

Smoke free pregnancies

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Our Project

Aim:

To reduce the percentage of women smoking at delivery by an absolute 8% from 21.25% on 31st October 2019 to 13.25% by 31st March 2020

Projects:

- To achieve 98% compliance with smoking cessation training for all midwives by 31st March 2020
- To achieve 98% compliance of women have CO measurement undertaken at booking by 31st March 2020

Background

We chose this project as our smoking rate was high at 21.25%, which is higher than the national average. We undertook this project to reduce the number of women smoking

Approach taken

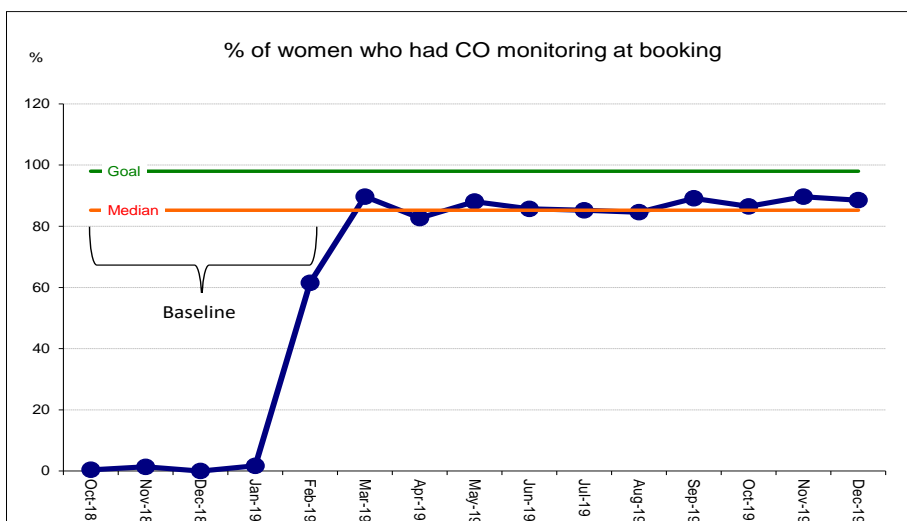
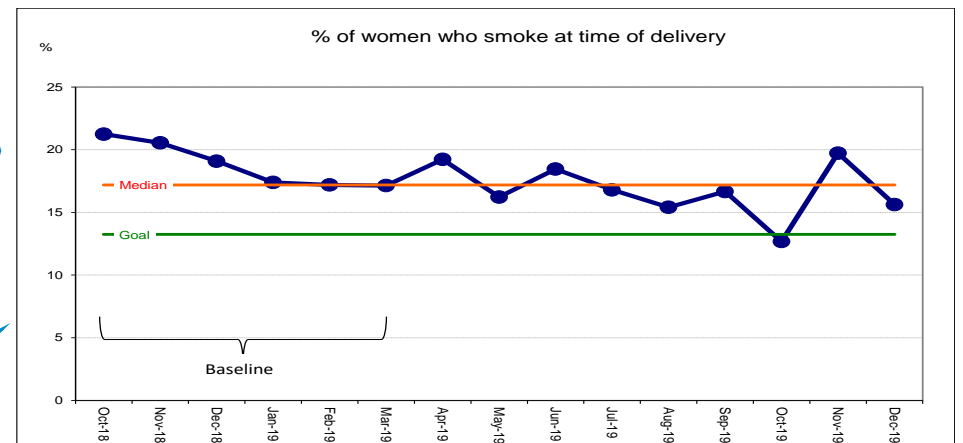
- Initial process mapping undertaken
- Weekly meetings to identify and discuss PDSA cycles
- Development of driver diagrams
- Data gathering and measuring impact
- Learning and sharing at National learning sets and local system events

Change ideas

- To provide face to face Very Brief Advice (VBA) training to midwives
- To purchase more CO monitors to ensure all community midwives have access to one
- 2 midwives trained to provide 'Smoking in pregnancy and beyond VBA train the trainer training'
- Make the VBA training mandatory for all midwives annually

Outcome and impact

- The impact is expected to be reflected in our overarching aim in the coming months
- Staff attendance at training sessions has been very good and excellent feedback received
- Staff feel more empowered to give VBA and are more confident to have the conversation regarding smoking in pregnancy
- Monitoring at booking has increased and is not yet at target



34% of staff trained in VBA from Sept –Dec 19



Learning

- Not having dedicated time allocated to work as a team on this project due to amalgamation of 2 trusts
- Application of Quality Improvement tools
- Regular meetings are essential to ensure progress is made