

MAKE SMOKING HISTORY

MAKING SMOKING HISTORY IN GREATER MANCHESTER

Creating Smokefree babies – The Greater Manchester Experience

How vaping has supported SATOD reductions

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Our Vision

Our Why:
Greater Manchester Strategy

Greater Manchester
to be a place where
everyone can live a good
life, growing up,
getting on and growing old
in a greener, fairer more
prosperous city region

Our How:
Making Smoking History
Strategic Framework

CREATING A SMOKEFREE CITY-REGION BY 2030

G: Grow a social Movement
M: Monitor Tobacco Use
P: Protect people from second hand smoke
O: Offer help to quit
W: Warn people of the dangers of tobacco
E: Enforce regulations
R: Raise the price of tobacco

Our What:
Programmes
and Interventions

Mass Media
campaigns

Smokefree
Pregnancy
Programme

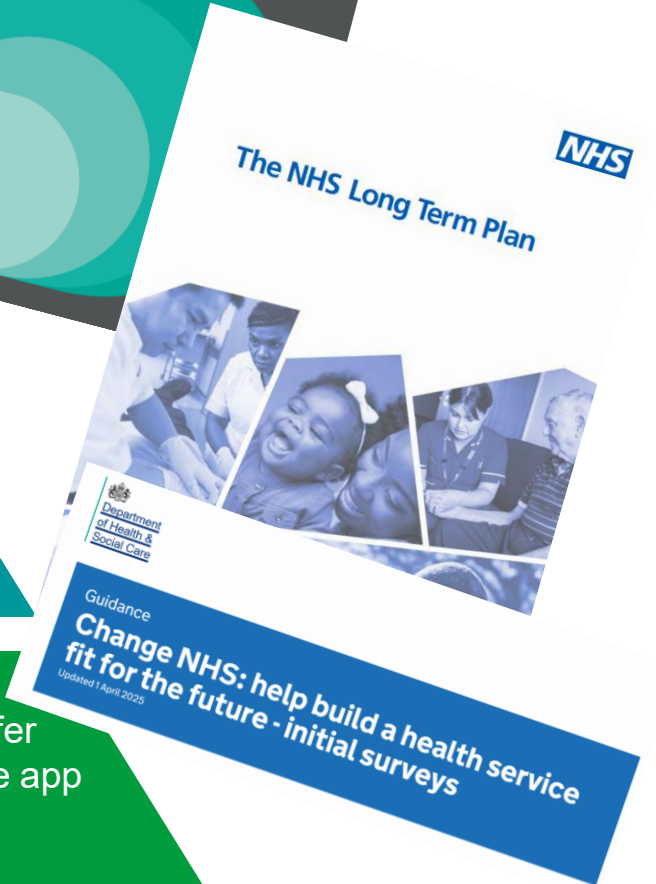
TTD in Acute
& Mental
Health


Illicit
Tobacco

Digital Offer
Smokefree app



**Greater
Manchester**
Integrated Care
Partnership



A photograph of a pregnant woman's hands holding a pair of small, shiny silver sneakers. The woman is wearing a light-colored, textured sweater. The background is a soft-focus view of a window with light-colored curtains.

“Incentives help our women stay committed to the smoke-free journey and is leading to better health outcomes for the women and their families”

- A tobacco dependency advisor

The programme's ambition to make smoking history, was designed to reduce the number of mums-to-be who smoke during pregnancy.

At the beginning of the Programme, for approximately 36,000 births annually, almost 13% of the expectant mothers we're smoking at the time of delivery.

The Programme covers 10 localities, one Local Maternity System, and six maternity providers across the city-region



2x

more likely to have low birth weight

3x

higher SIDS risk in infants of smokers



32%

higher risk of miscarriage

47%

probability of premature birth in women who smoke during pregnancy

27%

higher risk of preterm birth for smokers

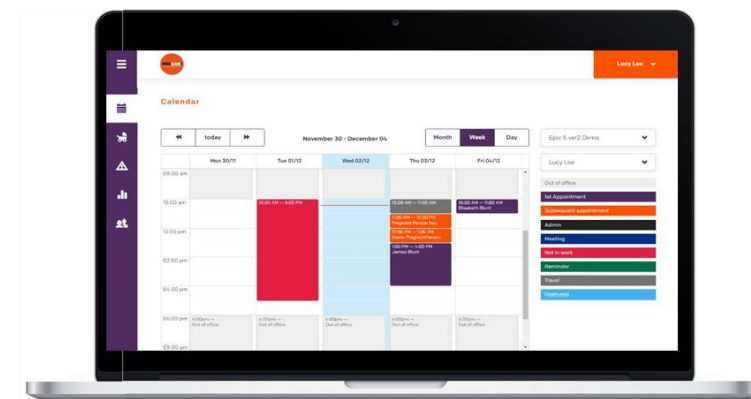


Smoking in pregnancy remains a **key** public health concern and is the **single** most **modifiable** risk factor for adverse outcomes in pregnancy

The **death** of a baby has **significant psychological**, social and economic consequences for parents and their families which may persist for many years

Our Strategic Response

- Smokefree pregnancy programme was launched in March 2018
- Aiming to tackle health inequalities, improve health and wellbeing, and ultimately save babies' lives.
- The programme offers all pregnant women and birthing people, and their partners, free and personalised stop-smoking support through specialist maternity stop-smoking services.
- It includes one-to-one advice and guidance, free nicotine replacement therapy (NRT), **the offer of a free vape & liquids up to 3 months post-birth**, regular carbon monoxide (CO) testing, and an incentive scheme to stay smokefree.
- Data-driven targeting using real-time dashboards
- System collaboration



Why Vaping Was Included

- Evidence from NICE (NG209): vaping significantly less harmful than smoking
- Prevalence of vaping in pregnancy is rising
- Accepted as a harm-reduction tool for those struggling to quit, utilised alongside NRT or behavioural support. Request from service users
- Principle: Quit smoking by any less harmful means—vaping can be a bridge



Vapes provided

- Vape bundles are provided to women via the national Swap to Stop scheme that has been allocated to Greater Manchester
- Women (and partner) are provided with a bundle which includes a device and up to 12 weeks supply of liquid (if they continue to re-engage with the service)
- A choice devices, flavours and strengths are available including a nicotine salt variant of the e-liquid which can feel smoother on the throat when vaping and is preferred by women.
- A nicotine salt variant e-liquid is preferred by women as it can feel smoother on the throat when vaping compared with standard products.
- Across GM we provide around 400 vapes devices to women (and partners) every quarter (3 months).



TO^Tally wick^{ed}®

Implementation Highlights

- Free vapes/liquids offered via maternity stop smoking teams throughout entire pregnancy and early post-birth period
- Midwives trained to provide consistent messaging on vaping vs smoking
- Peer-support networks and digital prompts through GM's Smokefree pregnancy platform

Since its launch we have **witnessed a significant increase in the number of pregnant people who have successfully quit smoking** or significantly reduced their smoking habits. This is a remarkable achievement with **profound implications for the health and wellbeing of both pregnant people and babies.**

Director of midwifery



Greater Manchester Smoke-free Pregnancy Programme Outcomes

7000

Smokefree
births

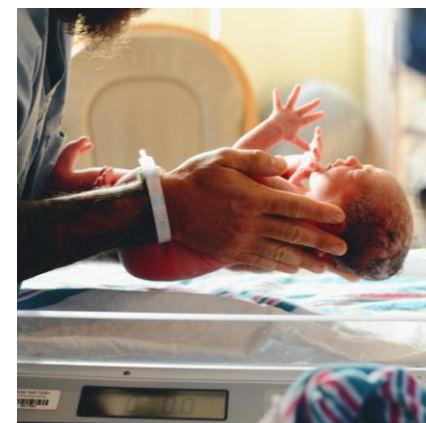
65%

Quit rates
increased
(from 46%)



50%

Increase in the
number of
patients engaged



95%

Referrals
increased
(from 64%)



5.9%

Reduced SATOD
rates 12.6% to 5.9%

20%

Reduced
administrative
burden



360g

Babies 360g heavier
in those who quit



Where are we now?

- Since the programme started, smoking at time of delivery – the benchmark used by the NHS to measure the number of women smoking throughout pregnancy up to childbirth – has dropped by **over half from 12.6% in 2017-18 to 5.9% in 2024/25**
- During the last seven years, the Greater Manchester Smokefree Pregnancy programme has supported more than **10,000** pregnant women and birthing people, and their partners, to quit smoking.
- The programme has supported an additional **7000** smokefree babies



Impact on SATOD Rates

- SATOD rates declined significantly in GM since vaping support introduction
- Greatest improvements seen in most deprived boroughs
- Ongoing monitoring shows positive trends for smoke-free babies
- Research coming soon with data suggesting greater safety than cigarettes, and that our larger studies is ongoing



Lessons Learned

- Consistent messaging is critical—avoid mixed signals about safety
- Provide clear clinical governance and robust supplier checks
- Integrate vaping into a wider support ecosystem, not a standalone fix
- Monitor usage patterns—support full nicotine cessation over time

Next Steps

- continue evaluation: infant health outcomes and long-term quit rates



Thank you