

**ROYAL BOURNEMOUTH &
CHRISTCHURCH HOSPITAL NHS
FOUNDATION TRUST**

**IMPROVE THE PROPORTION OF
SMOKE FREE PREGNANCIES**

MSW/NRT TRIAL

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Our aims

WHAT DO WE NEED TO IMPROVE AND WHY?

- To improve the proportion of smoke free pregnancies and thereby meet the national target to reduce the prevalence of smoking in pregnancy to 6% or less by the end of 2022
- Our current rate of smoking at time of delivery is 11.6 % (Oct 2019)
- To improve the engagement and quit rates of pregnant women who smoke and are supported by the 'Sunshine' Midwives
- Sunshine Midwives support vulnerable women eg. mental health conditions and other addictions eg. Alcohol, drugs and have been proven to be less likely to engage with smoking cessation Services
- ***For example:***
- Nov 18 – Dec 18 : 62 women were identified as smokers of which 17 (27.4%) were 'Sunshine' women
- Referred to specialist smoking in pregnancy midwives - only 1 woman set a quit date and received behavioural support and a supply of Nicotine Replacement Therapy. She did **NOT** quit.

Current Process

- Referral by Community Midwife to an external smoking cessation service - LiveWell Dorset (LWD) for women who smoke with CO reading >4ppm
- Within 48hrs LWD will contact the woman and discuss her needs and request that she registers on the website and sets a quit date
- Behavioural support is offered in the form of: telephone consultations and text and email messages. (maximum of 6 consultations)
- Those requiring nicotine replacement therapy (NRT) are signposted to a local pharmacy, who will dispense a supply of products

Disadvantages of this service

- **NO** face to face contact
- Limited number of consultations (maximum of 6 x 20mins consultation)
- Requires woman to have ability to register for the service
- **NO** direct/immediate supply of NRT – requires the woman to visit a local pharmacy
- Service not tailored to meet the needs of the women eg. standard approach to motivational texts

MSW/NRT Trial

Aims and Objectives

- To pilot the effectiveness of a Maternity Support Worker (MSW) within the Sunshine team to deliver a 12 week quit programme for Sunshine women following the 'BabyClear' model
- To improve the engagement and quit rates amongst this group of women
- To offer face-to face behavioural support and a direct supply of Nicotine Replacement Therapy (NRT) within a hospital or Children's Centre setting
- To recruit a caseload of 2 newly motivated pregnant smokers per month for a total of 12 months onto 12 week quit programme
- To record the smoking status and carbon monoxide (CO) level at each contact (weekly) while on the 12 week programme
- To monitor and record the quit outcomes to ascertain success of pilot

Trial commencing 4th Nov 2019 – Review after 2 months

Training

Training

- MSW has received 2 day BabyClear Training IPIP
- Heidi Croucher (Smoking in Pregnancy Project Lead Pan Dorset) – is providing 3 days support and mentoring for Sunshine MSW
- Peer support from Poole's MSW, who is also undertaking a trial

Measurement

- At the end of the trial - data will be produced to record and assess
 - Number of women who participated in the trial per month – to assess success of the trial in improving engagement rates of ‘Sunshine’ women who smoke
 - Number of Sunshine women who successfully quit smoking at 4 weeks/12 weeks (CO verified) after support from Sunshine MSW
 - Number of women who initially agreed to set Quit date and then did not continue with the programme
 - Feedback from women via questionnaire re: benefits or disadvantages of the trial and suggestions for future improvements
 - Cost/Benefit analysis of trial