

**DERBYSHIRE COUNTY COUNCIL**

**CABINET**

**20 July 2017**

**Report of the Director of Public Health**

**Smoking in Pregnancy  
(Health and Communities)**

**1. Purpose of the report:**

The purpose of this report is to seek cabinet permission to reallocate funds currently used to fund the pregnancy financial incentive scheme vouchers to increase the capacity of stop smoking support available for pregnant smokers.

**2. Information and analysis:**

Smoking in Pregnancy Prevalence

Smoking during pregnancy increases the risk of premature birth, low birth weight, still birth and miscarriage. Babies born to mothers who smoke are twice as likely to die from sudden unexplained death in infancy and those children born to mothers who smoke are more likely to have respiratory problems, learning difficulties and behavioural problems. The prevalence of smoking status at time of delivery for pregnant smokers in Derbyshire is significantly worse than the national average. The current rate for Derbyshire is 14.2% whilst the national average is 10.6%.

Background

Live Life Better Derbyshire is currently provided by Derbyshire Community Health Services Foundation Trust, and the contract for this service ends on 30<sup>th</sup> November 2017. The future provision of this service will be provided by Derbyshire County Council directly.

Among other lifestyle areas the Live Life Better service provides support to smokers wishing to quit. For pregnant smokers, alongside the core provision of behavioural support and access to stop smoking medicines a pregnancy financial scheme is also currently provided.

The pregnancy financial incentive scheme was initially set up to increase the number of pregnant smokers quitting and remaining quit throughout pregnancy. The scheme provides Love 2 Shop vouchers to pregnant smokers who have quit smoking and are receiving behavioural support with the stop smoking service. Stop smoking support is provided throughout a women's pregnancy and six months post-natally. At each

visit by the stop smoking advisor the pregnant woman's smoking status is checked by carbon monoxide monitoring, and if the woman has remained quit she would receive a Love 2 shop voucher. A pregnant woman could receive a total of £752 in vouchers if quit status is maintained until 6 months post-delivery.

Despite the introduction of this scheme the number of pregnant smokers accessing the service remains low and smoking status at time of delivery is still significantly higher than the national average. During 2016/17 the number of pregnant smokers accessing the service was 138 and the number that remained quit at four weeks was 85. In order to have an impact of smoking status at time of delivery to reduce prevalence rates to the national average, an additional 300 pregnant smokers need to quit smoking and remain quit at time of delivery. Even if the amount of vouchers was to be reduced that each pregnant smoker receives, the continuation of the scheme would require funds of £0.100m to be spent on vouchers.

#### National guidance

National guidance on smoking in pregnancy recommends all pregnant women are asked about smoking status at their booking appointment with their midwife and are referred to the local stop smoking service through an opt-out referral system. National guidance also recommends professionals who work with pregnant women have the skills and knowledge to raise the issue of smoking, feedback is provided to midwives on the outcome of referrals, stop smoking service provision meets the needs of pregnant smokers, communications aimed at pregnant smokers are delivered and service resources and self-help materials are available for pregnant smokers.

#### Reallocation of Funds

The transfer of the Live Life Better Derbyshire service to Derbyshire County Council provides the ideal opportunity to review the provision of smoking cessation support for pregnant smokers. There is an urgent need to increase the number of women accessing and quitting with the service. Therefore this report proposes to cease the pregnancy financial incentive scheme from the end of July 2017 for any new clients entering the service; pregnant smokers currently on the scheme would continue to receive the vouchers until they have completed the programme.

The funds that would have been spent on vouchers would be invested in ensuring the stop smoking service has the appropriate capacity to deliver support to reduce smoking prevalence rates. The funds would also be used to ensure the service delivers against national guidance and best practice concerning smoking in pregnancy to reduce local prevalence rates. This will include ensuring professionals have the relevant skills and

knowledge, an effective referral pathway into the service is in place which includes feedback on the outcome of referrals and the service, and resources and communications meet the needs of local pregnant smokers.

**3. Social Value considerations:**

The provision of stop smoking support to pregnant women not only supports the health of pregnant women but also the health of unborn babies and children born to pregnant smokers.

**4. Financial considerations:**

The financial incentive scheme would require funds of £0.100m required to be spent on vouchers.

The cost of the provision of stop smoking support for pregnant smokers (behavioural support and pharmacotherapy) is provided within the overall cost envelope of the in-house Live Life Better Derbyshire Service. The funds for this service are within the public health ring fenced grant.

**5. Other considerations:**

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

**6. Background papers:**

n/a

**7. Key Decision:**

Yes

**8. Call-in:**

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

No

**9. Officer's Recommendation:**

That cabinet approves the discontinuation of the pregnancy financial incentive with the funds reinvested into the smoking cessation pregnancy programme as part of the Live Life Better Derbyshire service.

**Dean Wallace**  
**Director of Public Health**