

PHE Smoking in Pregnancy Mapping Project West Midlands

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| Project Title: West Midlands Smoking in Pregnancy Commissioning Pack |
| Project Lead: Nigel Smith. Research and Development: Philip Daniels (spr) Evaluation: Lynn Gibbons (spr) |
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| Target Population: West Midlands CCGs |
| Locality: West Midlands (region) |
| Aims and Objectives of the Project: A) To raise awareness of SIP amongst CCGs and promote as a priority. B) Provide CCGs and their partner's tools to aid discussion, priority setting and contract negotiation. |
| Brief Description of the Project and how it operates: In December 2014 a West Midlands SiP conference was held in Birmingham. It was agreed that in order for midwives and other clinical health professionals to be able to address SiP properly they needed more time and 'space'. A package of tools was developed including: Let Daisies Bloom: a narrative about a child born to a smoking mother growing up in X area of the West Midlands illustrated through a mixture of data including SATOD, Badger and ROI data developed by Nottingham University. A SiP self-assessment checklist: Developed by PHE East Midlands and reproduced with their permission. A template commissioning specification for maternity services: Developed specifically for the pack by Telford and Wrekin Stop Smoking Commissioners. The pack was sent to West Midlands CCGs in July 2015 backed up by a letter signed by PHE West Midlands; the Chair of the West Midlands ADsPH; the Chair of the West Midlands Maternity SCN and the Directors of NHSE West Midlands and NHSE North Midlands (depending on the CCG). Local Authority tobacco control and smoking cessation leads were instrumental in assisting the landing of the pack. To note: The pack was developed with the support of the above organisations, the national PHE tobacco control team and most notably local authority tobacco control leads in the West Midlands. |
| Outcomes: See evaluation below |

Relationship to current evidence base: Linked to NICE PH26 amongst other evidence for stopping smoking pregnancy.

Evaluation: The evaluation hasn't yet been published but early results indicate a mixed reaction from those CCGs who did respond.

The self-assessment was very well received. It has been used or will be used (upcoming workshop) in discussions with partner organisations to develop action plans etc. It is being used in workshops and with co-commissioning CCGs,

The service spec was mentioned as a helpful resource, but has not been used - one CCG lead could not 'reinvent the wheel'.

Daisy's story was the least useful and most open to interpretation of use: one CCG found it slightly condescending to professionals; however another thinks it will be useful for non-professionals. There seems to be an issue in understanding the audience for this resource.

- The CCGs who responded have strong links with the LA Tobacco Control leads, although in some cases it looks like the TC leads are expected to lead on the work
- There was some concern about resource issues across the CCG, and their constraints regarding the inclusion of 'aspirational' elements of contracts (e.g. those that do not have financial concerns like CQUINs) and non-mandatory contracts
- Those still developing their future commissioning intentions seemed to be more likely to using the resources

Suggested improvements to resources:

- Practical information and advice on training of midwives – competencies that should be achieved, accredited training available, refresher courses etc.
- Tips to CCGs for sharing information across region, especially regarding work with midwives

Possible next steps:

- Understanding the impact to SiP of LA budget cuts on smoking cessation, particularly in the CCG has been relying on the TC lead
- Continue/develop further support for TC leads in working with CCGs (particularly in light of some de-commissioning of smoking cessation services)
- Future feedback from TC leads on the use of the resources
- Suggestion from one CCG - develop PH influence on commissioning of health visitors and early help, so SiP is part of integrated approach

At the end of January 2016, Arden Commissioning Support Unit are organising an event with their CCGs to use the pack to look at SiP and what needs to be done. The results of the event we hope will influence other areas.

In addition, other areas outside the West Midlands have contacted us asking to use the packs contents e.g. East of England.

We are taking the results of the evaluation to the Association of Directors of Public Health (West Midlands) meeting on the 22nd January 2016 to discuss next steps regarding the pack and other SIP related initiatives.

Costs: Just time related.

Commissioning arrangements and timescale

Any other points the interviewee wishes to make: This is the first stage of what we hope will be an on-going project that evolves over time and beyond the West Midlands.