

DERBYSHIRE COUNTY COUNCIL

MEETING WITH CABINET MEMBER, HEALTH AND COMMUNITIES

10 January 2019

Report of the Director of Public Health

Smoking in Pregnancy - Funding of Champion Midwife Posts

1. Purpose of the report:

To seek Cabinet member approval of £0.12m funding to enable the appointment of Smokefree Champion Midwives to support work to reduce the prevalence of smoking in pregnancy.

2. Information and analysis:

Smoking during pregnancy and in the post-natal period harms the baby and mother. It is a major determinant of low birth weight and causes a range of adverse infant health outcomes, including death. Maternal smoking causes up to 5,000 miscarriages, 300 perinatal deaths, 2,200 premature births, and 19,000 babies to be born with low birth weight in the UK each year. It also increases the risk of sudden infant death syndrome. This is in addition to the well-documented impact of smoking on adults, including an increased risk of cancer, heart disease, respiratory disease and stroke. Smoking remains the largest cause of preventable premature death in the UK.

The prevalence of adult smokers in Derbyshire is similar to the national figure, and continues to reduce year-on-year. Smoking in pregnancy rates in Derbyshire have also declined in recent years, with a reduction in the proportion smoking at the time of delivery from 16.8% in 2010/11 to 14.1% in 2016/17. However, these rates remain significantly higher than the national rates. In 2016/17, 1 in 7 pregnant women in the county smoked at the time of delivery (14.1% compared to the national rate of 10.7%). This equates to over 1,000 women continuing to smoke at the time of delivery each year. There is also variation across the county, ranging from 11.1% in Chesterfield to 16.9% in Bolsover.

Stillbirth rates in the United Kingdom continue to be among the highest of high income countries. The UK has a stillbirth rate in 2013 of 4.7 per 1,000 live births, more than double that of the best performing nation (Iceland 1.3 per 1,000).

The Government has recognised the need to reduce the prevalence of smoking during pregnancy to improve life chances for children in publishing 2 key strategy documents:

- Saving babies lives: A care bundle for reducing stillbirth (2016)
- Tobacco Control Delivery Plan 2017 - 2022

Within the National Tobacco Control Plan, there is an ambitious goal of reducing smoking amongst pregnant women to 6% by the end of 2022. The current downward trajectory will result in Derbyshire not achieving the national ambition to reduce smoking rates at time of delivery to 6% for another 15 years. However, achieving the 6% ambition will result in an additional 600 women have stopped smoking at the time of delivery each year.

To achieve this prevalence in Derbyshire, and within the timescales stated, will require a concerted effort across all partners who engage with pregnant smokers. To help facilitate the work to take a system wide approach to tackling smoking in pregnancy the Council has been successful in securing a place on the Design Council's Design in Public Sector programme that is delivered in partnership with the Local Government Association (LGA).

Midwives have a key role play in reducing the prevalence of smoking in pregnancy, as they provide the necessary support, care and advice required by women during their pregnancy. Pregnant women come into regular contact with midwives and develop a trusted relationship with their midwife. This places midwives in a key position to support work to reduce smoking in pregnancy.

The Tobacco Control Plan identifies a key objective of identifying Smokefree Pregnancy Champions to lead action to reduce smoking in pregnancy prevalence.

In Derbyshire we are recommending that 2 Smokefree Champion Midwife posts are created for a 2 year period to lead this work in the North and South of the County and in particular facilitate the delivery of evidenced based actions by NICE to reduce smoking in pregnancy including:

- Embedding the undertaking and recording of carbon monoxide (CO) testing throughout pregnancy but especially at key times –antenatal booking, 12 week scan and at 36 weeks. CO monitoring provides an accurate assessment of a person's smoking status.

- Facilitating the training for all midwives and other maternity staff to ensure they have the skills and knowledge to confidently address smoking in pregnancy.
- Support the development and implementation of an effective and robust opt out referral pathway for pregnant smokers into Live Life Better Derbyshire (LLBD) to provide specialist stop smoking support for all pregnant women who smoke.
- Improving referral rates of pregnant smokers into LLBD.
- Helping to provide leadership and drive a cultural change within midwifery services so that all midwives routinely effectively engage with pregnant women who smoke.

If the project is successful we will seek to encourage the CCG's to provide funding to make the posts permanent.

3 Social Value considerations:

This project is intended to contribute to reducing health inequalities by supporting work to reduce smoking in pregnancy.

Smoking during pregnancy is a significant contributor to health inequality, with prevalence varying significantly across communities and social groups. Mothers in routine and manual occupations are five times more likely to have smoked throughout pregnancy compared to women in managerial and professional occupations, meaning those from lower socio-economic groups are at a much greater risk of complications during and after pregnancy. Pregnant teenagers are 6 times more likely to smoke than older mothers. Children who grow up with a smoking parent are also more likely to become smokers themselves, further perpetuating the cycle of inequality and affecting their life chances.

4. Financial considerations

A maximum £0.12m funding will be provided.

This funding is intended to be for a maximum of 24 months and is to enable two midwives to have dedicated time (approx. 3 days per week each) in this Smokefree Champion Midwife role and their normal role to be back-filled accordingly. In addition the funding will support in-depth training of a small number of midwives to deliver the Baby Clear risk perception model to women who continue to smoke after their 12 week scan and require more intensive support to help them commit to stop smoking.

The release of Year 2 funding will be dependent upon progress in Year 1 against key objectives.

The cost will be met by the ring-fenced Public Health Grant budget.

5. Legal and Human Resources Considerations

The Smokefree Champion Midwives will continue to be employed by their relevant NHS Foundation Trust. A Service Level Agreement will be entered into between the Council and the respective NHS Foundation Trusts to deliver this project.

6. Other considerations

In preparing this report the relevance of the following factors has been considered: prevention of crime and disorder, equality of opportunity, environmental, health, and property and transport considerations.

7. Background papers:

None

8. Key Decision:

No

9. Call-in:

Is it required that call-in be waived for any decision on this report?

No

10. Officer's Recommendation:

That a maximum of £0.12m funding is provided to enable the appointment of Smokefree Champion Midwives in Derbyshire to support work to reduce the prevalence of smoking in pregnancy.

Dean Wallace
Director of Public Health