

PHE Smoking in Pregnancy Mapping Project North Lancashire

<p>Project Title: Smoking in Pregnancy, The North Lancashire Incentive in Pregnancy Scheme</p>
<p>Project Lead: Adele Shields</p>
<p>Project Lead Contact Details:</p> <p>Adele Shields North Lancs Stop Smoking Service Community Offices, Slyne Road, Lancaster, LA1 2HT Tel 01524 845145 Email: Adele.Shields@bfwhospitals.nhs.uk</p>
<p>Target Population:</p> <p>All pregnant women in the North Lancashire region who were smoking in pregnancy when they were referred by the midwife, other service such as the children's centre or had self-referred to the Stop Smoking Service were eligible for the scheme. There were no exclusions and partners or significant others who were able to stop smoking with the pregnant woman were also part of the scheme. The original work was commissioned by Tobacco Free Futures and following their evaluation of their first scheme the North Lancs Stop smoking service decided to run its own scheme on the same lines to ensure that there was no interruption to the scheme and so all women could benefit rather than just the ones recruited in the time frames allowed by Tobacco Free Futures</p> <p>The Tobacco free scheme operated across the whole of a Lancashire wide insights project which lead to 'quit for you quit for 2'.</p>
<p>Locality:</p> <p>The scheme covered the whole of North Lancashire. Women were seen in community settings, GP practices, Children's Centres, pharmacies and in client's homes. Due to pressure of clinics for other clientele we generally saw pregnant women in clinics and offered home visits if clinic visits were problematic.</p>
<p>Aims and Objectives of the Project:</p> <p>The service target KPI for the previous year (2014-15), prior to the project's implementation, was to achieve 56 four week quits in pregnant women who were smoking. This number was calculated by the commissioners on the basis of the numbers of pregnant smoking clients in the North Lancashire area.</p> <p>In 2014-15 the Incentive Scheme was funded by Tobacco Free Futures for up to 16 women and when we identified other women who wanted to be on an incentive scheme this was funded by a</p>

mixture of our own stop smoking budget and vouchers received from Tobacco Free Futures when the women had left the scheme.

Brief Description of the Project and how it operates:

The project follows on from participation in a pilot scheme North West Incentive scheme (by TFF). In 2014-2015 there were two schemes running concurrently. One funded by TFF and one by ourselves. Staff were allocated to attend regional meetings to find out about the scheme in the first instance and this was then disseminated to the team. Pregnant women were told at their first visit about the scheme and asked if they wished to sign up. Some signed up straight away and others when they had considered the scheme and felt they could commit. A consent was signed with details of what the advisor and the mother must do to comply and also the significant other where appropriate. As part of the scheme we asked them to attend weekly visits for the first four weeks and be CO validated at each visit. This was paramount for the TFF scheme but if in our own scheme if they had missed one of the four weeks we would allow a little flexibility as we wanted them to stay with us. Information was collected on the way regarding the clients smoking status and when smoke free was achieved there was a paper audit trail for the vouchers and advisors and participants had to sign. Clients were then seen either weekly or two weekly whilst on NRT and if smoke free a voucher would be given every four weeks. Women would then continue to attend every four weeks for an additional voucher and to check their smoking status.

Midwives were informed about the scheme at their mandatory training so they could promote the scheme to the women within antenatal appointments. Women are offered a £20 voucher for each two weeks quit for the first four weeks, then a £20 voucher is given for every four weeks up until 8 weeks post-partum. £20 can also be provided to the woman's partner (referred to as Significant Other Support) if he is smoke free based on CO validation.

The provision of vouchers is dependent on a CO reading of 4ppm or below. With the the North Lancs scheme there is some flexibility on the timing of the reading but a CO validation must be completed before a voucher can be provided. The advisor has some discretion because the ultimate aim is for the woman to become smoke free. The women are eligible to join the scheme twice.

The SOS £20 voucher is issued if the woman is remains smoke free at 8 weeks postpartum. The SOS must also be CO validated as it is only given to partners who are non-smokers. (It may be the case that the mother and her partner have quit together.)

Problems encountered:

- Women who accept an initial referral but then refuse to set an appointment.
- Women who make an appointment but then refuse to engage with the programme.
- Maintaining a woman's motivation to four weeks: once the women have achieved four weeks quit, many of them remained smoke free

The two overriding challenges are getting women to initially sign up to the scheme and then retaining them post four week quit.

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,)

- 414 were referred to the service over this time frame
- 30 stated they did not want an appointment a very small number came for a consultation only or relapse support as they had already quit.
- 46 verbalised they were discontinuing their quit attempt after starting it,
- another 102 came and then did not come again or respond to contact in any way so we have no idea of their outcome.
- 122 did not attend their first appointment. There were a number of transfers out to other services.
- 44 quit at four weeks on the North Lancs Scheme (41 CO validated at the correct time). 52 signed up to this scheme. Five relapsed and three were lost to follow up.
- 6 were signed up to the TFF scheme. Four were CO validated at four weeks and one relapsed and one was lost to follow up. There will have been some women on the TFF futures scheme that changed to the NL scheme for a second attempt as they were out of the time frame hence the difference in the numbers of mothers on the different schemes.
- We also had 26 women in the year who did not sign up to a scheme and 21 of them were self reported quitters and 4 CO validated quitters.

On average, £20 was offered in vouchers.

Four week validated quit rates improved: 48 of the 74 women who quit were CO validated and this was markedly different in the women engaging with a pregnancy scheme. Whether these women were more motivated to quit or were just able to attend appointments is unclear. Those who self-reported their quit may be the women who had previously stopped on their own before and didn't feel they needed the help of a stop smoking service but were prepared to engage enough to let us know an outcome. All the clients who stopped smoking will have seen an advisor at least once and will have been encouraged to attend weekly even if they did not comply.

There was a positive response from the women who received the intervention, even those who didn't engage with the programme. Mothers to be who successfully completed the programme did very well. The advisors felt that the programme was a benefit in building a relationship with their clients.

The hospital operates a system of automatic referral but there no data available as to effectiveness.

The most challenging aspect of the scheme was initial recruitment. Once the women have joined the scheme the retention rate is high. A large number of pregnant women signed up for the scheme, quit successfully but did not complete the voucher scheme programme. It is unclear why this happened but an Advisor always phoned to offer support to these women to maintain their smoke free status.

Relationship to current evidence base:

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

<p>The project was based on the North West Incentive scheme run by Tobacco Free Futures (see above)</p>
<p>Evaluation: <i>(formal and informal, was it published, if an evaluation has not been carried out please explain why not - funding?)</i></p> <p>The scheme was evaluated as part of a broader evaluation of the Tobacco Free Futures North West Incentive programme and Lancashire-wide scheme. It has not been evaluated at local level yet, however there are plans to do so in the future.</p>
<p>Costs: <i>(revenue and capital, include detail about equipment costs - CO monitors etc)</i></p> <p>Budget of £2500 (£240 for each woman) which does not include set up costs as these were absorbed in the original scheme.</p>
<p>Commissioning arrangements and timescale <i>(is there long term sustainability or was this a short project, please also say who has commissioning responsibility for the project)</i></p> <p>Commissioned through Lancashire CC and local Public Health.</p> <p>Future commissioning now includes incentives to reduce smoking in pregnancy.</p>
<p>Any other points the interviewee wishes to make: <i>(any learning, advice for colleagues setting up a similar project)</i></p> <ul style="list-style-type: none"> • Engage with the mother as soon as possible and make sure to include developing a relationship with the Significant Other (crucial). • It is important to maintain communication with the women who lapse and encourage them to re-engage. • Keep track of the vouchers. • Ensure data collection is robust.