



A Briefing for [LMS Name] LMS

Smokefree Pregnancy
Information Network

smoking in pregnancy
challenge group ●



Dear Colleague

Welcome to the first briefing for Local Maternity Systems as part of the **Smokefree Pregnancy Information Network**. This network is intended to support those working locally and regionally to reduce rates of smoking to ensure they have relevant, current information on smoking in pregnancy and to enable the sharing of practice from around the country. All those working within LMSs who have a prevention brief are likely to benefit from being part of this network. Smoking in pregnancy remains the leading modifiable risk factor for many poor birth outcomes and is a major source of inequality as poorer and younger mothers are more likely to smoke.

We will produce an annual briefing tailored to each LMS breaking down national data and information to LMS and local geographies. This is the first of those tailored briefs and we hope in future years to be able to provide further information as more data becomes available through the Maternity Services Dataset. This briefing provides:

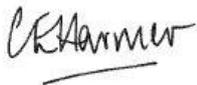
- An overview of smoking in pregnancy prevalence in your area;
- A guide to resources to support smokefree pregnancy work
- Insights from other LMS's and national work to support you in developing your local programme of work

Nationally there are a number of significant policy drivers focused on reducing rates of smoking in pregnancy. Despite this, there are ongoing concerns relating to gaps in local implementation which have contributed to smoking rates among pregnant women stagnating nationally over the last few years.

We hope that by connecting LMS leads working in this area and providing relevant and useful information, resources and tools we can start to address these gaps and bring about real transformation.

If you would like any further information about the network or the work of the Smoking in Pregnancy Challenge Group then don't hesitate to get in touch: admin@smokefreeaction.org.uk

Co-chairs of the Smoking in Pregnancy Challenge Group



Dr Clea Harmer
Chief Executive
Sands



Professor Linda Bauld
Chair of Public Health
University of Edinburgh



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1. What is the Smoking in Pregnancy Challenge Group?

The Smoking in Pregnancy Challenge Group was established in 2012 to produce recommendations on how the smoking in pregnancy ambition contained in the Government's tobacco strategy could be realised.

The Challenge Group is a partnership between professional bodies, the voluntary sector and academia. It presented its [original report](#) and recommendations to the Public Health Minister in June 2013 and continues to meet annually to review progress and report back to the Minister. The Smoking in Pregnancy Challenge Group is jointly chaired by Dr. Clea Harmer, Chief Executive of Sands, and Professor Linda Bauld of UKCTAS and the University of Edinburgh.

2. What is the Smokefree Pregnancy Information Network?

In order to maximise the impact of national activity to reduce rates of smoking in pregnancy the Department of Health and Social Care and Public Health England are supporting the Smoking in Pregnancy Challenge Group to establish an Information Network for those working within LMSs. In addition to recruiting smokefree pregnancy champions within LMSs over the coming months we will also be recruiting leaders within trusts who have specific responsibilities around smoking in pregnancy. **If you're aware of individuals leading smokefree initiatives in your local trusts who would benefit of being part of this network please let us know.**

This newly established network is being facilitated by Action on Smoking and Health (ASH) on behalf of the Challenge Group. It will seek to ensure that all those leading on prevention within LMSs around the country:

- Have access to timely information about relevant national activity;
- Are able to share good practice, template materials etc.
- Can share challenges and pose questions of the wider network.
- Can provide feedback to inform the development of national work

To add people to the Smokefree Pregnancy Information Network please email:
admin@smokefreeaction.org.uk

3. [LMS Name] LMS area profile

Smoking in the population

Adult (16+) smoking prevalence in [LMS Name] LMS ([GPPS, 2018](#))



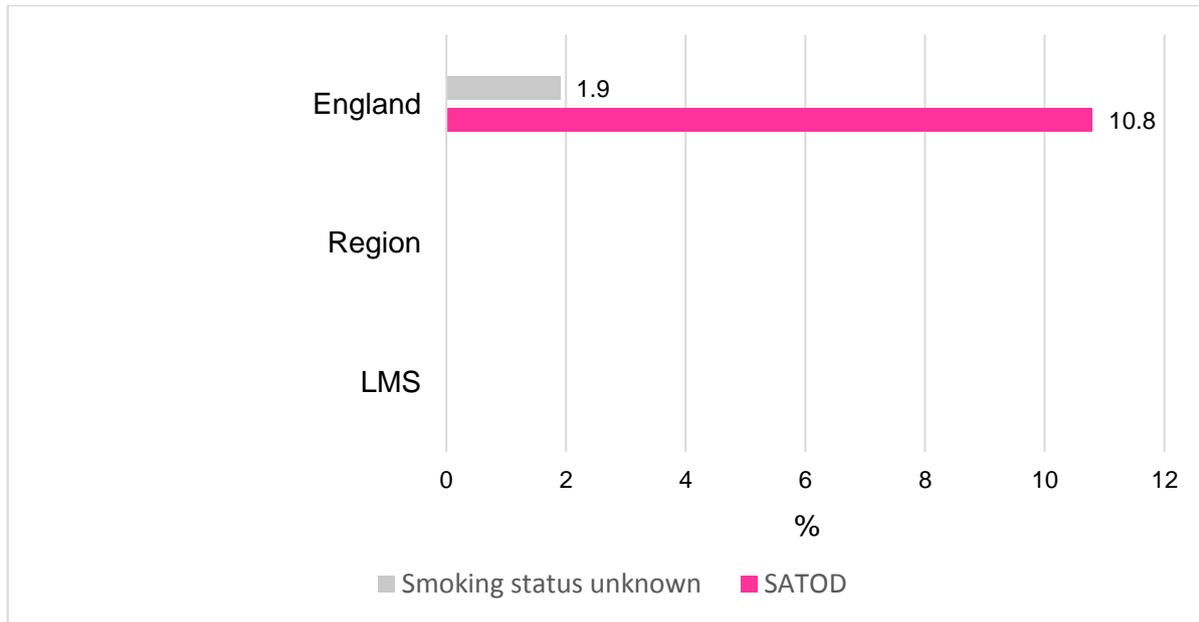
Smoking prevalence among women aged 18-34 in the [Region] ([APS, 2017](#))



Note: due to small sample sizes, confidence intervals are wide in some groups and estimates may vary from year to year

Smoking among pregnant women

SATOD and smoking status unknown (NHS Digital 2017-18)



Stop smoking services available in your local authorities

In 2017/18 [...] pregnant women in the [region] set a quit date with local stop smoking services. (NHS Digital)

Action on Smoking and Health captures data on the types of services available to smokers through local authority funded services. Further support may therefore be available through NHS Trusts.

Local authority stop smoking service provision (ASH survey of local authorities due for publication February 2019)

Local Authority	Principal commissioned service for smokers	Open to all smokers?	Type of adviser
Local authority	Specialist stop smoking service	Yes	Specialist stop smoking adviser
Local authority	Specialist stop smoking service	Yes	Specialist stop smoking adviser
Local authority	Integrated lifestyle service	Yes	Specialist stop smoking adviser

Note: where local authorities restrict access to their services all reported that they are open to pregnant women

4. National policy context

There has been a wealth of national activity in recent years to support a reduction in smoking in pregnancy. Key activity includes:

- [NICE Guidance \(PH26\)](#) on stopping smoking in pregnancy and after childbirth has been in place since 2010 and makes clear recommendations about how maternity services should address smoking in pregnancy.
- The Government's [Tobacco Control Plan for England](#) commits to reducing rates of smoking in pregnancy to less than 6% nationally.
- The Government target to halve stillbirths and neonatal deaths by 2025 will be supported by reducing rates of smoking.
- The prevention workstream of the Maternity Transformation Programme has prioritised work around smokefree pregnancies.
- Element 1 of the [Saving Babies Lives Care Bundle](#) relates to supporting smokefree pregnancies, with action to assess exposure to Carbon Monoxide at antenatal appointments and refer for specialist support.
- The Maternal and Neonatal Health Safety Collaborative (MNHSC) focuses on supporting smokefree pregnancy as one of its clinical primary drivers.
- Implementing the Saving Babies Lives care bundle enables Trusts to get a reduction in their contribution to the Clinical Negligence Scheme for Trusts (CNST).
- Additional one-off government funding in 2018/19 will lead to an increase in the number of smoking cessation advisors across England. This funding will also support the development of a range of resources including two films to support front line staff to develop and maintain skills in the provision of stop smoking advice to women.
- The recently published [NHS Long Term Plan](#) committed to funding support for pregnant women and their partners to support a smokefree pregnancy.

5. LMS case study: action to increase rate of quitting across Greater Manchester and Eastern Cheshire LMS

Reducing rates of smoking in pregnancy is a key part of our implementation plan for Better Births and the Greater Manchester Making Smoking History strategy to cut smoking rates at an unprecedented pace and scale. The programme vision is to reduce smoking in pregnancy across GM through a standardised smokefree pregnancy pathway so that SATOD rates are less than 6% by 2021.

Funded by GM as part of the devolution deal, we are taking a system-wide approach to smoking in pregnancy delivered via the Babyclear model. This is an evidence-based approach, developed by the Tobacco Control Collaborating Centre (TCCC), which aims to embed organisational change in line with NICE guidance (PH26). It includes a risk perception intervention for those who continue to smoke at their booking scan. This approach was [trials](#) in North East England and was associated with a significant increase in rates of quitting by delivery.

We have also included a smokefree pregnancy incentive scheme, to support those who find it hardest to maintain a quit status. This is the first time Babyclear has been implemented in conjunction with an incentive scheme. This approach includes provision of CO monitors to all midwives who CO screen in pregnancy, specialist smoking cessation advisor training and the introduction of 14 maternity support workers to create links with specialist services or provide cessation support in areas without sufficient specialist stop smoking capacity. The maternity support workers work alongside localities to support the specialist stop smoking midwife in delivering cessation support to women. The specialist stop smoking midwife works to embed the programme locally and provides mentoring and supervision of practice for the maternity support workers. Stop smoking support is offered to all family members to promote smokefree homes and families.

Accompanying the programme we are conducting a service evaluation with the University of Stirling that will examine the effectiveness of both the new pathway pre and post Babyclear and incentive scheme. The evaluation includes a randomised control trial of the post-partum element of the scheme which provides extended support for up to 12 months to prevent relapse to smoking.

Jane Coyne, Smoke Free Pregnancy Programme Manager,
Greater Manchester Health and Social Care Partnership

6. Resources to support you locally

There are a wide range of resources which can support you to reduce smoking in pregnancy locally. This includes national guidance from NICE and the NHS; and an extensive set of resources produced by the Challenge Group, the NCSCT and PHE to help equip maternity professionals engage with women and families about smoking before, during and after the baby is born:

- [NICE guidance PH48](#) and [PH26](#) – these provide the evidence-based model for smoking cessation support within maternity settings
- [Element 1 of the Saving Babies Lives Care Bundle](#)
- [Smoking in Pregnancy Challenge Group resources:](#)
 - Materials to aid in the training of those involved in smoking in pregnancy care pathways: Smoking in pregnancy [training guide](#)
 - Infographics – [Having a smokefree home](#), [Carbon monoxide screening](#), [The harms of smoking in pregnancy](#);
 - Animation – [how to help pregnant women quit smoking](#)
 - [Guidance on CO screening for pregnant women and health professionals](#);
 - [Guidance on the use of nicotine and e-cigarettes in pregnancy for health professionals](#);
 - Resources to support conversations on e-cigarettes;
 - Key messages on smoking in pregnancy;
 - [Smoking in Pregnancy Challenge Group reports](#);
 - [Smokefree Skills; An assessment of maternity workforce training](#).
 - New films currently in commission.

Hard copies of some Challenge Group resources can be obtained on request by emailing admin@smokefreeaction.org.uk



Training

- **National Centre for Smoking Cessation and Training (NCSCT) resources:**

- [Smoking cessation: a briefing for midwifery staff](#)
- [Electronic cigarettes: a briefing for stop smoking services](#)
- [Secondhand smoke: promoting smokefree homes and cars online training](#)
- [Very Brief Advice on smoking for pregnant women online training](#)



- **e-Learning for Healthcare:**

- [Smoking in pregnancy e-learning on the delivery of very brief advice \(VBA\)](#)

For more information email admin@smokefreeaction.org.uk.

Upcoming events

- [Smoking in Pregnancy Challenge Group 2019 webinar series:](#)

- **Local maternity systems opportunities and case studies 13:40 – 14:50 on Wednesday 27th February** – case studies from three LMS's to provide an overview of key actions LMS's can take to embed treatment for smoking in pregnancy in maternity services, and highlight examples of local partnerships which can support the development of joined-up, local strategies.
- **Nicotine in pregnancy 10:00 – 11:30 on Friday 8th March** – provide evidence concerning the safety and effectiveness of the use of nicotine in pregnancy.
- **Incentive schemes 14:00 – 15:15 on Thursday 28th March** – find out more about the evidence base for the use of incentive schemes in pregnancy and the context for successful schemes.
- **Health visitors and relapse prevention** – explore the role of health visiting in supporting women following birth and protecting future pregnancies through relapse prevention (TBC April)

To register your interest in any of the webinars email admin@smokefreeaction.org.uk.

- [Smoking in Pregnancy Challenge Group Spring 2019 regional strategy events:](#)

There will be four regional strategy events (North, Midlands, London and the South West) in spring this year. These will include Trusts, LMS, local government and other relevant professionals with a focus on joining up local strategic approaches to reduce rates of smoking in pregnancy before, during and following pregnancy. More information and a full agenda will be circulated shortly.

7. Taking forward action locally

Audit current activity: Review the progress CCGs & trusts have made towards implementing a standardised, evidence based approach to reducing smoking in pregnancy and identify key challenges and barriers to progress. This includes activity around training, referrals, resources/equipment, brief interventions, prevention/treatment activity, key resources, current partnerships and time allocated to undertake smoking cessation advice for those trained to do so. The CLear '[acute settings and maternity deep dive self-assessment tool](#)' is designed to support localities to develop action plans to reduce smoking prevalence and the use of tobacco within secondary care settings.



Develop local communications: Support the Smoking in Pregnancy Challenge Group to identify those within your local Trusts who are taking a lead on smokefree pregnancies. They will be invited to participate in the Smokefree Pregnancy Information Network and encouraged to build local relationships with Maternity Safety Champions and other key stakeholders. They will also act as a point of contact to understand progress around implementing smoking in pregnancy initiatives.

Develop local networks: Identify, engage with and develop partnerships with Tobacco Control leads within your local authority to develop collaborative strategies to reduce smoking in pregnancy locally. The Tobacco Control Leads for your local authorities are:

Local Authority	Name	Email
Local authority		
Local authority		
Local authority		

Communicate the evidence base and national policy context: Promote the system-wide implementation of NICE Guidance (PH26) and the Saving Babies' Lives care bundle.

Support development of common approach: For example, through identifying key 'touchpoints' where women encounter maternity services before, during and after pregnancy and develop standardised approach at every contact. Draw on learning from trusts who have reduced prevalence of smoking in pregnancy as part of the MNHSC programme.

Explore issues your local Trusts may be looking at, for example:

- Introduction of incentive schemes to support more women to quit smoking and help address inequalities.
- Increasing use of other sources of nicotine both of NRT and e-cigarettes.
- Joint commission with local authorities, including collaborative working with health visiting to support relapse prevention.

These actions were drawn from the experiences of four LMS's: West Yorkshire and Harrogate; Greater Manchester and East Cheshire; and Durham, Darlington, Teesside, Hambleton, Richmondshire and Whitby (DDTHR) & Northumbria, Tyne, Wear and Durham (NTWD).

For more information please register your attendance for the LMS opportunities and case studies webinar on 27th February.

Do let us know if there is anything further you would like to see a briefing on or if you have contents that could be circulated around the Smokefree Pregnancy Information Network to support other areas: admin@smokefreeaction.org.uk