them with the skills to work with this target group effectively.
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) babyClear is an intervention to support pregnant women be smoke free mothers and have healthier babies. The programme is delivered by midwives who CO test all pregnant women. All patients that smoke are automatically referred to the local Stop Smoking Service (LSSS) as part of an opt-out rather than opt-in approach. The programme involves:

- CO testing for all pregnant women.
- Opt out referral systems.
- Brief intervention training for all midwives.
- Protocols and care pathways reflecting the evidence base and NICE guidance.
- Advanced skills training to support Stop Smoking Advisors to work effectively with pregnant women.
- Identifying ways to working with pregnant smokers who currently do not engage with the Stop Smoking Services.
- Awareness raising and engagement with all health professionals involved with pregnant smokers.
- Support to ensure monitoring and evaluation of effectiveness.

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,)

The training delivered to midwives was initially challenging due to competing priorities and workloads within the Midwifery teams and the perceived compromise on relationships built with patients when asking about their smoking habits. Engaging with management teams and obtaining their commitment proved to be successful and all midwives are now trained to deliver babyClear.

The first round of training to Stop Smoking Service staff was well received but staffing restructures undertaken shortly after the training meant that a second round of training had to be delivered to new front-facing staff.

The training has been very successful but would have benefited from having early support from health professionals and CCGs. This support still needs to be obtained to ensure that the programme continues to be delivered effectively.

Early indications from the results of the programme identified a higher than expected 'lost to follow up' rates and numbers of those who opted out of the scheme. Numbers of midwives undertaking CO screening was also low initially but has risen more recently and is now conducted routinely.

Public Health will joint commission a midwifery role to lead on developing the babyClear programme, working towards higher CO screening rates and to help work with midwives and the Stop Smoking Services to reduce the numbers of lost to follow up and increase the acceptance rate. A Smoking in Pregnancy campaign is also being commissioned to pilot in the Swale area of Kent to raise awareness of the harms caused by Smoking in Pregnancy, thus promoting the babyClear programme.

There is a degree of inevitability of 'lost to follow up' from opt-out programmes if people are referred at a time when they are not fully motivated or quite ready to quit current behaviours. This needs to be managed effectively, potentially through the Midwifery babyClear lead and service user feedback from other relevant local projects can be used to develop an effective approach to those referred into the services.

Relationship to current evidence base:
(in particular which evidence was drawn on during the project design?)

babyClear follows NICE guidance and has national recognition. babyClear is being developed further using relevant qualitative evidence from other local work.

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

Understanding why some people may not want to give up smoking when pregnant or may wish to quit without Stop Smoking Service intervention are other areas where further insight is needed. This is being explored further in the Tommy's Baby Be Smokefree programme currently running in the Shepway and Thanet areas of Kent.

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

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)

Securing buy-in and commitment from CCGs to secure the future of the programme is our first priority.

Work between the Stop Smoking Service and babyClear training provider to tackle 'lost to follow ups' to convert these smokers into quitters where possible. The strategy for this will commence in April 2016.

A campaign to raise awareness of smoking in pregnancy is in development and will be complete by 30th March 2016. It is hoped this will prove to be a useful resource to support the babyClear programme.

Any other points the interviewee wishes to make:
(any learning, advice for colleagues setting up a similar project)

- The babyClear programme is evidence-based and proven to effectively reduce smoking in pregnancy.
- The training has been instrumental in equipping health professionals with the skills and resources to deliver the programme. It has also been the main driver for prioritising and delivering a smoking in pregnancy initiative in Kent.
- Further support and buy-in from health colleagues and other community professionals is needed to sustain the programme, which will be vital to its success.
- More training and support is also required to address those referred into stop smoking services who are not full engaging in quit programmes.