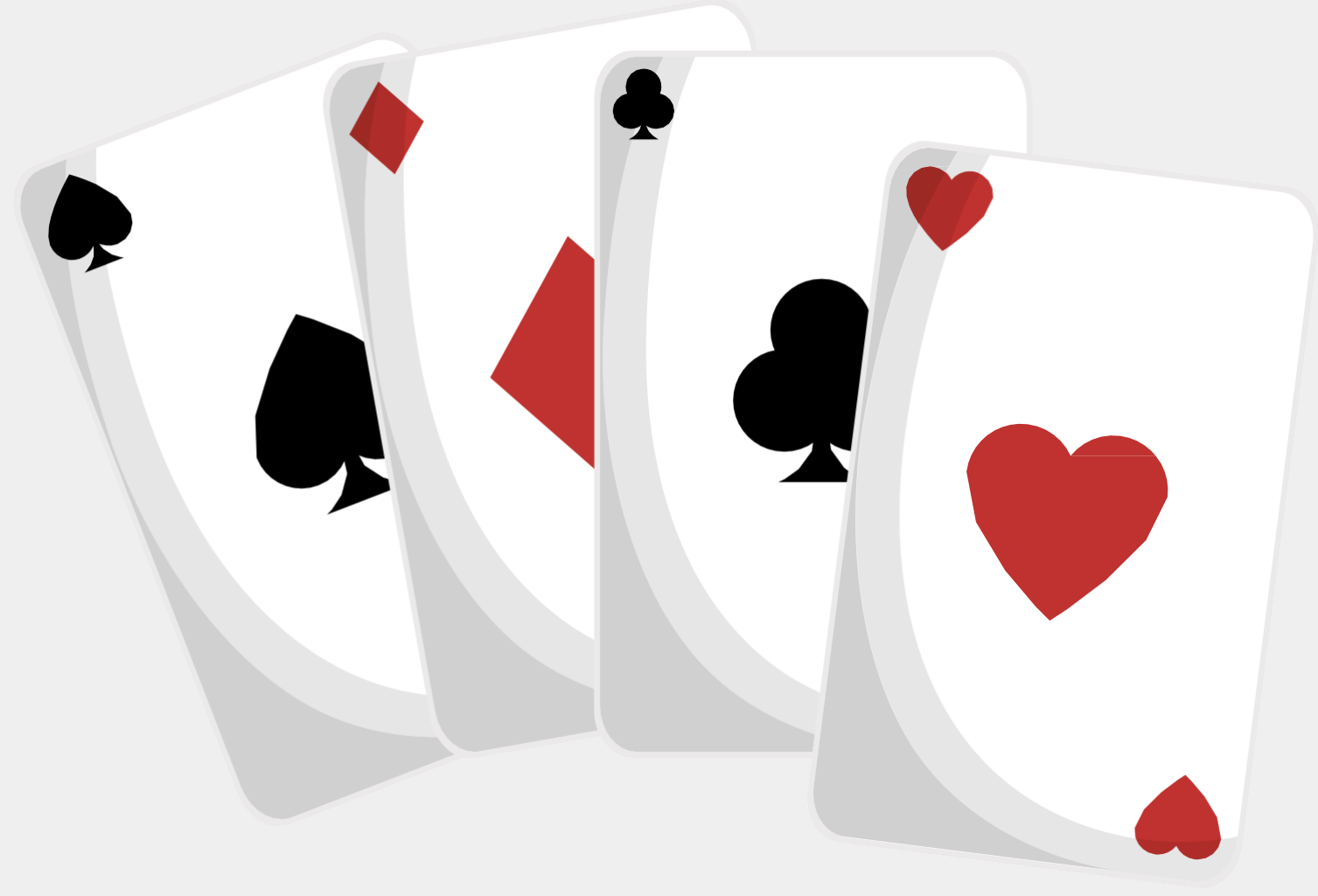




E-CIGARETTES IN PREGNANCY

Bath & North East
Somerset Council

Presented by Ruth Sampson



E-CIGARETTES
IN PREGNANCY



**The pack of cards represent the
Stop Smoking in Pregnancy Service**



**How the cards weresorted
represent the different
ways pregnant women
need to be supported**

What We Did

WORKING GROUP



Small working group made up of Health in Pregnancy team (HIPs), Stop Smoking Cessation lead, Tobacco Control lead and the Family Nurse Partnership lead (FNP)

IDENTIFIED WHAT THE PROBLEM WAS



Loss of engagement with pregnant women using the service as well as a reduction in the number of women going on to become 4 week quitters



CAME UP WITH THE IDEA



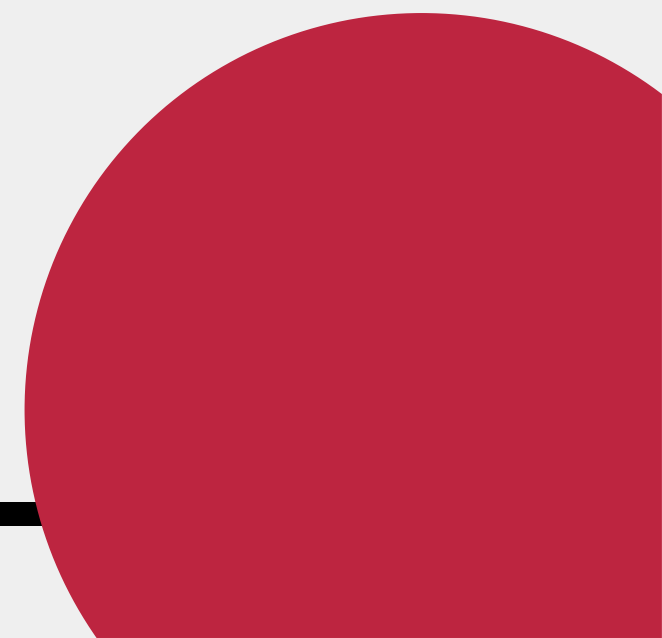
What would help these women to better engage? How could we move away from our historic treatment offer and provide women with a CHOICE?!



People who are really serious about supporting pregnant women to stop smoking should make it... as easy as possible!

”

“



APRIL. 2018

Business case and standard operating procedure (SOP)



SEPTEMBER. 2018

Full funding agreed. Sign off by key partners / Training completed for HIPs



AUGUST. 2018

Pitch final business case / funding request at SLT meeting - Public Health. Partnership with the University of Bath agreed



OCTOBER. 2018

Start of pilot programme - free E-cigs GIVEN to pregnant women via HIPs



NHS ETHICS APPLICATION!



COST BREAKDOWN:

OCT 2018: £3,042 (6 MONTH PILOT PROGRAMME)

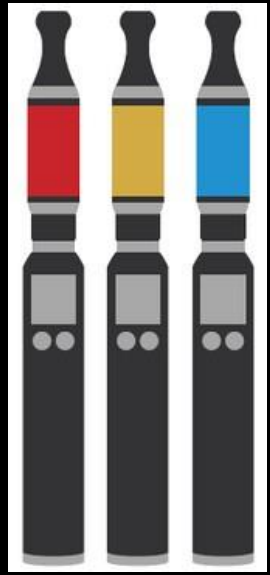
JUNE 2019: ROLL OUT ACROSS STP AGREED.

LMS FUNDING OF £13,182

CONFIRMED FOR EXTENDED 6 MONTH PILOT PERIOD FOR:

BANES: £3,042
WILTSHIRE: £7,098
SWINDON: £3,042

HOW IT WAS DELIVERED



WHAT WE'VE FOUND SO FAR...

SERVICE EVALUATION

Quantitative data via service monitoring reporting. Waiting for a complete years worth of data to see whole impact

Data is showing signs of increased engagement of women and quit rates

QUALITATIVE DATA

Preliminary analysis from the interviews so far

Themes emerging - product (flavours) / relationship HIPs/ household smoking

HIPS FOCUS GROUP

Important part of research / better understand the impact of E-cigs has had on the HIPs team

Increases in confidence / motivation / engagements with women

IMPACT ON SERVICE

Joint working

Impact of research on future contracts

Improved service provision
Cost effectiveness of NRTv's E-Burn

1 WEEK OF NRT;

PATCH &
INHALATOR =
£25

4 WEEKS = £100



1 E-BURN = £1.95

WOMEN
PROVIDED
WITH 2 E-BURNS A
WEEK = £3.90

4 WEEKS = £15.60

THANK YOU...

