



# Reducing Smoking QI Project

Isle of Wight NHS Trust  
October 2019

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Janet Williams, MSW  
Jo Pennell, risk midwife

# Aims

- AIM: Increase the number of smoke free pregnancies
- 15% reduction from SATOB to SATOD from October 2019 to October 2020
- SCOPE: All pregnant women who smoke at the time of booking

# Background

- Isle of Wight has a comparatively high rate of pregnant smokers at booking/delivery in the SHIP collaboration.
- Isle of Wight Maternity services safety improvement plan 2017-20
- Public Health targets
- National Centre for Smoking Cessation and Training
- Saving Babies Lives v2

## **Primary Drivers:**

**Improving the quality and safety of care through Clinical Excellence**

**Develop safe and highly reliable systems, processes and pathways of care**

# A comparison of SATOB and SATOD across SHIP

Smoking at booking					Smoking at delivery				
	UHS	HHFT	IOW	PHT		UHS	HHFT	IOW	PHT
Dec-17	11.96	9.28	17.58		Dec-17		3.89	11.63	
Jan-18	10.34	6.4	22.03	16.3	Jan-18	10.08	3.94	13.48	
Feb-18	12.96	6	19.6	9.64	Feb-18	13.39	4.37	15.85	
Mar-18	13.59	8.49	15.09	12.5	Mar-18	11.84	6.01	20.45	
Apr-18	9.9	10.38	13	12.09	Apr-18	11.02	4.29	13.41	
May-18	11.32	8.82	21.78		May-18	14.93	4.72	17.98	

# Benefits to women, their families and staff

## **Patient experience**

- Service in line with guidance
- Accessible/equitable service
  - Streamlining
- Wrap around stop smoking support
- Reliable and regular CO monitoring

## **Patient outcomes**

- Effective support to stop smoking
- Safer pregnancy

## **Patient access and flow**

- Impact on community midwives
  - Sonographers
  - Admin
  - Ward staff

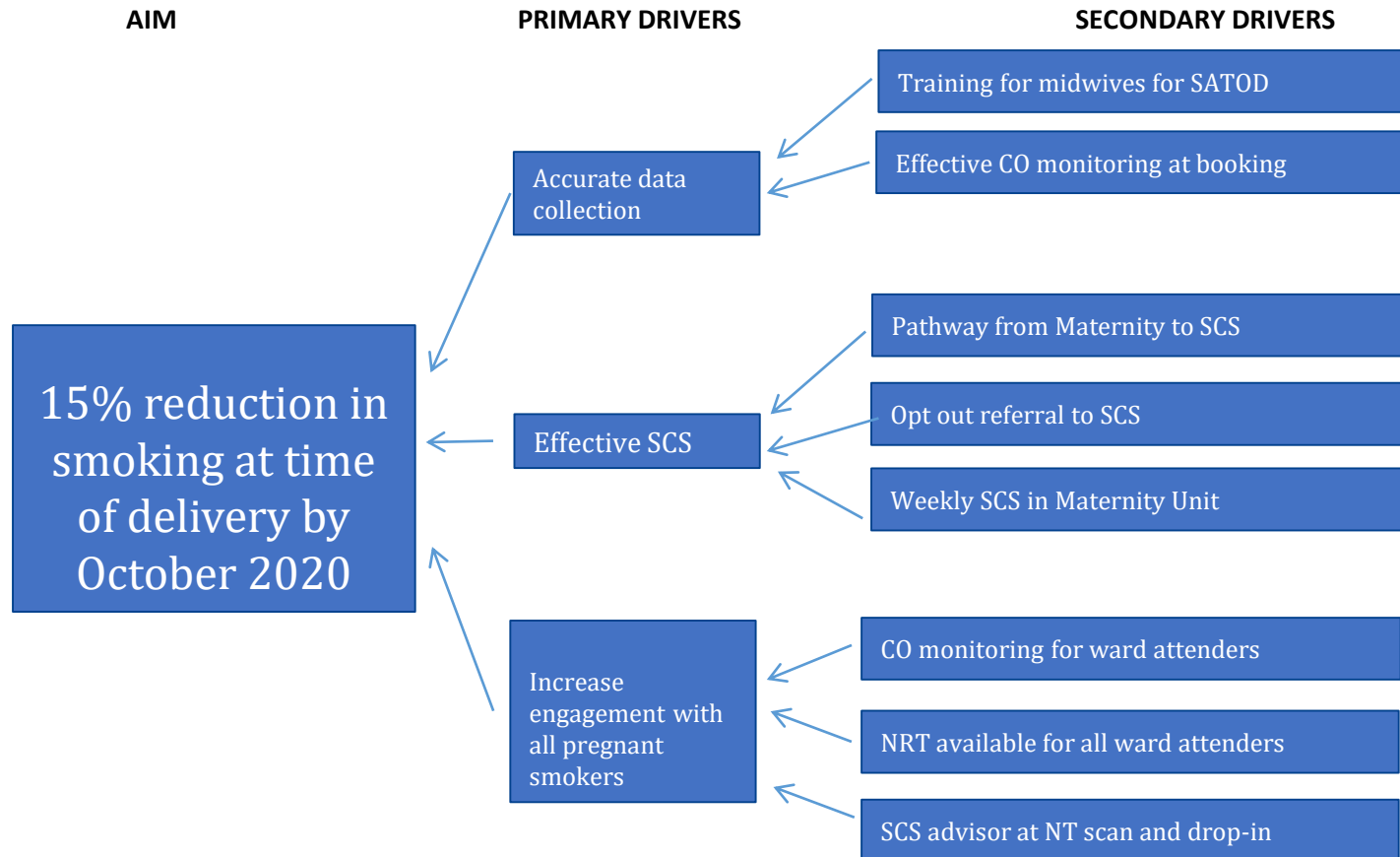
## **Patient safety**

- Improved outcomes

## **Staff team**

- Raising the profile
- Learning QI methodology

# Driver Diagram



# Antenatal booking smoking checklist

Name: \_\_\_\_\_ IW number: \_\_\_\_\_

## BOOKING SMOKING CHECKLIST

Carbon monoxide testing	
This is a recommendation for all pregnant women.	
It is a test to see how much carbon monoxide – a poisonous gas in cigarette smoke – is in your body. Carbon monoxide from smoking reduces the ability of red blood cells to carry oxygen. Carbon monoxide exposure is especially risky if you are pregnant because it affects your baby's access to oxygen. Your baby needs oxygen to grow and develop (British Lung Foundation 2019).	
Do you give your consent for carbon monoxide monitoring? Yes / No	
Your reading at booking is _____ppm	
1-4ppm	Recent exposure to a low level of carbon monoxide. It's normal to have a small amount of carbon monoxide in your breath even if you're not a smoker.
5-9ppm	Recent exposure to a moderate level of carbon monoxide and you are possibly smoking. If you are a smoker, referral to Smoking Cessation Service is recommended. If you are not a smoker but your partner is it may be second hand smoke. Referral to Smoking Cessation Service is recommended for your partner.
10ppm and over	Recent exposure to a high level of carbon monoxide and that you are a smoker. If you are a smoker, referral to Smoking Cessation Service is recommended. If you are not a smoker but your partner is it may be second hand smoke. Referral to Smoking Cessation Service is recommended for your partner. Also consider other causes for raised levels including faulty boilers, cookers, gas fires and or Contact HSE Gas Safety 0800 300363 for advice. Lactose intolerance can also cause raised carbon monoxide, contact your GP for advice.
Do you currently smoke? Yes / No/Given up	
When did you give up smoking? Date: _____	
Does your partner or anyone in your house smoke? Yes / No	
Referral to Smoking Cessation Service completed by midwife Yes / No	
Partner referral to Smoking Cessation Service completed by midwife Yes / No	
Risks of smoking	
<ul style="list-style-type: none"> <li>• Three times more likely to miscarry</li> <li>• Increased nausea</li> <li>• Increased risk of bleeding</li> <li>• Long term risks: lung, breast, cervical cancer, coronary heart disease, chronic bronchitis and emphysema</li> <li>• Weaker babies with poor growth</li> <li>• Premature birth</li> <li>• 30% greater risk of stillbirth</li> <li>• Breathing problems in first 6 months</li> <li>• Increased risk of glue ear</li> <li>• Increased risk of cot death and meningitis</li> </ul>	

 British Lung Foundation <https://www.blf.org.uk/support-for-you/breathing-tests/exhale-4-carbon-monoxide-test> accessed 3 April 2019

Name: \_\_\_\_\_ Hospital no: \_\_\_\_\_ NHS No \_\_\_\_\_

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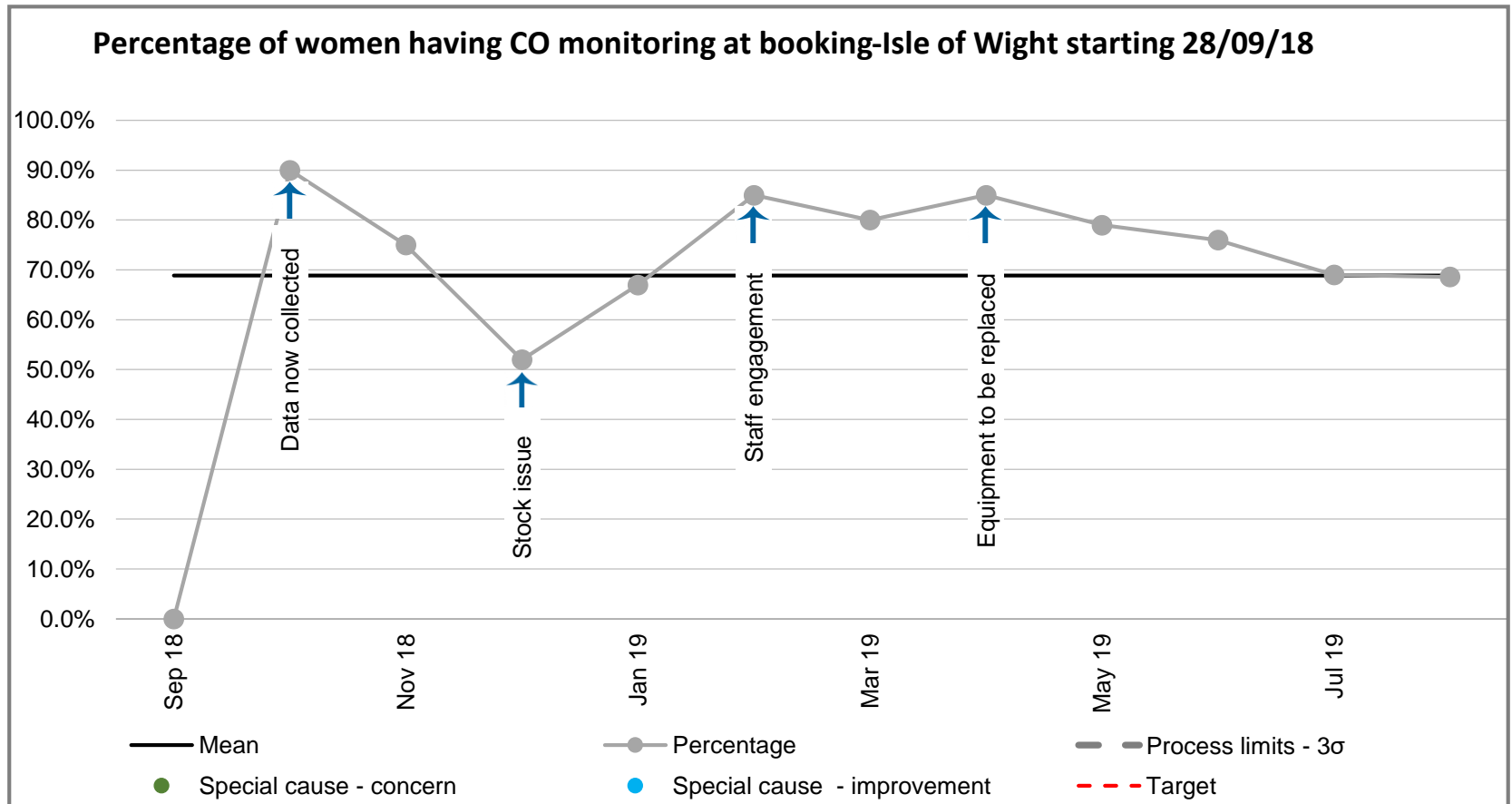


**Risks of smoking**

- Three times more likely to miscarry
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- Long term risks: lung, breast, cervical cancer, coronary heart disease, chronic bronchitis and emphysema
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- Premature birth
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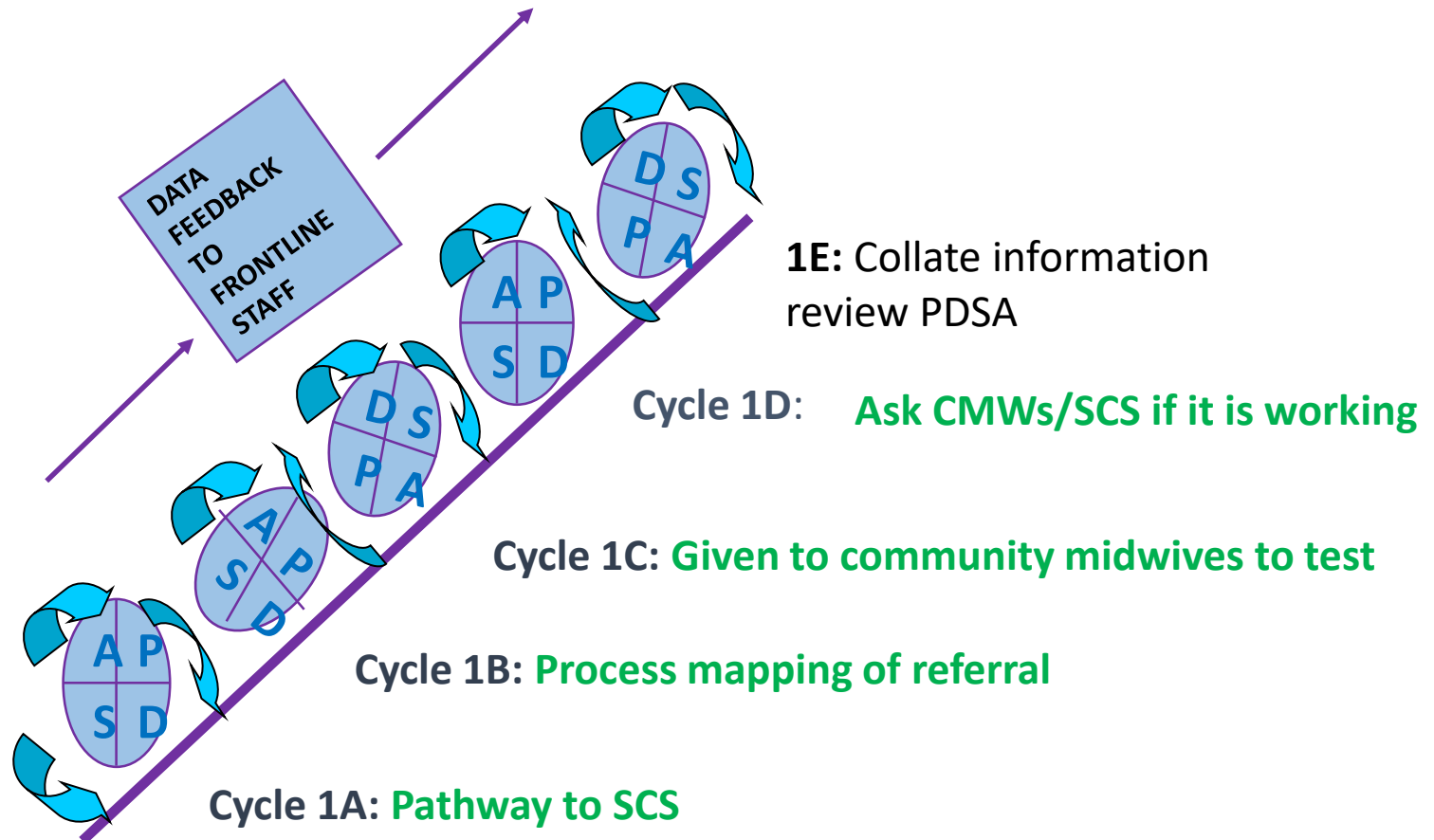
Signature of midwife	Date	Signature of woman	Date
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# Run chart of CO monitoring at booking





# PDSA Testing Ramps for...




# Outcome / learning

**however**



Improved  
SCS referral  
pathway!



Just getting  
going and  
there is still  
lots to do!

# Our Team

- Ellie Jenkins, midwife lead for reducing smoking in pregnancy
  - Janet Williams, maternity support working for reducing smoking in pregnancy
  - Jo Pennell, risk management midwife
  - Sabeena Allahdin, consultant lead for MatNeo
  - Srabani Mukerjee, obstetric consultant
  - Amanda Pearson, head of midwifery
  - Isle of Wight community midwives
  - Sonographers
  - Antenatal clinic lead
  - Antenatal clinic administration staff
  - Antenatal clinic maternity support workers
  - Antenatal clinic midwives
  - Council run Smoking Cessation Service
  - Trust Board
  - Clinical Commissioning Group
  - The women using our service
- 
- We communicate face to face and by email

@MatNeoQI

# Challenges & Lessons Learnt

- Lessons learnt – keep everyone in the loop!
- Recording CO reading at booking to 98% by October 2020
- **Funding for CO monitors *trust board, fundraising***
- Accurate recording of SATOD
- Supporting staff motivation *showing support, demonstrating communication, showing change*
- Change from paper to digital documentation *keep abreast of where the changes are, maintain stake in development*
- Follow up process for women who do not engage
- **Online training for clinicians**
- Discussing smoking status at every visit
- Had to commit to SCS in antenatal clinic therefore small test of change perceived as not possible - need to review and see any unintended consequences
- Evaluate feedback from SCS on Wednesdays
  
- What are the things that are going well...tell us and we can learn from each other
- **Collaboration with the Smoking Cessation Service**
- Referral pathway to Smoking Cessation Service
- Robust support from RSIP team on Isle of Wight

# Key Messages

- Next steps: *accurate data collection; effective SCS from beginning to end; support for women who don't engage*
- How do you plan to ensure sustainability? *Build QI capability; external support QI/Practice Education/seek feedback*
- How will you keep the energy and enthusiasm high? *Face to face with women and staff; tell everyone how we are making a difference; help with problems; feedback to LMS/continuous feedback to all*
- How will the MatNeo local learning systems (LLS) support you with further improvements?

Thank you – any questions?