NHS
Kirklees

Brief Interventions for Smoking Cessation

Midwives Toolkit

West Yorkshire Pilot
June 2007 – April 2009

Jayne Rowney
NHS Kirklees

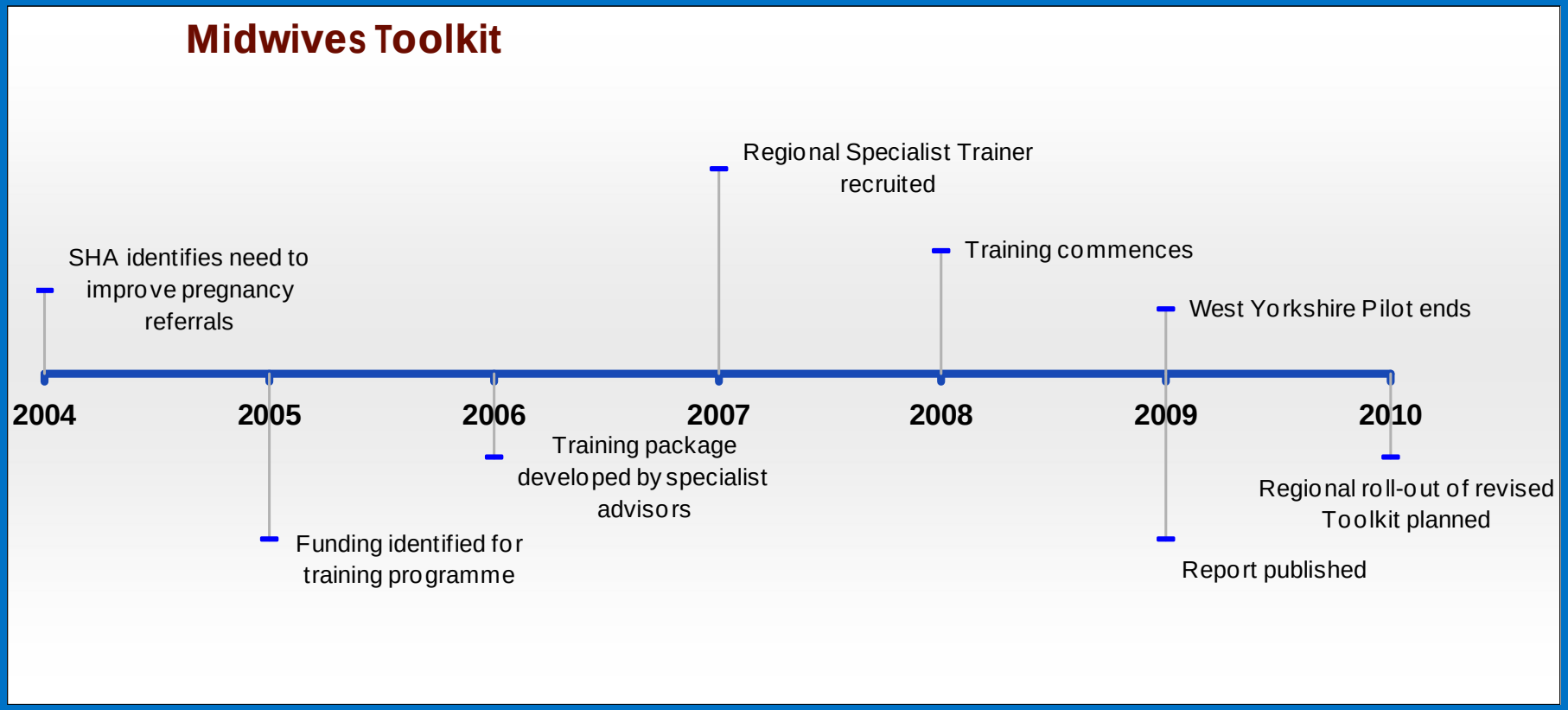
NHS
Kirklees

Acknowledgements

- Heather Koolaji, NHS Kirklees
- Annette Priestley, NHS Kirklees
- Lisa Hay, NHS Wakefield
- Gillian Bibb, NHS Wakefield
- Marcia McGrail, NHS Bradford & Airedale
- Fran Faflik, NHS Leeds
- Debbie Hardwick, NHS Calderdale
- Joy Lane, Smoke Free Homes Coordinator
- Patricia Hodgson, GOYH
- Heads of Midwifery across West Yorkshire

NHS Kirklees

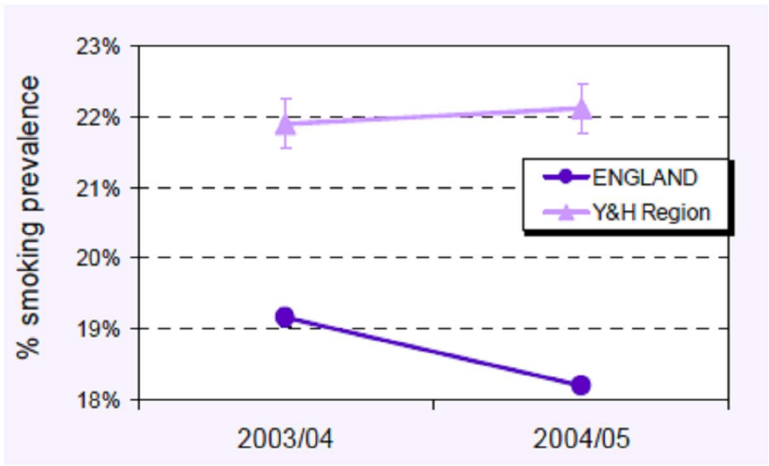
Project Timeline



NHS
Kirklees

Background

- Smoking in pregnancy is a major public health concern
- Within West Yorkshire smoking in pregnancy rates were increasing rather than falling



Source: Healthcare Commission

NHS
Kirklees

Local Data

Data presented in the “Infant Deaths in North Kirklees” report demonstrated rates of smoking in pregnancy of up to 34% in the most deprived localities.

NHS
Kirklees

Implementing Training

- Negotiation with stakeholders
- Involvement of Maternity Leads, Public Health and Stop Smoking Services
- Securing mandatory training
- Delivering training

NHS
Kirklees

The Toolkit

Planned Activity

- 10 sessions per year across 5 sites
- Training over 3 years
- Midwives can book training on any site
- Training mandatory
- Pregnancy leads to attend sessions

Actual Activity

- Weekly sessions arranged across 8 sites
- Training over 15 months
- Midwives allocated to training by managers
- Training mandatory BUT midwives hampered by off duty
- Pregnancy leads attend sessions

NHS
Kirklees

The Toolkit

- Government objectives and rationale for training
- Why women smoke
- How midwives feel about smoking cessation
- Nicotine Replacement Therapies
- Stages of Change Theory
- ABCD Pathway for Brief Interventions
- Scenarios
- Smoke Free Homes
- Specialist Advisor input
- Carbon Monoxide monitors provided to midwives

NHS
Kirklees

Evaluation

- Increased appropriate referrals
- Stronger relationships
- Commitment to mandatory training
- Commitment from midwives to addressing smoking in pregnancy

NHS
Kirklees

Comments

How will the training change the way you work?

- “I feel more confident approaching the subject”
- “when to give relevant info at the right time”
- “helped address issues and ways to obtain info”
- “avoid alienating those that are ‘happy’ (contented smokers) but re-assess throughout”
- “will make more effort to try and refer to smoking cessation”

NHS
Kirklees

Local Data

Within Kirklees smoking in pregnancy was reduced by 30% in the period following training.

NHS
Kirklees

Recommendations

- Negotiation with midwifery managers to ensure that training is mandatory
- Standardised training materials be updated and used across the region, ensuring a consistent message and approach is maintained
- Group interaction and reflection on practice as an integral component of training
- Integration of Smoke Free Homes content into Toolkit

NHS
Kirklees

Recommendations

- A framework for information on local services, referrals and statistics to be built into the Toolkit
- If funding is available, Carbon Monoxide monitors to be issued at training sessions, and midwives instructed on use
- Training be extended to student midwives, maternity support workers and hospital based midwives
- Mandatory update training sessions to be arranged for midwives who have attended the training during the pilot

NHS
Kirklees

The future

- Toolkit being updated for regional roll out
- Further development of training and services to meet local needs

NHS
Kirklees

Any Questions?

- Thank you for your time
- Any questions?