

## A guide to support Smokefree Pregnancy Champions

### 1. What is a Smokefree Pregnancy Champion?

Smoking is the leading modifiable risk factor for many adverse birth outcomes and increasing the rate of smokefree pregnancies is a high priority for the NHS. In many maternity settings individuals have been given the responsibility for implementing NICE guidance on smoking, often as part of the Saving Babies Lives Care Bundle.

The Smoking in Pregnancy Challenge Group is seeking to bring people in these roles together and provide a forum for learning and shared practice. By identifying yourself as a lead for this area you will get information and resources via the [Smokefree Pregnancy Information Network](#), be invited to participate in regional and national events and have the opportunity to share practice and ask questions of others working on similar activities around the country.

This network is intended to provide support if you:

- Have a lead responsibility for implementing guidance around smoking in pregnancy
- Are the key point of contact on smoking in pregnancy issues in your Trust or LMS
- Have a substantial part of your role delivering stop smoking support
- Oversee the delivery of stop smoking support for pregnant women in your Trust

### 2. The Smoking in Pregnancy Challenge Group

The Challenge Group is a partnership between professional bodies, the voluntary sector and academia. For more information see: [www.smokefreeaction.org.uk/smokefree-nhs/smoking-in-pregnancy-challenge-group/](http://www.smokefreeaction.org.uk/smokefree-nhs/smoking-in-pregnancy-challenge-group/)

We aim to support you by:

- Developing and sharing resources to support practice
- Providing information about research and policy developments nationally
- Sharing examples of practice
- Providing a forum through which you can ask questions and engage with others

### 3. Roles and activities

This guide is not intended to be exhaustive but to provide an overview of some the roles and activities you could be playing locally and where you can access further support nationally. For some people much of this information will be familiar but for others it is hoped it will be a useful guide to some of the opportunities to take further action to reduce rates of smoking in pregnancy.

How you want to plan and deliver on the smokefree pregnancy agenda will depend on local circumstances. However, there are some key roles you may wish to play with corresponding actions:

Role	Activities	Further information
Champion action	Keeping smokefree pregnancies on the agenda requires local advocates who can spot opportunities, make the case and support action. You could: <ul style="list-style-type: none"> <li>• Provide regular updates on progress at Board level</li> <li>• Highlight the smokefree pregnancy agenda in wider discussions about maternity safety</li> <li>• Engage external partners and secure their support</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">CG policy report</a></li> <li>• <a href="#">CG key messages document</a></li> <li>• <a href="#">Tobacco Control Plan for England</a></li> <li>• <a href="#">RCP: Passive smoking and children</a></li> </ul>

		<ul style="list-style-type: none"> <li>• <a href="#">RCP: Hiding in Plain Sight</a></li> </ul>
Monitor progress	<p>National and local stats can allow you to track progress:</p> <ul style="list-style-type: none"> <li>• Compare progress via annual SATOD and the Maternity Services Dataset (MSDS)</li> <li>• Identify local KPIs e.g. referral and uptake rate</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Local Tobacco Profiles</a> (includes SATOD)</li> <li>• <a href="#">PHE risk factor identification tool</a></li> </ul>
Share information	<p>The Smokefree Pregnancy Information Network will support you to:</p> <ul style="list-style-type: none"> <li>• Sign-post colleagues to relevant resources</li> <li>• Provide updates on national policy and research</li> <li>• Identify local questions and escalate them nationally</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">CG resources</a></li> <li>• You can sign up to the Network <a href="#">here</a></li> </ul>
Implement national guidance	<p>Actions might include:</p> <ul style="list-style-type: none"> <li>• Using the PHE self-assessment tool for smokefree pregnancies to identify opportunities and gaps</li> <li>• Identifying clear care pathways in line with NICE guidance and the Saving Babies Lives Care Bundle</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">PHE self-assessment tool</a></li> <li>• <a href="#">Saving Babies Lives Care Bundle (V2)</a></li> <li>• NICE Guidance <a href="#">PH26</a> and <a href="#">PH48</a></li> </ul>
Inform training	<p>Delivering training and/or ensuring the right training is in place:</p> <ul style="list-style-type: none"> <li>• Assess local training delivery against Challenge Group implementation guide</li> <li>• Ensure Lead Midwives for Education are informed about the range of training tools available</li> <li>• Feedback nationally gaps in training resources</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">CG guide to training</a></li> <li>• NCSCT resources: <ul style="list-style-type: none"> <li>○ <a href="#">Smoking cessation: a briefing for midwifery</a></li> <li>○ <a href="#">Secondhand smoke: online training</a></li> <li>○ <a href="#">Very Brief Advice online training</a></li> </ul> </li> <li>• <a href="#">CG training resources</a></li> <li>• <a href="#">ASH Smokefree Skills report</a></li> </ul>
Build networks	<p>Acting as the key point of contact for internal and external stakeholders, facilitating activity through these relationships to:</p> <ul style="list-style-type: none"> <li>• Identify contacts within Trusts such as neonatal, maternity safety champions, smokefree leads</li> <li>• Identify the tobacco control and stop smoking leads in the local authorities linked to your Trust</li> <li>• Ensure LMS prevention lead has regular updates on local progress along with Board level Maternity Safety Champion</li> <li>• Link to health visiting and identify shared opportunities</li> </ul>	<p>For support with identifying external contacts within local authorities and Local Maternity Systems contact: <a href="mailto:admin@smokefreeaction.org.uk">admin@smokefreeaction.org.uk</a></p>
Explore innovation	<p>While the most important activity for Trusts is to implement existing NICE guidance there is scope for innovation to enhance the effectiveness of NICE guidance, including:</p> <ul style="list-style-type: none"> <li>• Incentives for pregnant women</li> <li>• Additional support for partners and wider household</li> </ul>	<p>More information on innovative practice and the latest evidence via Smokefree Pregnancy Information Network</p>

**If you want to sign up as a Smokefree Pregnancy Champion and receive regular updates and feedback then please email [admin@smokefreeaction.org.uk](mailto:admin@smokefreeaction.org.uk)**