



Creating a
healthier
Hull



Hull
City Council

NHS

Hull

Clinical Commissioning Group



First Steps: A partnership approach to reducing maternal smoking

Your first steps



to stopping smoking

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Maternal Smoking Steering Group

- **NHS Hull CCG**
- **Hull City Council – Public Health & Children’s Services**
- **Maternity Services (Hull and East Yorkshire Hospitals)**
- **Smoking Cessation Services (City Health Care Partnership)**
- **Doula and Peer Supporter Service (Goodwin Development Trust)**
- **Comms and Engagement Lead (Sub Group)**

Training & Development

- **Bespoke training delivered to 291** key professionals from across maternity and children services
- **Training programme:**
 - Level 1: Awareness/MECC: Staff working with pregnant mums and their families e.g. Children's Centre staff,
 - Level 2: Key support staff
 - Level 3: Staff undertaking CO monitoring e.g. Midwives, Doulas & Peer Supporters, FNP, Primary Care
- **Resource pack:** Diary covers, referral pathway, CO monitor & equipment, Tracker Card

Communications & Engagement Strategy

- **Engagement with Mum's:** understand & inform the development of key campaign materials & logo
- **'First Steps to Stopping Smoking'** Awareness campaign to women and families. Key messages of risk & access to support
- **Advertising, press coverage and social media:** Key messages included quitting smoking, regardless of their stage of pregnancy & significant family members
- **Video** delivered by women & health professionals

<https://www.youtube.com/watch?v=mCn2nsqT7O4&t=7s>

Outputs

- **Increased resource:** Midwifery, Doula, Smoking Cessation services
- **Branded materials and products**
- **CO monitors and consumables** for each community midwife and other key healthcare professionals to have access to CO monitors and equipment
- **Incentive scheme** for successful quitters (SATOD). £20 voucher towards 'Bounty photograph' (Contract with Bounty)

Supported by comprehensive

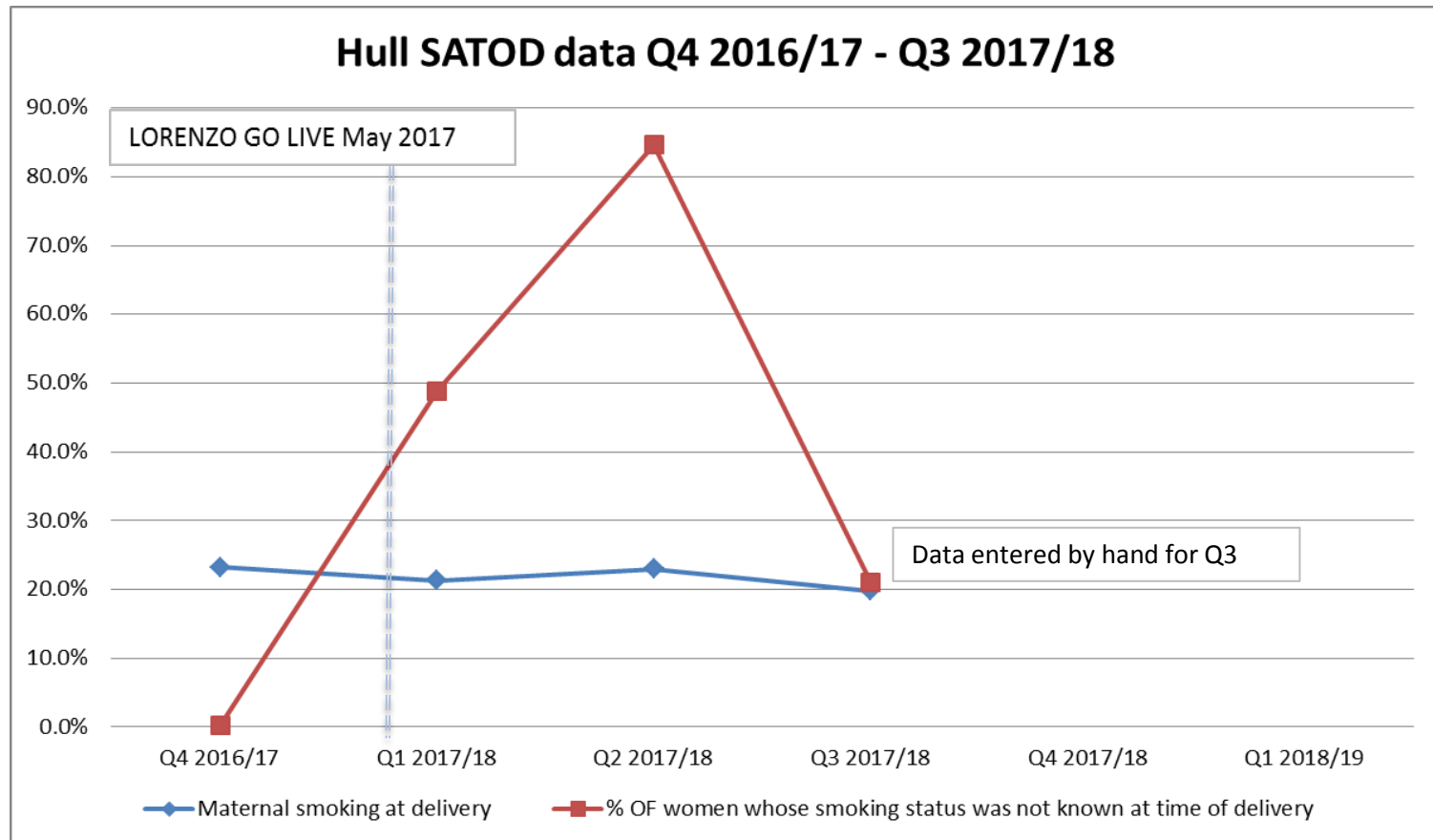
- Communications & Engagement Strategy
 - Workforce Training & Development Plan
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Outcomes

- **Maternal smoking project group** enabled innovation, ownership and collaborative working across key partners
- **Increased awareness** across children young people and maternity services
- **Training to 291 staff** to support project delivery
- **Increase coverage of CO monitoring** of pregnant women in various locations and across various services.
- **Reduced SATOD rate** from 23.2% Q4 2016/17 to 19.83% Q3 2016/17 = 3.3% decrease
- **Referrals and uptake to Smoking Cessation Service**



SATOD Data and Performance



Lessons Learnt

- **Invaluable joint working**
- **Launch event**
- **Training**
- **Stop smoking support**
- **CO Tracker and initiative**
- **Data collation and reporting**



Challenges

- **Hull City demographics** re: smoking / smoking related disease
- **Training & Development:** attendance and mandatory requirements
- **Data collation & performance**
- **Evidence of improved outcomes**
- **Sustainability**



Next Steps

- **Steering Group Evaluation Workshop: May 2018**
- **Celebration Event June 2018: key stakeholders**
- **Data and Performance**
- **Training and Development Programme**
- **Transfer workstream to report to HALT Group (led by Hull City Council) to include Communications & Engagement Plan and use of e-cigarettes**



Thank You!

