

Increase the proportion of smoke free pregnancies

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Project aims:

- Increase the number of pregnant women who received CO screening at booking from 51% to 90%
- Increase the number of pregnant women who have CO screening at every ante-natal contact from 0% to 75%.

Rational:

Routine CO monitoring at booking and throughout pregnancy will increase the identification of pregnant women who smoke, enabling prompt, appropriate support and treatment to quit smoking.

Benefits:

Smoking in pregnancy remains the single most modifiable risk factor for a range of poor pregnancy outcomes:-

- Premature birth
- Low Birth Weight
- Stillbirth
- Sudden Infant Death Syndrome (SIDS)
- Miscarriage
- Far reaching impact on health of the child throughout their life.

If a woman can quit by 15+6 weeks the baby will be the same weight as if they had not ever smoked.

Data for Northumbria:

- Smoking at booking 2019/2020 YTD 13.2% (2018/19 14%)
- Smoking at delivery 2019/2020 YTD 12.0% (2018/19 12.6%)

National data for smoking during pregnancy 2018/19 10.6%

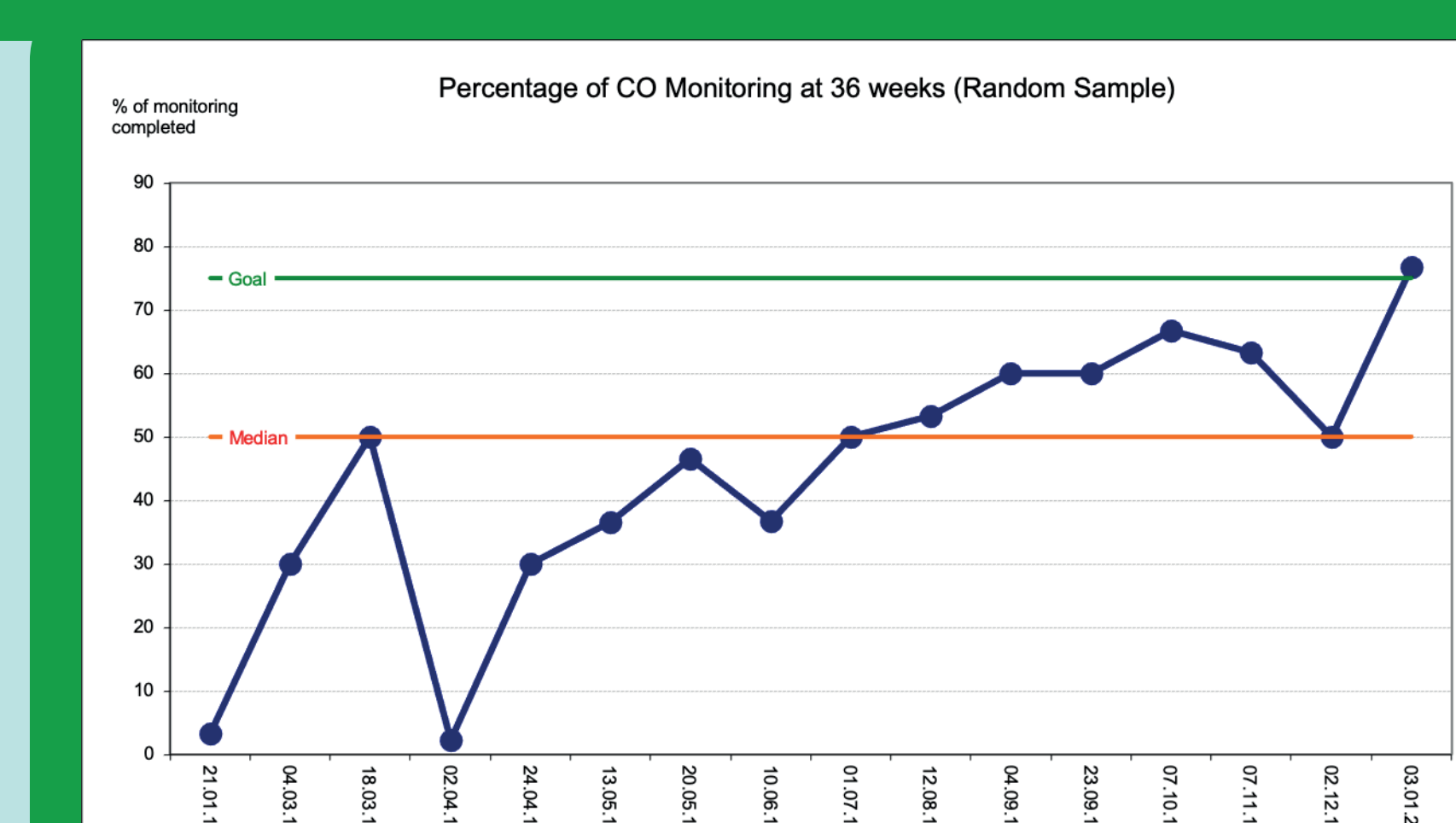
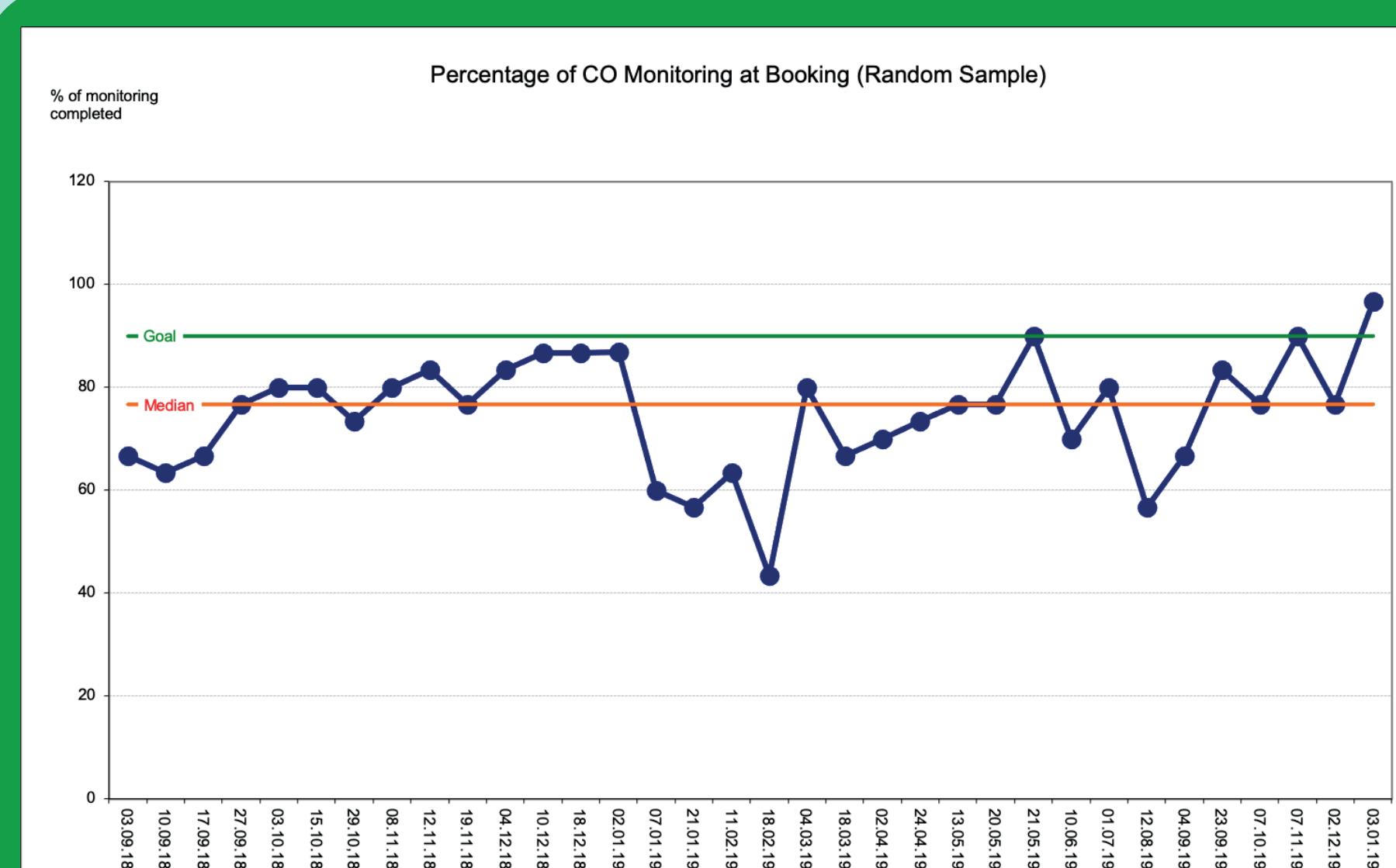
PDSA Improvement Cycles:

- CO monitoring performed at every booking
- CO monitoring performed at every ante-natal contact.
- Access to CO monitoring equipment and spares for all Community Midwives.
- Implementation of NRT at Berwick, Alnwick and Hexham Midwifery Led Units.



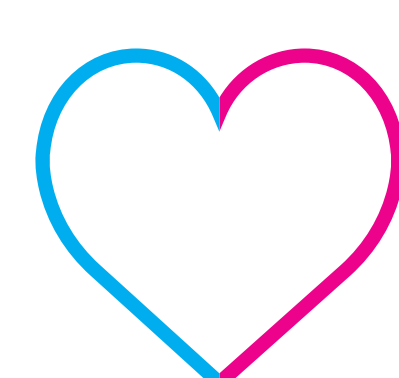
Achievements to date:

- CO monitoring at booking 97%
- CO monitoring at 36 weeks 77%
- All community Midwives have access to a working CO monitor and aware how to order any replacement equipment.
- NRT is available at all Midwifery Led Units/ NSECH PAU/Birthing Centre and Ward 16. With all staff trained to give this.
- A new electronic referral form to Stop Smoking Services acting as an aide memoire for staff to ask appropriate questions.
- Smoke Free Trainers regularly visit all maternity areas at NSECH, ensuring women and their families have access to appropriate cessation advice.
- Data by community area allowing support for areas struggling to meet CO monitoring targets.
- CO monitoring and NRT administration is included on all preceptorship training for newly qualified Midwives and has been reincorporated into the yearly mandatory training for all maternity staff.
- Routine CO monitoring now established on all in patient areas and importance stressed at the Huddles.
- Public Health Message Boards available in every room at PAU.
- Monthly Newsletter distributed to all maternity staff with a key message regarding smoking advice/care.



What next?

- Posters with pregnancy quit messages to be distributed throughout maternity sites with lifts to the Birthing Centre targeted.
- Incorporation of a "Smoke free Mother" CO monitoring chart in the handheld notes.
- NRT to be made available for Community Midwives to distribute.
- A review of admissions to PAU and the link to smoking status.
- A review of why women do not attend their appointments with Stop Smoking Services.



quit for you - quit for two
SMOKEFREE

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