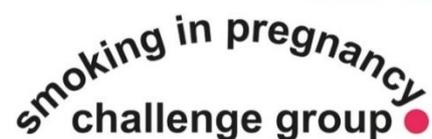


Smokefree Pregnancy Information Network

RESOURCE UPDATE



The Smoking in Pregnancy Challenge Group is a coalition of baby and health charities working to increase the rate of smokefree births and support the Government's ambition to reduce rates of smoking among pregnant women to less than 6% by 2022.

As part of this work we have established the Smokefree Pregnancy Information Network which provides those working in Trusts, CCGs, LMSs and local authorities with timely information, opportunities to share practice and to ask questions of the wider network in relation to smoking in pregnancy.

This update aims to provide an overview of the resources available to support maternity teams and others in their work to support more women to have smokefree pregnancies. For more information or to access hard copies of these resources please email admin@smokefreeaction.org.uk

NATIONAL GUIDANCE

The [NHS Long Term Plan](#), published January 2019, includes a commitment to deliver an opt-out smokefree pregnancy pathway including focused sessions and treatments for expectant mothers and their partners. The [Implementation Framework](#) and the accompanying [System support offer](#) were published in June 2019.

NICE guidance [PH48 'Smoking: acute, maternity and mental health services'](#) and [PH26 'Smoking: stopping in pregnancy and after childbirth'](#) – these provide the evidence-based model for smoking cessation support within maternity settings.

[The Saving Babies Lives Care Bundle Version 2](#) – 'Element 1: Reducing smoking in pregnancy' recommends carbon monoxide (CO) testing of all pregnant women at antenatal booking appointment; CO testing at 36 weeks; referral to a stop smoking service/specialist based on an opt out system; and training on CO monitor use and Very Brief Advice (VBA) for all relevant maternity staff.

The [Smoking in Pregnancy Challenge Group](#) have produced a series of [reports](#) looking at the national policy context and opportunities to further drive down rates of smoking. The most recent update is [here](#).

STRATEGIC SUPPORT

[CLear self-assessment tool for smoking in pregnancy](#) – The CLear model helps local areas to map their current tobacco control activity against evidence-based best practice. This tool, developed by PHE, builds upon evidence from NICE guidance and allows localities or LMSs to benchmark themselves by working through a series of questions.

[Incentive schemes: Evidence into practice briefing](#) – This Challenge Group briefing is designed to support the commissioning of incentive schemes and give both commissioners and practitioners a set of 'lessons for practice' to consider before launching such schemes.

[Briefings for Local Maternity Systems](#) – The Challenge Group has produced unique briefings for each LMS, including local data, case studies and links to new resources.

TRAINING SUPPORT

The National Centre for Smoking Cessation and Training (NCSCT) has a range of **online briefings and training**. They also provide face to face training and support:

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

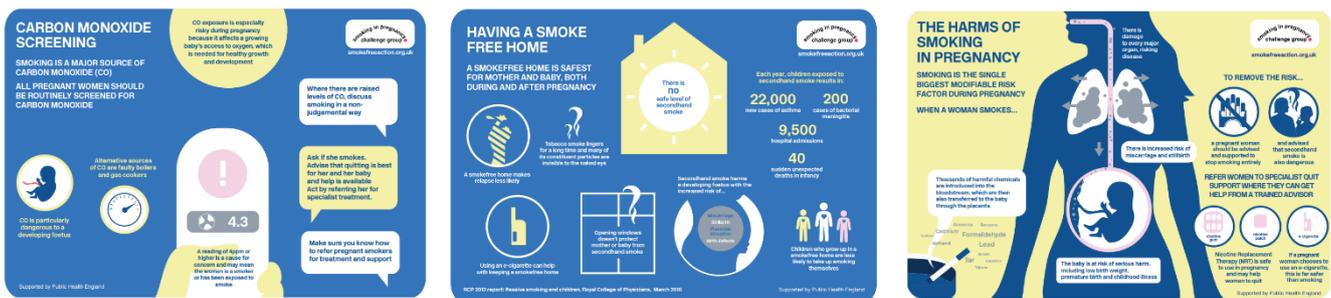
The same online training is also provided through **e-Learning for Healthcare: [Smoking in pregnancy e-learning on the delivery of very brief advice \(VBA\)](#)** and by the [Royal College of Midwives](#).

Smoking in Pregnancy Challenge Group 2017 review of training needs among midwives and obstetricians: [Smokefree Skills: An assessment of maternity workforce training](#)

AIDS TO LOCAL TRAINING

Animation – [How to help pregnant women quit smoking](#)

Infographics – [Having a smokefree home](#), [Carbon monoxide screening](#), [The harms of smoking in pregnancy](#)



Smoking in pregnancy training guide ([download pdf](#))

SMOKEFREE PREGNANCY: TRAINING FOR HEALTHCARE PROFESSIONALS

QUICK REFERENCE GUIDE

This quick reference resource provides you with the information you need to ensure the local maternity workforce is appropriately trained to address smoking among pregnant women.

HOW CAN YOU EMBED TRAINING LOCALLY?

- ENGAGING KEY STAKEHOLDERS with an interest in high quality outcomes for pregnant women who smoke. Head of Midwifery, Maternity Safety Champion, Local Authority, CCG, Local Maternity System, Sustainability and Transformation Programme.
- MAKING THE CASE FOR FUNDING Use NICE evidence on the return on investment for stop smoking interventions, support for local implementation of Stillbirth Care Bundle, reducing health inequalities and improving progress towards local SATCO target.
- LOCAL MONITORING AND EVALUATION Audit of existing practice against NICE guidance, local tracking of births with poor outcomes and smoking status of women and household members

WHAT DOES AN EFFECTIVE SMOKING IN PREGNANCY PATHWAY LOOK LIKE?

All pregnant women are CO* Screened at booking

Automatic referral to support for those with CO reading of 4ppm or higher

Brief message conversation with women identified as smokers to encourage uptake of specialist support

Staff contact made with pregnant women to discuss stop smoking plan

Appointment with stop smoking specialist offered and delivered quickly

Months follow up with the woman to ensure appropriate support makes additional referral if required

Feedback is provided to the relevant maternity safety team

Stop smoking intervention to evidence based and nicotine replacement therapy is offered and available

Support provided in a way that suits the woman's circumstance (eg. at home in the community, in the maternity unit etc)

RATES OF SATCO FALL, BIRTH OUTCOMES IMPROVE

TRAINING TO SUPPORT EFFECTIVE SMOKING IN PREGNANCY PATHWAY SYSTEM WIDE ACTION

Achieving a smokefree NHS is everyone's business. Local policy should be to provide ALL staff with a basic understanding of their role in relation to supporting and advising smokers to quit. The following section offers guidance for maternity teams and those working with pregnant women.

INTERVENTION	CO SCREENING OF ALL WOMEN	SPECIALIST STOP SMOKING SUPPORT FOR WOMEN WHO SMOKE	SMOKINGFREE PREGNANCY CHAMPIONS
WHO NEEDS TRAINING?	All relevant maternity staff including midwives, obstetricians and MSW's	Any staff who will have a specialist role supporting women to quit. This could be a midwife, MSW or other	Dedicated individual at decision making level with responsibility for ensuring effective local pathways and monitoring activity
WHAT TRAINING?	Key components <ul style="list-style-type: none"> Basic introduction to Ask, Advise, Act Identifying smokers using CO screening Risk modeling conversations How to refer Addressing FAQs 	Key components <ul style="list-style-type: none"> Trained to NCSCT standard as a stop smoking advisor (link to NCSCT standard) Additional specialist on-line module with focus on smoking in pregnancy Ability to provide evidence-based support in line with NICE to support pregnant women to quit and use appropriate stop smoking medications Ability to provide evidence-based support in line with NICE to support pregnant women to quit and use appropriate stop smoking medications 	Key components <ul style="list-style-type: none"> In addition to Brief Advice training further understanding of the components of an effective care pathway for pregnant women who smoke May be trained in delivering full stop smoking interventions
	Delivered through <ul style="list-style-type: none"> Online training module NCSCT Face to face updates as mandatory mandatory training or similar from local providers And/or face to face training dedicated session from national or local provider 	Delivered through <ul style="list-style-type: none"> NCSCT or other provider that meets national training standards 	Delivered through <ul style="list-style-type: none"> Commitment and LMS and Trust level to promote and monitor reductions in smoking during pregnancy

AIDS TO PRACTICE

PUBLIC HEALTH ENGLAND INFORMATION PACK

Public Health England (PHE) has produced an **information pack for pregnant women** with hard hitting materials alongside advice and guidance. It is designed to be used one on one with women not for general dissemination. This is available [here](#). (Password: *stopsmoking*)

CHALLENGE GROUP RESOURCES

Carbon Monoxide (CO) Screening

- [Guidance on CO screening for health professionals](#)
- [‘Test your breath’ card explaining CO test to pregnant women](#) (this is available to download in a number of other languages)

E-cigarettes in pregnancy

- [Guidance on the use of nicotine and e-cigarettes in pregnancy for health professionals](#)
- [Key messages document for health professionals](#)
- [Infographic for pregnant women and families](#)

Health visiting and relapse prevention

- [Conversation aid for health visitors](#)

STAYING INFORMED

Smokefree Pregnancy Information Network: Colleagues can sign up for regular updates by subscribing [here](#). As part of the Network all Local Maternity Systems should have received a tailored briefing with local data. [Email us](#) if you would like to see a copy of your local briefing. Going forwards the Network 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.

Smokefree Pregnancy Champions: The Challenge Group is seeking to bring together individuals from maternity settings who have responsibility for implementing NICE guidance on smoking, often as part of the Saving Babies Lives Care Bundle. By identifying yourself as the Champion for your area you will receive tailored information and resources, be invited to participate in regional and national events and have the opportunity to share practice and ask questions of others working on similar activities around the country. To register please email admin@smokefreeaction.org.uk

WEBINARS

1. **Local maternity systems opportunities and case studies (February 2019)**

This webinar presents three case studies from Local Maternity Systems (LMSs) that are working proactively and collaboratively across local areas to reduce rates of smoking in pregnancy. A recording of the webinar is available [here](#).

Speakers:

- Em Irving, West Yorkshire and Harrogate Health and Care Partnership
- Andrea Crossfield, Greater Manchester Health and Social Care Partnership
- Becca Scott, DDTHRW and NTWD Local Maternity Systems

2. **Nicotine in pregnancy, Friday 8th March** – This webinar provides evidence concerning the safety and effectiveness of the use of nicotine in pregnancy. A recording of the webinar is available [here](#).

Speakers:

- Professor Linda Bauld, *University of Edinburgh*
- Professor Peter Hajek, *Queen Mary University of London*

3. **Incentive schemes, Thursday 28th March** – This webinar sets out the evidence base for the use of incentive schemes in pregnancy and the context for successful schemes. A recording of the webinar is available [here](#).

Speakers:

- Professor David Tappin, *University of Glasgow*
- Fran Frankland *Co-creator and project manager for the Supporting a Smokefree Pregnancy Incentive Scheme*

4. **Health visitors and relapse prevention, Thursday 25th April** – This webinar explores the role of health visiting in supporting women following birth and protecting future pregnancies through relapse prevention. A recording of the webinar is available [here](#).

Speakers:

- Hilary Wareing, *Director of the Tobacco Control Collaborating Centre*
- Dr Caitlin Notley, *University of East Anglia*

REGIONAL EVENTS: SUPPORTING A SMOKEFREE PREGNANCY

There will be five regional strategy events (North, Midlands, East, London & South East and the South West) in **October - November 2019**. 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 before, during and after pregnancy. More information and a full agenda will be circulated shortly. Please email admin@smokefreeaction.org.uk to enquire about the events.

1. **30 Oct 2019** Supporting a Smokefree Pregnancy: London and the South East
Resource For London, 356 Holloway Road, London, N7 6PA
2. **1 Nov 2019** Supporting a Smokefree Pregnancy: East of England
The Fulbourn Centre, 31 Home End, Fulbourn, CB21 5BS
3. **4 Nov 2019** Supporting a Smokefree Pregnancy: Midlands
thestudio...7 Cannon Street, Birmingham, B2 5EP
4. **12 Nov 2019** Supporting a Smokefree Pregnancy: North –
DoubleTree by Hilton York, Saint Maurice's Road, York, YO31 7JA
5. **18 Nov 2019** Supporting a Smokefree Pregnancy: South West
Taunton Racecourse Conference Centre, Taunton, TA3 7BL