

## PHE Smoking in Pregnancy Mapping Project Bolton

<p><b>Project Title:</b> Bump the Habit</p>
<p><b>Project Lead:</b> Liz Johnston</p>
<p><b>Project Lead Contact Details:</b> <i>(email/phone/mobile/address/fax/service or project web address)</i></p> <p>Health Improvement specialist - Tobacco control, oral health, safe sleeping and childhood accident prevention Bolton Council Public Health department Ground floor – Room 30 Le Man's Crescent Bolton BL1 1SE Tel: 01204 33 7320</p> <p>Email: <a href="mailto:liz.johnston@bolton.gov.uk">liz.johnston@bolton.gov.uk</a></p> <p><a href="http://www.bumpthehabit.org">http://www.bumpthehabit.org</a></p> <p><a href="https://www.facebook.com/pages/Bump-The-Habit-Bolton/459426887409717">https://www.facebook.com/pages/Bump-The-Habit-Bolton/459426887409717</a></p>
<p><b>Target Population:</b> <i>(e.g. nationality, age bracket, socioeconomic status, geographic area, fathers etc. Please also discuss any local insight research which was used or commissioned)</i></p> <p>All mothers in Bolton, with a particular focus on young mothers. The focus on young mothers was implemented after a report on smoking in pregnancy in Bolton found that 15-19 and 20-24 year olds were far more likely to smoke at time of delivery than the older age groups and they were the least successful in stopping smoking between maternity booking and delivery. A priority was therefore set to reduce smoking in pregnancy amongst these age groups.</p>
<p><b>Locality:</b> <i>(include all known details about where the project is located - hospital/local authority/community centre/Sure Start/neighbourhood/town/region)</i></p> <p>Whole Bolton LA region.</p>
<p><b>Aims and Objectives of the Project:</b> <i>(SMARTT targets, KPIs, those set by commissioners and providers, please include informal aims as well)</i></p> <p>The outcomes of the project were set as :</p>

- An increase in referrals from health professionals into the service.
- An increase in the number of women quitting smoking during pregnancy.
- A decrease in the SATOD rate in Bolton by 2% in a year.
- More referrals from women in targeted groups: under 20 and from disadvantaged areas.
- Establish a well-known and easy recognisable branding for the service
- Ensure that every health professional who comes into contact with a pregnant woman is aware of how and where to refer them for support to quit smoking.

**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)

In 2011, tackling high rates of smoking in pregnancy was identified as a high priority for Bolton PCT as a strand of work to tackle health inequalities. The first step was a data review and the public health intelligence team put together a report identifying the key facts about smoking in pregnancy in Bolton. The key findings were that:

- Bolton has above regional and national average levels of women smoking at the time of delivery, though the proportion has been reducing steadily over the past decade;
- The 15-19 and 20-24 year olds are far more likely to smoke at time of delivery than the older age groups and they are the least successful in stopping smoking between maternity booking and delivery;
- During a two-year period, only 49% of women who were smoking at the time of booking had successfully stopped smoking by time of delivery;
- The smoking at time of delivery figure for Bolton would be considerably higher if it was not for the much lower rate evident in the Asian populations that make up a considerable proportion of births in Bolton;
- Deprivation plays an important part in preventing women from stopping smoking during their maternity. There is a strong association between being able to quit and the deprivation gradient.
- Across the geography of Bolton there are significant inequalities in the proportion of women smoking at delivery.

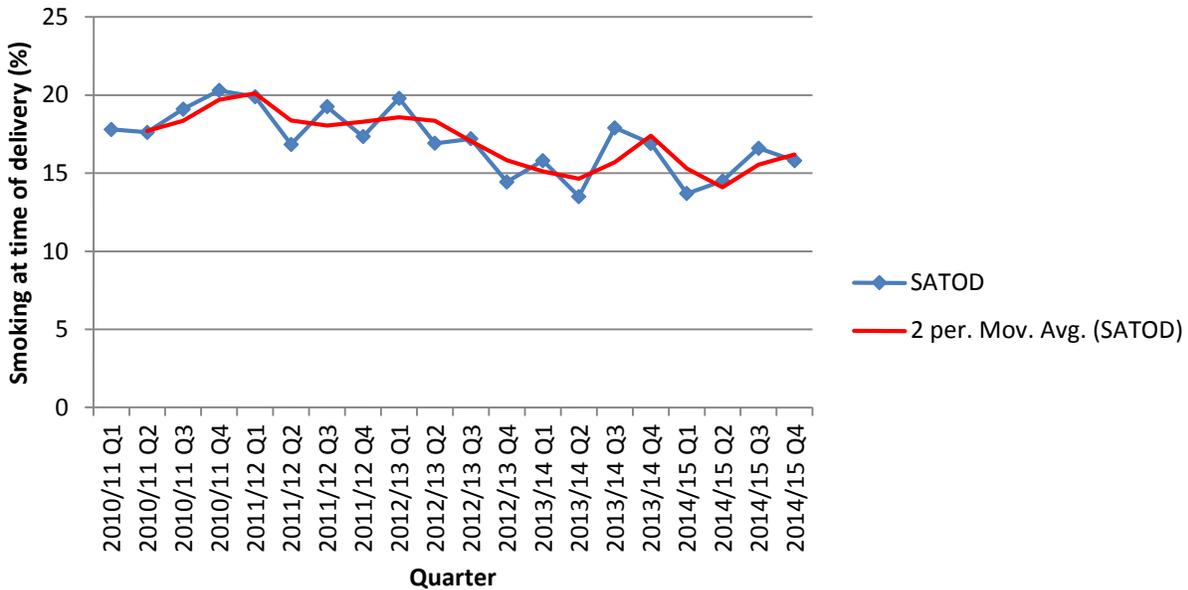
We also held an event with key stakeholders to get thoughts and ideas on how to tackle the issue. The main theme that came out of the day was that many health care professionals were not aware of the stop smoking in pregnancy service which then operated as part of the larger NHS stop smoking service. It was evident that it needed its own branding – a brand that was warm and friendly to young women and that health professionals would feel comfortable referring to.

Based on these findings, we were successful in obtaining some local funding to re-brand our smoking in pregnancy service. We wrote a brief, sent it out to local design companies and invited them to come and pitch their ideas to us. The winning company came to us with the idea for ‘Bump the Habit’ and they then developed that brand using research with a young mum’s group at Bolton College and spent two days in local children’s centres getting feedback on the exact design and colours to be used.

The campaign launched on the 24th of September 2012 at a local Children’s’ Centre. Our lead Councillor for health, Linda Thomas, opened the event with a speech and high profile coverage was given to the launch in the local Bolton News. The campaign materials include leaflets for clients and professionals, posters, two banner stands, appointment cards, a two week six sheet poster campaign in the town centre and a website [www.bumpthehabit.org](http://www.bumpthehabit.org). The project also has a Twitter account and a Facebook page.

**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,)*



Smoking at time of delivery percentage Bolton 2010/11 – 2014/5, moving average showing decrease over four years.

**Relationship to current evidence base:**

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

The evidence we used to develop the project was twofold – our intelligence team produced a report (available on request from the project lead) based on the birth data from the past three years births – including age, postcode and ethnicity of the women who had given birth and were smokers. We then also held an event with all professionals in Bolton and sought their views on what we needed to do to reduce smoking in pregnancy.

**Evaluation:**

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

No formal evaluation has taken place – informally we have been measuring SATOD and it has decreased since the project started. No formal evaluation was built into the project due to funding.

**Costs:**

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

The cost of the project was £25,000 for a 3 year project – this included 3 days of stakeholder engagement on the brand, concept creative, design development, appointment cards (2,000 yearly),

website development, 2 pull up banners, leaflet development and printing of a professional and public leaflet (2,500 of each leaflet yearly), 6 week billboard poster campaign, 3,000 magnetic scan photo frames (given out at the hospital), launch event and 10 days of PR and five t-shirts being produced. We also added Twitter and Facebook pages for no cost.

**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)*

The initial project was for 3 years, we wrote a specification of what we wanted for the project and put it out to local design companies to bid for. We asked anyone interested to give us a ten-minute pitch for the work. Only two companies pitched their ideas to us– others responded saying that the price wasn't enough for them to be interested.

The three years have now ended but the project has carried on through the stop smoking service core contract– website is still up and running, the Facebook site is still running and the service are paying for more of the project materials like leaflets and posters on an as needed basis.

**Any other points the interviewee wishes to make:**

*(any learning, advice for colleagues setting up a similar project)*

Key learning points –

- The design team spent a lot of time consulting at the beginning with our target audience which was expensive in terms of time however I think it was key to get the right name and logo at the beginning.
- Quite a few things were promised by the design company at the beginning but were not written down. Once we had paid these things didn't materialise and as I didn't have anything written down and I didn't have anything to go back to prove that they said they would do them. They were just promised verbally by a member of staff who then left. If I was to do it again I would get everything written down on paper at the beginning as staff can change.
- The Facebook page seemed to work really well – however as it was never really part of anyone's job to keep it up to date then it hasn't worked as well as it could have done. Facebook and Twitter are actually quite time consuming to do properly so I'd make sure that someone was designated to do that role.
- The website gets very few hits from people in Bolton, people around the country look at it but very few locally. I think I would focus on Facebook and not bother with the website if I was doing it again.