



# Reducing Smoking in Pregnancy as part of the Saving Babies' Lives care bundle V2

**Heidi Croucher - SiP Lead (Poole)**

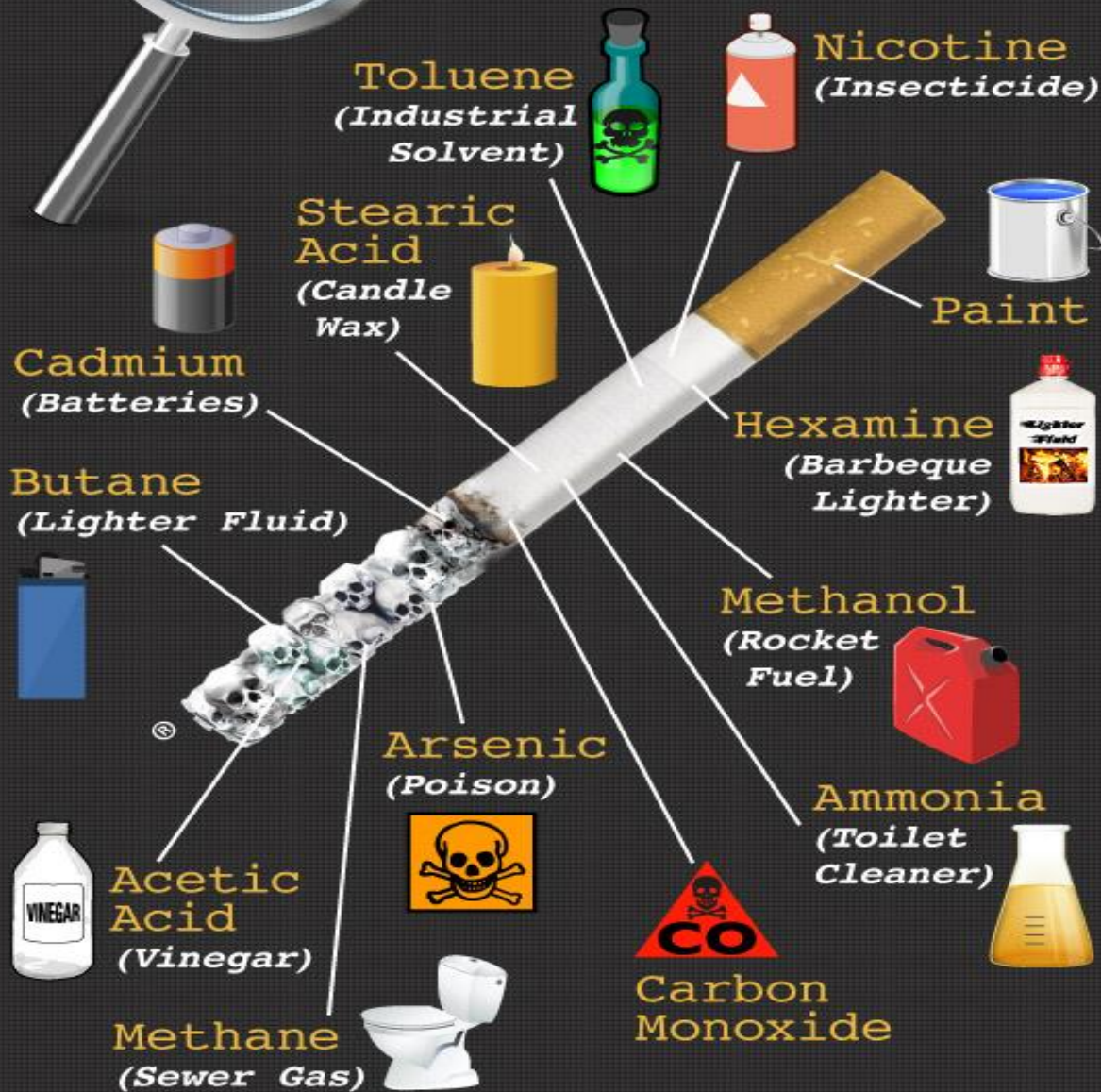
**Rebecca Rowe - Interim SFP Lead (Soton)**

# What is in a cigarette?

## Over 4000 toxic chemicals!



# What's in a CIGARETTE?



**Smoking** is the single most important modifiable risk factor for **stillbirth** in pregnancy



# Smoking and Stillbirth



- Smoking increases likelihood of stillbirth by up to 52%.
- The greatest risk is in women who smoke more than 10 per day.
- However women who smoke less than 10 per day as still at considerable risk of stillbirth.
- Women should never be encouraged to 'cut down' to reduce stillbirth risk.

# Stillbirth numbers for PAH

Year	Number of Stillbirths (all stillbirths)	Number of late foetal losses
2018	28	19
2017	22	24
2016	34	15
2015	34	39
2014	28	31
2013	28	31

# What are the risks?





# Smoking in pregnancy accounts for:



**1 in 12**

premature births



**1 in 5**

cases of low birth weight in  
babies carried to full term



# Smoking in pregnancy accounts for:



**1 in 14**

preterm-related  
deaths



**1 in 3**

sudden unexpected deaths in  
infancy (SUDI)

# Saving Babies' Lives Care Bundle V2

- Element 1:

## **Reduce Smoking in Pregnancy (SiP)**

100% CO screening at booking

CO screen ALL women at each AN Visit

100% CO screening at 36 weeks

100% Referral rate to SFP service

**6% SATOD by 2022**

# PAH Smoking Statistics - Overview

	14/15	15/16	16/17	17/18	18/19
Number of women smoking at booking	895	821	754	722	638
Smoking at booking of % of women birthed	15.1	14.3	13.1	13.0	11.7
Number of women SATOD	772	702	684	615	578
<b>SATOD</b> as % of women birthed	<b>13.0</b>	<b>12.2</b>	<b>11.8</b>	<b>11.1</b>	<b>10.6</b>
National SATOD rate as %	-	10.6	-	-	-

<b>Number of women who successfully quit</b>	<b>123</b>	<b>119</b>	<b>70</b>	<b>107</b>	<b>60</b>
Impact of quits from booking to birth as %	2.1	2.1	1.3	1.9	1.1

# What does 2019/20 look like for PAH...

## Smoke Free Pregnancies (SFP) Maternity Team Launch – Southampton City

- SFP MW Champions in each hub and NEST team following a CoC model.
- Women to receive 1:1 stop smoke support from their known named SFP MW throughout the pregnancy
- Immediate access to NRT through SFP MW
- Intensive Risk Perception intervention for any non-engaging smoking women.
- NRT upon admission to AN ward as standard

# 3 A's for U as MW's

- Ask
- Advise
- Act



# Introduction to 'MECC'

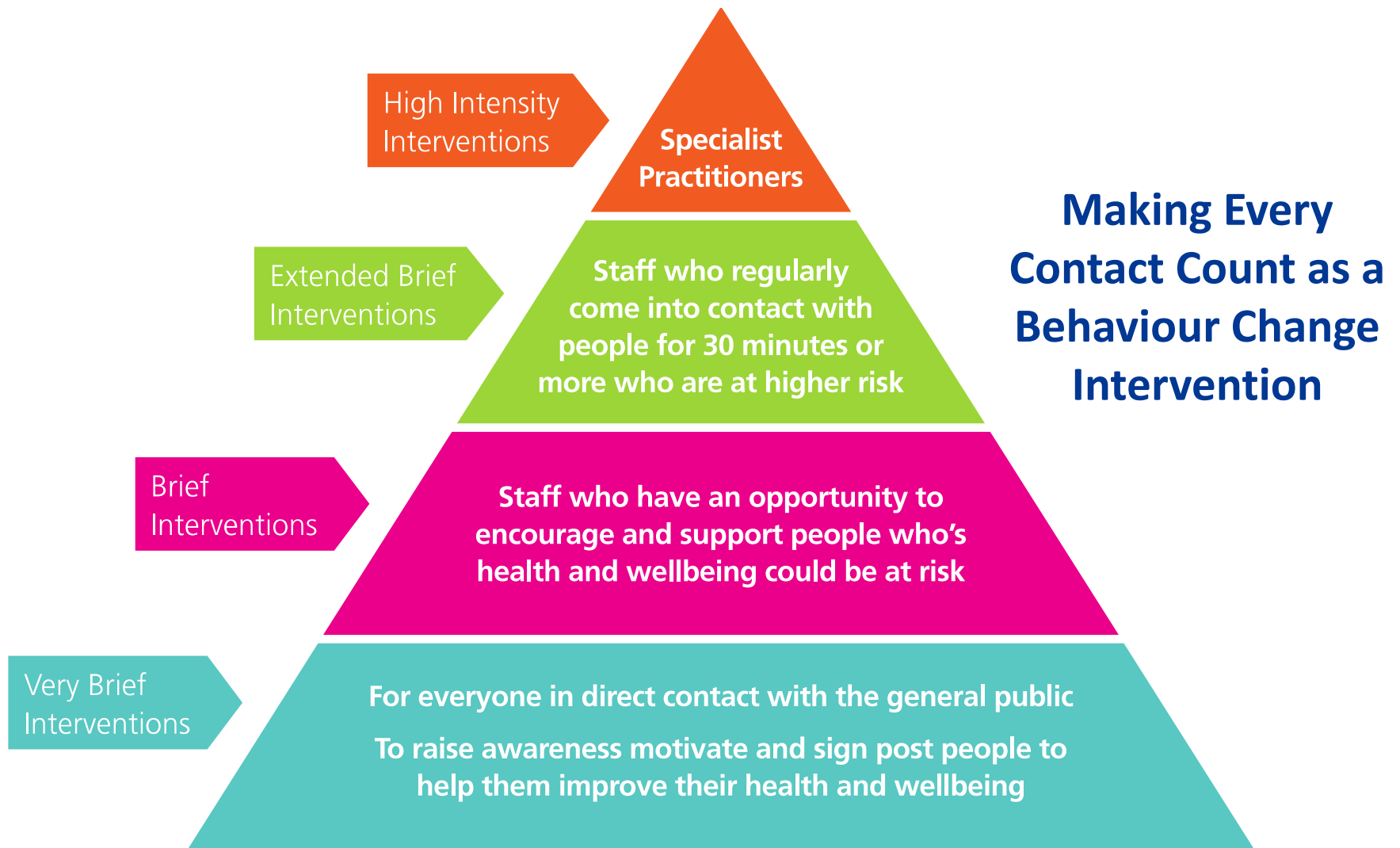


What?

# Making Every Contact Count?

Making Every Contact Count enables organisations and individuals to develop and be able to use a different approach to working with people to address health and wellbeing. Telling people what to do is not the most effective way to help them to change. Making Every Contact Count is about altering how we interact with people through learning how to recognise opportunities to talk to people about their wellbeing.





Behaviour change interventions mapped to NICE Behaviour Change: Individual Approaches  
<https://www.nice.org.uk/Guidance/PH49>

**ASK!!**

## Activity 2: Heidi- Having a conversation!



Voice Memo App

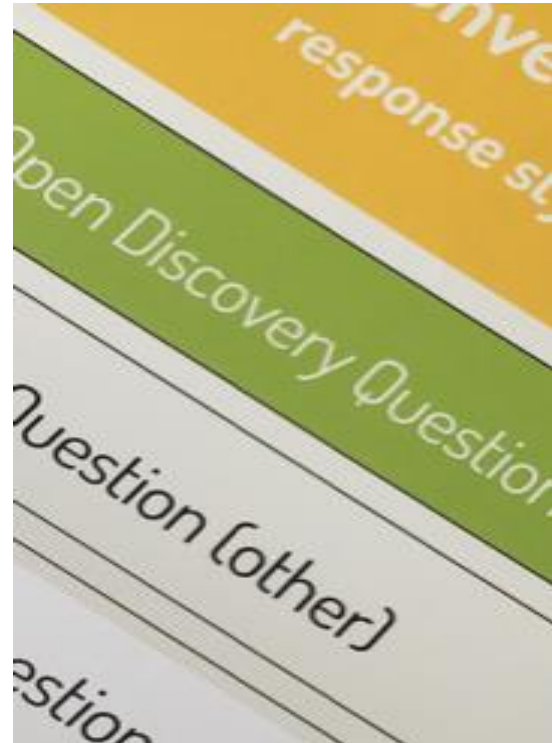
In pairs: Record yourself talking with each other about something you would like to change, one person talks, the other listens – then swap over!

15 minutes

## Activity 4: Heidi Open Discovery Questions

Chose one statement...

On your post it note – write down  
your response to the statement...



# Advise



# E - cigarettes

E-Cig's are OK!!

95% safer than tobacco



# E-cigarettes in pregnancy

Are e-cigarettes safe to use?

Can I use an e-cigarette to help me quit smoking?

Can I still smoke a bit of tobacco?

Is nicotine harmful for my baby?

Is it OK for others to use e-cigarettes around me?

## Are e-cigarettes safe to use?

- E-cigarettes aren't risk free, but they are much less harmful than smoking
- If using an e-cigarette helps you stay smokefree, it is much safer for you and your baby than smoking

## Can I use an e-cigarette to help me quit smoking?

- The safest products to use are nicotine replacements such as patches and gum
- If you find an e-cigarette helpful, it is far safer than continuing to smoke

## Can I still smoke a bit of tobacco?

- NO - Every cigarette harms you and your baby
- The only way to stop this is to stop smoking tobacco completely
- You can use your e-cigarette as often as you need to stay smokefree

## Is nicotine harmful for my baby?

- Nicotine alone is relatively harmless
- The main harm from smoking comes from the thousands of chemicals in tobacco smoke

## Is it OK for others to use e-cigarettes around me?

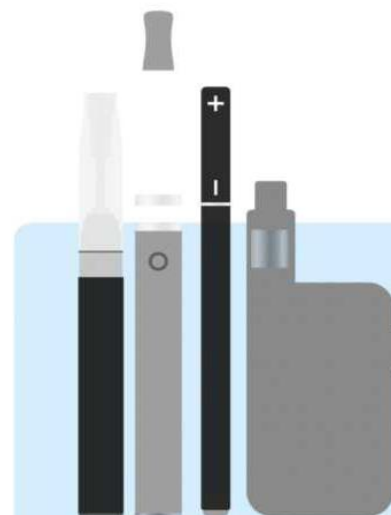
- It is far safer than allowing smoking
- Secondhand tobacco smoke is very harmful to you and your baby
- There is no evidence of harm to others from e-cigarette vapour



For more information on quitting smoking ask your midwife, GP or pharmacy team or search NHS Smokefree.



Always keep e-cigarettes and e-liquids out of the reach of children to avoid accidental poisoning. Always use the correct charger.



## Using an e-cigarette is far safer than smoking

- E-cigarettes allow you to inhale nicotine through a vapour rather than smoke
- E-cigarettes don't burn tobacco and don't produce tar or carbon monoxide
- Vapour contains much lower levels of harmful chemicals than smoke



## Phone recordings

In pairs: Listen back to your earlier recordings using the reflection tool  
10 minutes



**ACT!!**

# Referring to the SFP service

- Until we launch the main pathway, please continue to refer the usual way - through eQuest.
- Referrals going forward will be made directly from Triage to the relating team (city teams).
- Any women identified as smokers, or blow high CO readings (4 or more) after booking, please send a prompt eQuest smoking referral and where possible, liaise with the SFP MW within your team and handover care appropriately.

# Additional Smoke Free Pregnancy contact information

*Rebecca Rowe:*

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Please get in touch with any  
questions or concerns.



## Heidi: Real Play

