

PHE Smoking in Pregnancy Mapping Project Birmingham

<p>Project Title: Bloomin' for a Smoke free pregnancy</p>
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<p>Project Lead Contact Details: 07930 522879 <i>Website for reports:</i> - <i>Creative Health CIC :</i> http://www.westmidlandsartshealthandwellbeing.org.uk/news/61/95/Bloomin.html</p> <p>Smoking and Pregnancy Coordinator, Dudley Office of Public Health, Email: Yvonne@bhpromo.co.uk</p>
<p>Target Population:</p> <p>Pregnant Smokers & their families across Dudley.</p> <p>Background</p> <p>Dudley had a robust opt out referral system for pregnant smokers, resulting in 796 referrals to the Stop Smoking in Pregnancy Service in 2011/12 of which 346 (43%) accepted a face to face meeting with a smoking and pregnancy advisor. From those appointments 265 (77%) set a quit date with 56% remaining quit at 4 weeks. However, 531 smokers opted not to engage with the service for support to quit, we wanted to find out why.</p> <p>Project Brief:</p> <p>Engaging with women who smoke during pregnancy is a challenge. To understand why some women continue to smoke in pregnancy and do not access stop smoking services when offered for support to quit, we wanted to understand their barriers and facilitators and who influenced them. The findings from this project will help us to re-design the service we offer in Dudley to increase uptake and engagement, and therefore the number of women who set a quit date, successfully quit contributing to reducing smoking prevalence at time of delivery in Dudley.</p>
<p>Locality:</p> <p>Dudley Borough wide, West Midlands.</p>
<p>Aims and Objectives of the Project:</p> <p>Aims and objectives for the Bloomin' project:</p> <ul style="list-style-type: none"> • To understand the barriers women face and why they chose not to engage with the stop smoking service • To understand why, despite advice not to, some continue to smoke in pregnancy. • To increase the number of women who: -

- Engage with the service
- Set a quit date using the service

Brief Description of the Project and how it operates:

Engaging with women who smoke during pregnancy is a challenge. To understand why smokers continue to smoke in pregnancy and choose not to take up the offer of support to stop, we put together a steering group of health professionals in Dudley and commissioned artists to use a creative social marketing approach to investigate further.

We chose the title ***Bloomin'*** for the project because it is a positive term for a woman looking healthy in her pregnancy. It can also be used negatively as a very soft expletive, acknowledging that it's ***'Bloomin' hard'*** to break the smoking habit. Following a borough wide scoping exercise talking to a variety of women in different settings across Dudley gave us an insight into what we could do differently to engage with pregnant smokers better.

In 2012, an [arts social marketing project](#) was introduced to gain insight into pregnant women and their motivations. This project had a number of strands:

- A comedienne delivered a stand-up routine about her 'pregnant smoking daughter' in a local social club
- A visual artist talked to young women in a homeless centre; many of whom had been or were pregnant
- Interviews were conducted in antenatal clinics offering hand massages to pregnant women. The massage relaxed the women and they were more willing to discuss their reasons for not giving up smoking and what would influence them to seek support.

The service with new branding 'Bloomin' was launched in July 2013; with the main changes in practice being the production of the '[Bloomin' for a healthy pregnancy](#)' magazine. Women received a bespoke Bloomin' Folder alongside their maternity handheld notes, blood and scan forms. This has replaced the 'Bounty' folder, which contained promotional leaflets for baby products, therefore exposing women to important public health messages earlier in pregnancy. The magazine was developed into a PAN public health magazine, but the overall emphasis gave smoking in pregnancy and smoke free messages throughout. It contains case studies of local pregnant smokers who have quit and subliminal messages within articles around the impact of smoking in pregnancy such as 'safe sleep'.

We had a week long launch within the Maternity Unit, inviting all maternity care providers to attend for an informal presentation to meet the arts and health workers and see the new branding. This helped to raise our profile and introduce the midwives to a new branding for our smoking and pregnancy service.

From here we now have a visible Bloomin' branding in antenatal clinics with our Public Health Maternity Support Workers wearing our Bloomin' T-shirts, lanyards etc. to increase the profile and promote our partnership working.

Training has been reviewed, and now includes key messages from the scoping stage.

Bloomin' remains an ongoing developing project, which we are now in the process of publishing our 4th edition of the Bloomin' magazine, which has increased from 20 to 24 to 32 pages. Our next edition will incorporate our next phase 'Smoke Free Children Blossom', with findings from our ongoing social marketing findings working with a variety of health professionals who care for families with children 0-5 years old.

Outcomes:

Using the findings from the social marketing exercise supported the team to refocus and renew the approach used when encouraging pregnant smokers to quit. More positive, open and engaging approaches using real life case studies, with women leading the agenda. Their stories about their own positive experiences of quitting smoking by using the support of the local Dudley Stop Smoking and Pregnancy Service features heavily in the Bloomin' magazine. Launching the campaign gave us an opportunity to increase awareness of smoking and pregnancy with health care professionals and has increased their knowledge, which has helped to embed CO testing as part of routine antenatal care.

Results in 2013/14

- Referrals increased 22% to 970
- Face-to-face contacts with women increased from 43% to 56%
- The number of women setting a quit date increased - n231 vs 325
- The number of women successfully quit at 4 weeks increased - n142 vs n174
- Quit rate fell slightly from 56% to 52%
- 85% of women were CO tested at first contact.

Using a Steering Group consisting of maternity unit, public health, and other multidisciplinary health care professionals was the key to partnership working on this project, which enabled us to implement the findings in a sustainable way. The message around smoking and pregnancy needs to be local, positive, consistent, supportive and clear to enable women to make informed decisions.

Relationship to current evidence base:

There has been some evidence that incentives with pregnant smokers are successful. We felt we could reward women, in a more practical and construction way, with resources to support them and congratulate them for quitting, such as making their own colourful money boxes, certificates for quitting, making a mobile for their baby's cots and to also keep them busy by acting as a diversion tactic when they were suffering withdrawal symptoms.

By using local women in developing a new brand, with feedback from them that the smoke-free information they were given, was too clinical and far removed from everyday life, we developed the Bloomin' magazine with a holistic message around pregnancy. Women said they wanted to be told the harm, but not in a 'finger wagging' way. So using positive messages thought our local case studies has directed the messages from women themselves and their own experiences of smoking in pregnancy. This has strengthened our focus using the insight into what women feel about smoking, quitting and the barriers they face. The quotes women gave us was included as part of an ongoing

<p>training package, with our health professionals; which makes it more real and focussed on what women expect and want from their care professionals e.g. the liked it when midwives told them 'well done' for stopping smoking, it felt like 'they'd had a pat on the back, and that felt good'. It helped us to say to the midwives how important they were in the process of motivating women to quit and stay quit.</p>
<p>Evaluation:</p> <p>An updated evaluation report was written in September 2014. This is available on the Creative Health website: http://www.westmidlandsartshealthandwellbeing.org.uk/uploads/Bloomin-CaseStudy-Oct14-low-res.pdf</p> <p>Community Midwives were asked what their thought were on using the Bloomin' magazine as a resource to give women information on. The positive feedback from them and our Healthy Pregnancy Support Service has ensured it has become part of the routine information given to women at booking. Ensuring they receive appropriate information at the right time i.e. as early in pregnancy as possible.</p>
<p>Costs:</p> <p><i>£36,000 – this included all the scoping, steering group, fieldwork, development of the Bloomin' magazine and printing of 5,000 copies, posters and pop ups for promotional use of the service.</i></p>
<p>Commissioning arrangements and timescale</p> <p>This is a continuing social marketing project, which has moved into the smoke free homes agenda leading from 'Bloomin' for a smoke free pregnancy to smoke free children Blossom'. Bloomin' has so far continued, using the branding, resources and messages, so our 3rd year from our original scoping works.</p>
<p>Any other points the interviewee wishes to make: (any learning, advice for colleagues setting up a similar project)</p> <p>The Bloomin' magazine is currently on its 4th edition, which is being produced with an increase from 20 – 32 pages; with plans for new articles, updated case studies and shared public health messages.</p> <p>We are linking the Bloomin' for a Smoke Free Pregnancy with our new 'Smoke Free Children Blossom' campaign. We feel this gives a seamless message around the harms of smoking starting from conception up to Primary school children.</p> <p>Findings from the original Bloomin' scoping are still being implemented with plans to expand resources to primary care and pharmacists.</p>