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

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Rebecca Rowe - Interim SFP Lead (Soton)
What is in a cigarette?
Over 4000 toxic chemicals!
What’s in a Cigarette?

- Toluene (Industrial Solvent)
- Nicotine (Insecticide)
- Stearic Acid (Candle Wax)
- Paint
- Hexamine (Barbeque Lighter)
- Methanol (Rocket Fuel)
- Ammonia (Toilet Cleaner)
- Arsenic (Poison)
- Carbon Monoxide
- Acetic Acid (Vinegar)
- Methane (Sewer Gas)
- Cadmium (Batteries)
- Butane (Lighter Fluid)
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

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Stillbirths (all stillbirths)</th>
<th>Number of late foetal losses</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>28</td>
<td>19</td>
</tr>
<tr>
<td>2017</td>
<td>22</td>
<td>24</td>
</tr>
<tr>
<td>2016</td>
<td>34</td>
<td>15</td>
</tr>
<tr>
<td>2015</td>
<td>34</td>
<td>39</td>
</tr>
<tr>
<td>2014</td>
<td>28</td>
<td>31</td>
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<td>2013</td>
<td>28</td>
<td>31</td>
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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

Slide courtesy of Dr Marilena Korkodilos, PHE
Smoking in pregnancy accounts for:

1 in 14
preterm-related deaths

1 in 3
sudden unexpected deaths in infancy (SUDI)

Slide courtesy of Dr Marilena Korkodilos, PHE
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

<table>
<thead>
<tr>
<th></th>
<th>14/15</th>
<th>15/16</th>
<th>16/17</th>
<th>17/18</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Number of women smoking at booking</td>
<td>895</td>
<td>821</td>
<td>754</td>
<td>722</td>
<td>638</td>
</tr>
<tr>
<td>Smoking at booking of % of women birthed</td>
<td>15.1</td>
<td>14.3</td>
<td>13.1</td>
<td>13.0</td>
<td>11.7</td>
</tr>
<tr>
<td>Number of women SATOD</td>
<td>772</td>
<td>702</td>
<td>684</td>
<td>615</td>
<td>578</td>
</tr>
<tr>
<td>SATOD as % of women birthed</td>
<td>13.0</td>
<td>12.2</td>
<td>11.8</td>
<td>11.1</td>
<td>10.6</td>
</tr>
<tr>
<td>National SATOD rate as %</td>
<td>-</td>
<td>10.6</td>
<td>-</td>
<td>-</td>
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<tbody>
<tr>
<td>Number of women who successfully quit</td>
<td>123</td>
<td>119</td>
<td>70</td>
<td>107</td>
<td>60</td>
</tr>
<tr>
<td>Impact of quits from booking to birth as %</td>
<td>2.1</td>
<td>2.1</td>
<td>1.3</td>
<td>1.9</td>
<td>1.1</td>
</tr>
</tbody>
</table>
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’

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.
Making Every Contact Count as a Behaviour Change Intervention

- **Very Brief Interventions**
  - For everyone in direct contact with the general public
  - To raise awareness, motivate, and signpost people to help them improve their health and wellbeing

- **Brief Interventions**
  - Staff who have an opportunity to encourage and support people who’s health and wellbeing could be at risk

- **Extended Brief Interventions**
  - Staff who regularly come into contact with people for 30 minutes or more who are at higher risk

- **High Intensity Interventions**
  - Specialist Practitioners

Behaviour change interventions mapped to NICE Behaviour Change: Individual Approaches
https://www.nice.org.uk/Guidance/PH49
ASK!!
Activity 2: Heidi - Having a conversation!

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

Voice Memo App

15 minutes
Activity 4: Heidi  Open Discovery Questions

Chose one statement...
On your post it note – write down your response to the statement...
Every cigarette starves an unborn baby of oxygen
E - cigarettes

E-Cig’s are OK!!

95% safer than tobacco
E-cigarettes in pregnancy

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

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

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Rebecca.Rowe@uhs.nhs.uk  
07823551160

Please get in touch with any questions or concerns.
Heidi: Real Play