

## Smokefree Pregnancy Champions

Dear

As the National Smokefree Pregnancy Champions in NHS England and Public Health England and the Chairs of the Smoking in Pregnancy Challenge Group<sup>1</sup>, we are writing to ask for your support in developing a new network of professionals with a role around improving the number of smokefree pregnancies in England.

As you may know, there is a Government ambition to reduce the rate of smoking in pregnancy to less than 6% by 2022. Progress towards this has slowed and there is risk we may not reach this ambition. Achieving this reduction in smoking rates will mean around 27,000 fewer women smoking in pregnancy by 2022. Supporting women to have a safer and smokefree pregnancy is also key priority for the NHS Maternity Transformation Programme, with PHE leading action through the Improving prevention and population health work stream. This will contribute to achieving other ambitions for safer pregnancies, including the commitment to halve stillbirth and neonatal deaths by 2025.

To support progress towards this target NHS England, Public Health England and the Smoking in Pregnancy Challenge Group are working together to support Trusts to implement existing national guidance on smoking in pregnancy, including implementation of element 1 in the Saving Babies Lives Care Bundle. We are seeking to identify individual(s) from each Trust who have a role in relation to smoking pregnancy to be the Smokefree Pregnancy Champion.

These individuals will be supported by the Smoking in Pregnancy Challenge Group through:

- Resources to support practice
- Regular updates on new research and policy developments
- Shared examples of practice
- A forum through which questions can be asked and wider engagement facilitated
- A programme of webinars and events

**We'd welcome your help in identifying who should be the Champion in your Trust.**

We're looking for people who already have a remit in relation to smoking in pregnancy and are happy to be the local conduit for national information. They can also play a role in supporting you in your Maternity Safety Champion capacity through providing regular updates on progress.

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<sup>1</sup> The Smoking in Pregnancy Challenge Group is a national coalition of charities, academia and professional bodies working to reduce rates of smoking among pregnant women. It's Co-Chaired by Dr Clea Harmer, Chief Executive of Sands, and Professor Linda Bauld of University of Edinburgh, with the secretariat is provided by Action on Smoking and Health (ASH).

For more detail see the attached two page brief. Please feel free to forward this brief to relevant staff members or to nominate them directly by emailing [admin@smokefreeaction.org.uk](mailto:admin@smokefreeaction.org.uk).

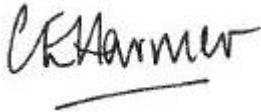
Many thanks for your help and support



Professor Viv Bennet  
Smokefree Pregnancy Champion  
Chief Nurse, Director Maternity and Early  
Years  
Public Health England



Professor Jaqueline Dunkley-Bent  
Smokefree Pregnancy Champion  
Chief Midwifery Officer  
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Dr Clea Harmer  
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Professor Linda Bauld  
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