



West Yorkshire & Harrogate Local Maternity System

Smoking in Pregnancy

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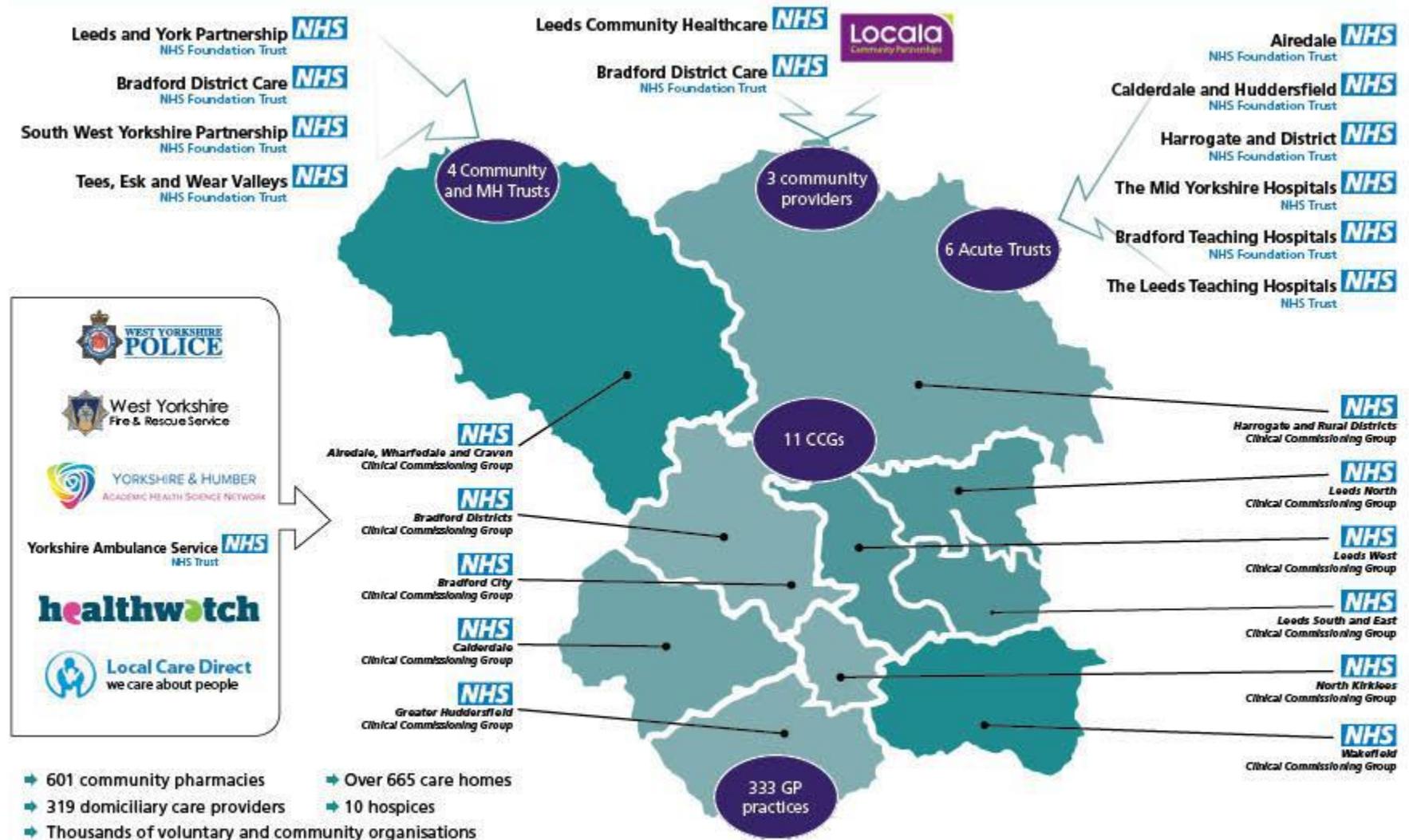
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Content

- Background to SIP in West Yorkshire and Harrogate LMS
- Key Outputs
- WY&H LMS Approach
- Next Steps for WY&H LMS



Our health and care economy //



Background to SIP in WY&H

- Symposium
- Collaboration
- Reduce variability and improve outcomes
- Resource and Finance
- Y&H Pathway
- Workshop May & September 2018

How has this helped embed SIP in WY&H Local Maternity Systems?

- Established partnership working across the region
- Engendered engagement in improving care regarding smoking in pregnancy



Key Outputs

- Y&H Draft Pathway
- Y&H Touch Points
- LMS Journey

How has this helped embed SIP in WY&H Local Maternity Systems?

- Established Audit procedures
- Identifying and celebrating success
- Sharing of barriers and successes





Midwifery booking appointment

Within 24 hours (Mon-Fri) of appointment

At 12-week dating scan

All antenatal appointments

At or around 36-weeks gestation

At time of birth

Early after birth

All women Smokers

Midwife screens all pregnant women

All women identified as smokers referred to specialist stop smoking service using an opt out pathway

All recent smokers and e-cigarette users offered specialist support

Women identified as smoking at time of booking who did not engage with the specialist service

Midwife asks about smoking status and offers re-referral as appropriate

Midwife screens all pregnant women and offers re-referral as appropriate

Midwife asks all women about their smoking status and refer if appropriate

All women given information about smoke-free homes

All smokers offered a referral to the specialist service

Health visiting service informed of smoking status

Standard Care
Specialist service contacts women by text/call within 24 hours

Face to face appointment with specialist advisor within 5 days

Support from specialist stop smoking advisor including pharmacotherapy as required throughout pregnancy and early after birth

Support to set a quit date

Weekly face to face contact in weeks 1-4

Week 4
Face to face contact and CO validation of quit

Week 5-12
Weekly face to face and/or telephone contact

Week 13 to term and beyond
Face to face and/or telephone contact as required to support quit

Enhanced Care
Registration on incentive scheme

Registration
Based on participation criteria

Weeks 1-4
Face to face contact
CO validation
Weekly vouchers

Week 5
Delivery
Face to face 4 weekly
CO validation
Monthly vouchers

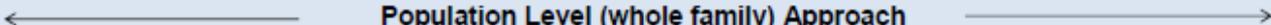
36 weeks – delivery
CO validation of quit reported

Delivery to 12 weeks postpartum
4 weekly contact
Face to face 12 weeks
CO validation
Voucher for women and supporter

3 – 12 months postpartum

Relapse at any point
First register to service
Second – exit scheme and referral to standard care

Y&H Touch Points

Preconception - Antenatal									
Touch Points	School Nurses	Sexual Health Services	Fertility Clinics	Family Centres/Hubs/ Early Years	Secondary/Tertiary NHS Settings and services (non - maternity)	Primary Care	Community Midwives	Maternity Voice Partnerships	Antenatal – Hospital
Bare Minimum	Identify smoking status Refer to Stop Smoking Service	Identify smoking status Refer to Stop Smoking Service	Identify smoking status Refer to Stop Smoking Service	Identify smoking status Refer to Stop Smoking Service	Identify smoking status Refer to Stop Smoking Service Smoke free hospital grounds	Identify smoking status Refer to Stop Smoking Service Smoke free grounds	Identify smoking status at booking Brief advice for smokers Smoke free homes/environments if using a hub	Raise awareness with women and their families	Identify smoking status at booking Brief advice for smokers Smoke free homes/environments if using a hub Smoke Free Hospitals
Good	Staff training Staff Provide VBA Support for self-management Myth Busting	Staff training Staff Provide VBA Myth Busting	Staff training Staff Provide VBA Myth Busting	Staff training Staff Provide VBA Support for self-management Myth Busting Smoke free homes	CO verified smoking status Staff Provide VBA Support for self-management Smoke free homes Implement NICE Guidance	CO verified smoking status Staff Provide VBA Support for self-management Smoke free homes	CO verified smoking status at booking Offer relapse prevention OPT out referral to Stop Smoking Services	Training for volunteers in VBA and refer to stop smoking services	CO verified smoking status at booking Offer relapse prevention OPT out referral to Stop Smoking Services
Excellent				On site or trained stop smoking advisors Stop smoking Peer Support workers	On site or trained stop smoking advisors Peer Support smoking	On site or trained stop smoking advisors NRT for patients	CO Screening at every appointment Stop smoking peer support workers in community CM midwives level 2 trained in stop smoking advice/smoking specialist midwife NRT for patients Consider case loading Implementing all NICE Guidance	Provide Peer Support for women and families	CO Screening at every appointment Stop smoking peer support workers smoking specialist midwife/ on site stop smoking advisor NRT for patients Implementing all NICE Guidance
									

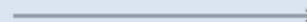


Intrapartum

Touch Points	Home Birth	Birth Centre	Hospital – Obstetric Led
Bare Minimum	Smoke free home Training for staff on key messages and appropriate interventions	Smoke free site Training for staff on key messages and appropriate interventions	Smoke free hospitals Training for staff on key messages and appropriate interventions
Good	Option of CO screening on arrival / post delivery Sharing of information with health visitor as standard part of handover Midwives offer VBA Referral made on discharge to stop smoking services	CO reading on admission Implementing NICE Guidance Sharing of information with community midwife as standard part of handover Option of CO screening before discharge Midwives offer VBA Referral made on discharge to stop smoking services	CO reading on admission/triage Implementing NICE Guidance Sharing of information with Postnatal Ward as standard part of handover Option of CO screening before discharge Midwives offer VBA Referral made on discharge to stop smoking services
Excellent	Dedicated stop smoking staff / specialised stop smoking midwife Midwives offer VBA to partner and family members	Identify opportunities for intervention during length of stay Availability of NRT During and after care Dedicated stop smoking staff / specialised stop smoking midwife Midwives offer VBA to partner and family members	Identify opportunities for intervention during length of stay Availability of NRT During and after care Dedicated stop smoking staff / specialised stop smoking midwife Referral made on discharge to stop smoking services



Continuity of Carer for Smokers

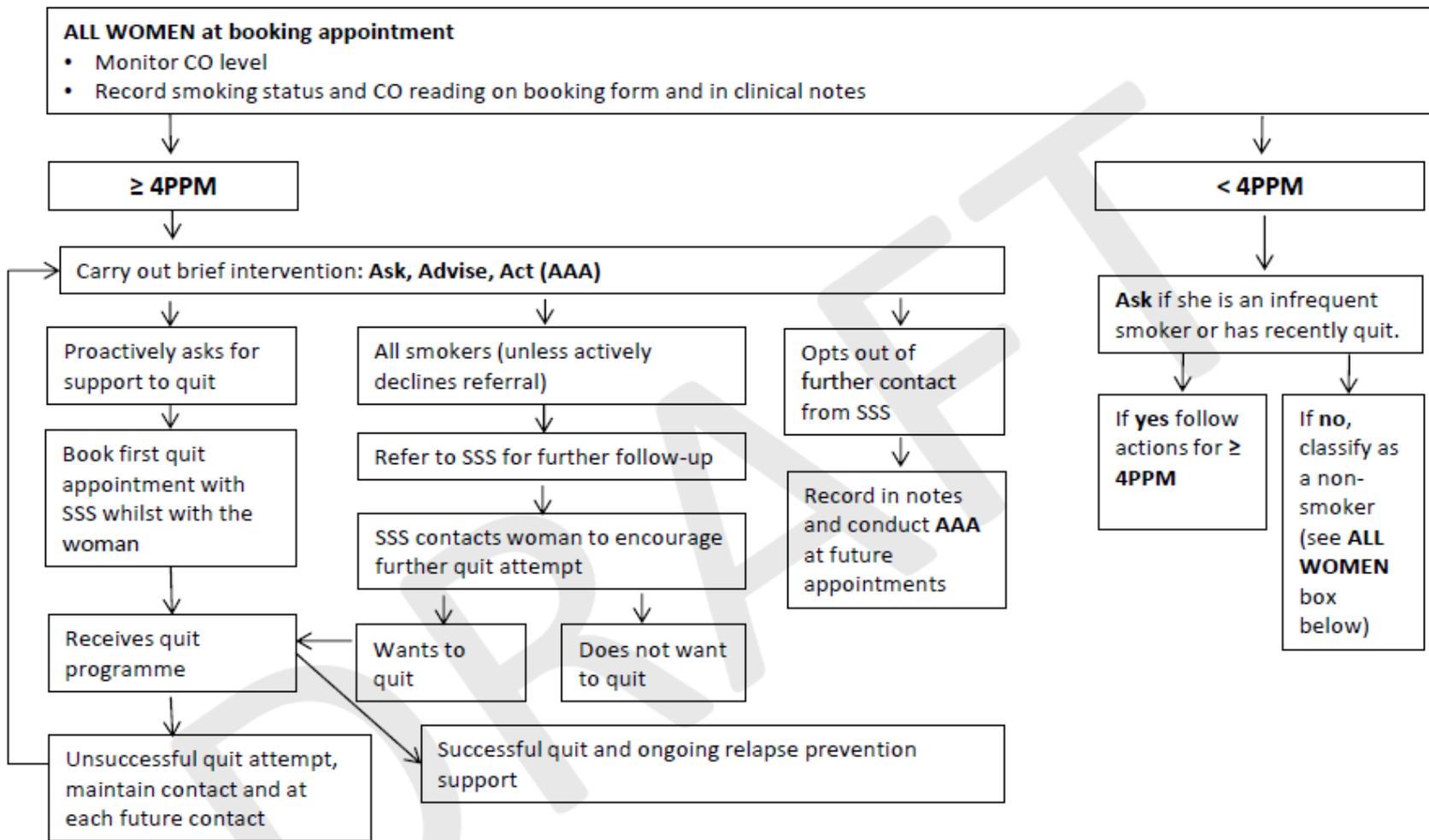


Postnatal to Early Years

Touch Points	Post Birth in Hospital/Home/Birth Centre	Discharge to Community Midwife (still in hospital)	First Postnatal Contact at home CMW/MSW	Where Baby remains on NNU	1 st visit transfer to health visitor/FNP (day 10-14)	6-8wk P/N HV visit	6-8wk GP P/N check	Sexual Health contraception P/N	Children's Centres, Voluntary Organisations and Children's Services
Bare Minimum	<p>Accurate SATOD</p> <p>Brief advice for smokers</p> <p>Smoke free hospital grounds</p> <p>NRT for patients</p>	<p>All women given advice about smoking around baby, smoke free homes and cars.</p> <p>HV informed of smoking status</p>	<p>CO testing all women</p> <p>Smoke free homes</p>	<p>NNU staff give brief advise and danger of baby exposed to second hand smoke</p>	<p>Smoking status</p> <p>VBA</p> <p>Smoke free homes</p>	<p>Review previous appointment situation / advice</p> <p>VBA</p> <p>Smoke free homes</p>	<p>Smoking status</p> <p>VBA</p> <p>Referral to stop smoking services</p>	<p>Smoking status</p> <p>VBA</p> <p>Referral to stop smoking services</p>	<p>Smoking status</p> <p>VBA</p> <p>Referral to stop smoking services</p> <p>Smoke free homes advice</p>
Good	<p>CO verified</p> <p>SATOD (on admission)</p> <p>Positive feedback for quitters and relapse prevention</p> <p>Smokers discouraged from handing baby after smoking</p>	<p>Smokers referred to stop smoking service</p>	<p>Smokers referred to stop smoking service</p> <p>Include partners/family members</p>	<p>Smokers discouraged from handling baby after smoking (time?)</p>	<p>CO test</p> <p>Referral to stop smoking service</p> <p>Relapse prevention</p>	<p>Review previous appointment situation / advice</p>	<p>Stop smoking advisor at GP Practice</p>	<p>Pre conception smoking advice</p>	<p>Pre conception smoking advice</p>
Excellent	<p>CO verified SATOD</p> <p>Stop smoking peer support workers</p> <p>Stop smoking advisor on site</p>	<p>A/N stop smoking adviser advised of birth/discharge</p>	<p>Visit from stop smoking adviser at home</p> <p>CO monitors that measure environmental CO</p>	<p>NNU staff trained in very brief advice</p> <p>CO monitoring on NNU</p>	<p>HV/FNP/NN registered as stop smoking level 2 advisors</p>	<p>Review previous appointment situation / advice</p> <p>Smoking data is collected and feedback nationally</p>		<p>Level 2 smoking advisors trained/on site</p>	<p>Level 2 smoking advisors trained/on site</p>

← DATA →





ALL SMOKERS

Offer additional scans at 30 weeks and 36 weeks (due to increased risk of baby being small for gestational age)

ALL WOMEN

- CO monitoring, risk perception and opt out referral **at each point of contact**
- CO level checked at 36 weeks
- Record smoking status recorded at 36 weeks and at delivery for SATOD data
- CO level assessed on discharge and at first postnatal home visit. Refer for stop smoking support if wants support to quit. Provide advice on Smokefree home status

WY&H LMS Approach

- Health Needs Assessment
- Equality Impact Assessment
- Public Health Consultant on Board
- LMS Prevention & Public Health Lead
- Prevention Scoping at Place: Public Health and Maternity Services

WY&H Health Care Partnership

- WYH&H Tobacco Strategy Group
- WY&H Prevention and Scale Programme

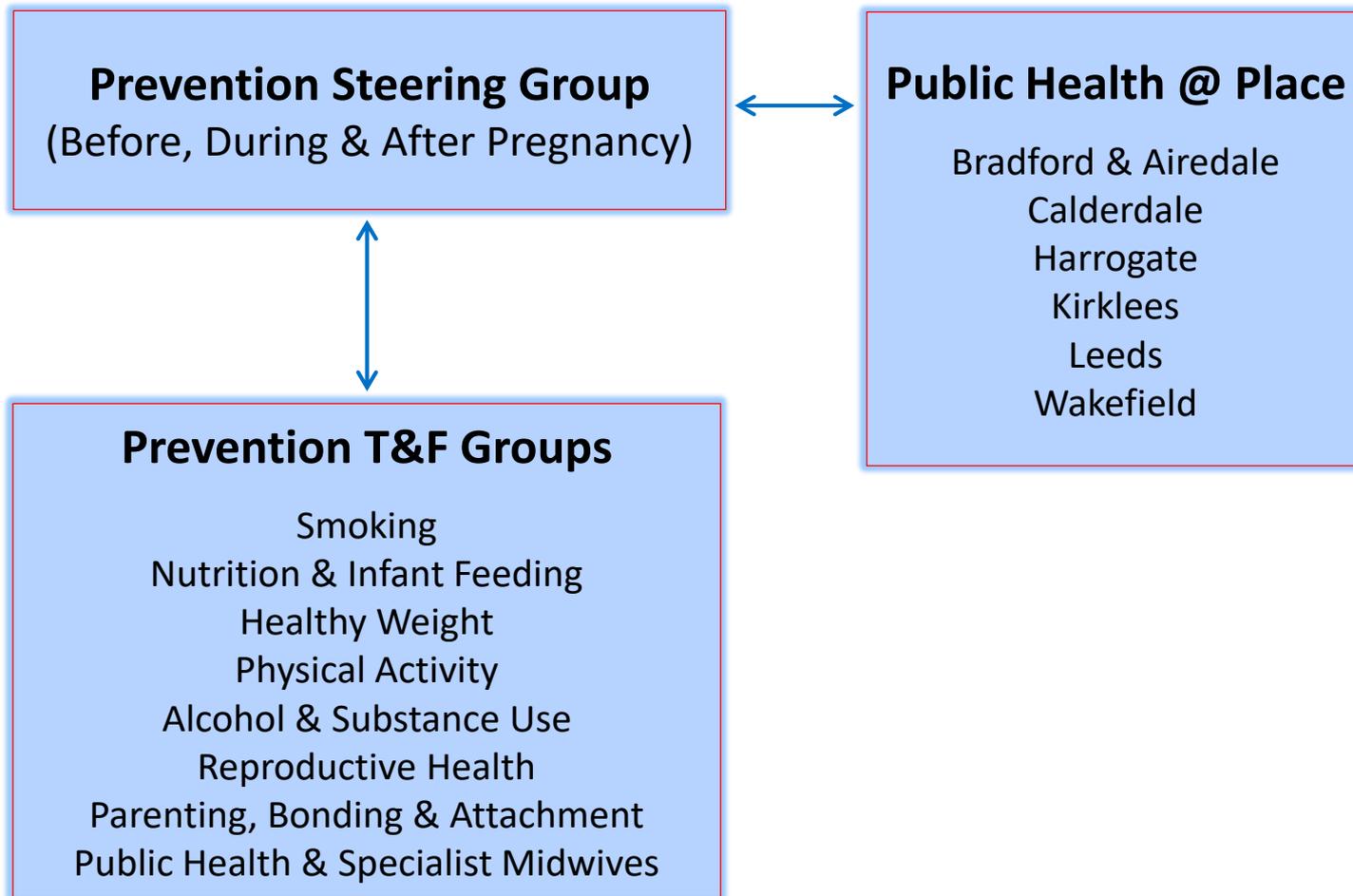


WY&H LMS Next Steps

- LMS Prevention Steering Group & Governance
- LMS SIP Task and Finish Group
- LMS Prevention Plan & Trajectories



LMS Prevention Steering Group



WY&H LMS: Governance

West Yorkshire and Harrogate HCP
System Oversight and Assurance Group (SOAG)

North Region MTP Board

WY&H LMS Board

WY&H Implementation Group
(Including Programme Director and Team)

Prevention Steering Group
(Before, During & After Pregnancy)

Public Health @ Place

Bradford & Airedale
Calderdale
Harrogate
Kirklees
Leeds
Wakefield

WY&H Task & Finish Groups

Safer Maternity Care Task & Finish Group
Maternity Voices Partnership Task & Finish Group
Choice & Personalisation Task & Finish Group
Maternity Workforce Task & Finish Group
Postnatal Task & Finish Group (To be established)
Perinatal Mental Health Task & Finish Group (To be Established)

Prevention T&F Groups

Smoking
Nutrition & Infant Feeding
Healthy Weight
Physical Activity
Alcohol & Substance Use
Reproductive Health
Parenting, Bonding & Attachment
Public Health & Specialist Midwives



WY&H LMS Smoking in Pregnancy Task & Finish Group

- A co-ordinated approach between and within partner organisations.
- Influence the plans and work programme of partner organisations.
- Promote a forum for the dissemination and promotion of best practice and effective initiatives.
- Advise on the delivery of developments in practice and propose improvements and recommendations for service delivery.
- Provide an environment where problems of common interest can be discussed.
- Oversee the implementation of the regional best practice pathway for smoking in pregnancy.
- Reduce Health Inequalities .
- Identify and influence wider determinants.



Partners

Membership:

YH PHE Representative

Public Health/Smoking Midwives Maternity Services

LA Public Health representation

CCG representative (Smoking/Maternity)

Stop Smoking Providers

LMS Representation (HC&V, SY&B, WY&H)

Health Visitors

Primary Care

Invited to attend as appropriate:

Invited professionals with specific expertise



Smoking at Time of Delivery

In West Yorkshire, 13% of women birthed are smokers at time of delivery (source - last 4 quarters of maternity dashboard). A decrease to the national target of 6% would mean 2,100 fewer women smoking at delivery with current activity.

The breakdown of what this increase would mean for each place outlined below:

Jul 2017/18 - Jun 2018/19 (most recent maternity dashboard)			Fewer mothers smoking at delivery if % target reached				
Trust	Number of Women Birthed	Smoking at Time of Delivery	Smoking at Time of Delivery %	12%	10%	8%	6%
Airedale	2053	233	11%	-	28	69	110
Bradford	5435	865	16%	213	322	430	539
Calderdale & Huddersfield	5152	678	13%	60	163	266	369
Harrogate	1825	147	8%	-	-	1	38
Leeds	9526	1052	11%	-	99	290	480
Mid Yorks	6243	995	16%	246	371	496	620
Total	30234	3970	13%	342	947	1551	2156

