



Sure Start Smoking and Pregnancy: April '04 – March '05

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Introduction

Manchester Stop Smoking Service is part of Manchester Public Health Development Service. The Stop Smoking Service provides services for people wanting to stop smoking and training and resources for health professionals, and works on the wider tobacco control agenda, including Smoke Free Manchester.

The report is based on submissions from Manchester Sure Starts returned in response to an enquiry form sent out by the Manchester Stop Smoking Service in June 2005 and on monitoring forms, returned to the Service by all intermediate and specialist advisors, for pregnant women setting quit dates in the year April '04 – March '05.

Background

The report of the Scientific Committee on Tobacco and Health (SCOTH) concluded that 'smoking in pregnancy causes adverse outcomes, notably an increased risk of miscarriage, reduced birth weight and perinatal death.'¹ The Government set a target for England in the White Paper 'Smoking Kills' (1998) to reduce the proportion of women who continue to smoke during pregnancy from 23% in 1995 to 15% by the year 2010, with a fall to 18% by 2005. The baseline figure of 23% was taken from the 1995 Infant Feeding Survey.²

The latest Government figure for England, 2000, shows that 19% of mothers smoked throughout pregnancy.³

In Manchester the proportion of pregnant women smoking is much higher:
'04 – '05:

North Manchester General Hospital (NMGH): smoking at booking 26%

St Mary's: smoking at booking 22%

South Manchester University Hospitals Trust (SMUHT): smoking at delivery (Quarter 4) 34%

In November 2002 a full time equivalent project worker was employed by Manchester Stop Smoking Service to develop services for pregnant women across North, South and Central PCT areas. There was a history of pregnant women who smoked being referred into the Manchester Stop Smoking Specialist Service; the rate of failure to take up appointments was extremely high. Accessing appointments gave rise to transport and childcare difficulties.

Work has focused on the provision of training at intermediate support and brief advice levels across North, South and Central Manchester NHS Primary Care Trusts (NPCT, CPCT, SPCT) and three acute trusts; Pennine Acute Trust, Central Manchester & Manchester Children's University Hospitals Trust and South Manchester University Hospital Trust, providing maternity services at the three hospitals, North Manchester General Hospital (NMGH), St Mary's Hospital and Wythenshawe Hospital (SMUHT). Training and support has been given to health professionals and others working with pregnant women, and to organisations working with pregnant women, with particular priority given to Sure Start programmes; they are also working to targets for reducing smoking in pregnancy. Resources have been produced and disseminated; Manchester Stop Smoking Service pregnancy and smoking leaflets, pregnancy and smoking packs, Nicotine Replacement Therapy Protocol for Smoking and Pregnancy, smoking and pregnancy posters, credit card sized referral cards for St

Mary's health education team and midwives' local drop-in clinics, Manchester's Smoke Free Homes Scheme registration forms, posters and packs, and various relevant NHS resources. A best practice flowchart for working with women who smoke in pregnancy has also been developed and distributed across the city (available from the Service, or at www.stopsmokingmanchester.co.uk). Co-ordination of the Manchester Smoking and Pregnancy Network, which has continued to meet quarterly; the group, consisting of midwifery managers, midwives, health visitors, Sure Start staff and other interested parties, is well attended and is used to spread good practice, discuss development and inform the work of both practitioners and the Stop Smoking Service.

In spring 2005 it was decided that three audits relating to smoking and pregnancy should be undertaken. The first would examine all Stop Smoking Service monitoring returns for pregnant women. The second would examine all Smoke Free Homes Scheme Registrations. The Smoke Free Homes Scheme encourages Manchester residents to register their home as Smoke Free; all resident smokers and visitors who wish to smoke then step outside to have a cigarette. The scheme is used to raise awareness of the negative health impact of breathing second hand smoke and is targeted particularly at pregnant women and families. The third audit would look at relevant work being undertaken through Manchester Sure Starts. All three would relate to the same time period; April '04 – March '05. It was hoped that understanding of current practice would be increased, best practice could be shared and the recommendations of the three reports, combined with any new government guidance and the outcome of local and national projects, would inform future service provision and development in Manchester.

This is the report based on responses to enquiry forms sent to all Manchester Sure Start projects in June 2005 and on monitoring forms, returned to the Service by all intermediate and specialist advisors, for pregnant women setting quit dates in the year April '04 – March '05.

Sure Start Context

Sure Start is a Government programme which aims to achieve better outcomes for children, parents and communities by; increasing the availability of childcare for all children, improving health and emotional development for young children and supporting parents as parents and in their aspirations towards employment. Sure Start aims to achieve this by; helping services development in disadvantaged areas alongside financial help for parents to afford childcare, rolling out the principles driving the Sure Start approach to all services for children and parents.⁴

The following Sure Start projects operate within Manchester:

North Primary Care Trust Area: Cheetham; Clayton (works with Beswick/Openshaw as 'East Manchester Sure Start'); Harpurhey, works together with Lightbowne; Central (covers areas of Miles Platting and Ancoats); Newton Heath.

Central Primary Care Trust Area: Hyde Road; Longsight; Moss Side, Rusholme, Fallowfield.

South Manchester Primary Care Trust Area: Benchill, works together with Woodhouse Park.

Sure Start PSA targets for 2003-06 include *Objective 2, Improving health: In fully operational programmes, achieve by 2005-06 a 6 percentage point reduction in the proportion of mothers who continue to smoke during pregnancy.*

*[Technical note: The target is to reduce by 6 percentage points the proportion of women who had a live birth in the measurement period who continued to smoke during pregnancy. This target will refer only to Sure Start local programmes and Children's Centres operational before 1 April 2005 for which data is readily available... Refers to mothers of newborn babies living in Sure Start local programme areas who did not give up smoking completely, before or during pregnancy. Target refers only to pregnancies resulting in a live birth. **Data:** Health visitors, midwives and Sure Start workers will collate this data from maternity records or collect it at their visit to families with newborns within 2 months of birth. They will ask mothers: Did you smoke in the year before your pregnancy was confirmed? Did you give up smoking completely, at any time prior to, or during your pregnancy, until after the baby was born? Did you start smoking again after the birth of your baby? **Progress:** Sure Start Unit will collect data annually from programmes. Performance will be assessed by the percentage point change in the proportion of women who continued to smoke during pregnancy. **Baseline:** The baseline period will be 2002-03. A national baseline, based on aggregation of data from individual programmes, will be established by 31 December 2003. **Quality Control:** Although data will be based on self-report by mothers, it will be collected primarily by health professionals who, by the nature of their role, should have established a trusting relationship with the mother, so eliciting accurate information from them. Sure Start Unit will conduct a small-scale study looking at the quality and validity of the information collected in 2002-03 and use this to make improvements where necessary.]⁴*

Partnership working

Manchester Stop Smoking Service has worked with all the Sure Start programmes in the city; all programmes have been offered and provided with free intermediate training for staff, free community advisor training for volunteers, follow-up support, attendance at all relevant meetings and events, resources, and assistance with all aspects of service development.

The enquiry

Forms were designed to be reasonably easy for Sure Start staff to complete, and staff in two Sure Starts were asked for feedback at the design stage, to ensure that making a submission would be straightforward. The forms requested information similar to that submitted by Sure Starts to the Sure Start unit. Forms were sent out from the Stop Smoking Service to Sure Start projects in the first week of June 2005, with a covering letter explaining the purpose of the exercise, 'to see what works...and inform the future direction of work' and requesting that Sure Starts 'fill the form to the best of [their] ability.' Forms were sent out simultaneously by email. The deadline for returns was 29th July 2005.

Two Sure Starts, Sure Start Central and Sure Start Newton Heath, responded by the deadline. The deadline was then extended; reminders were sent; phone calls were made; forms were emailed again; the deadline was extended again. By the first week

of October, eight submissions had been received. There was no submission from East Manchester Sure Start (Clayton, Beswick and Openshaw).

Submissions⁵

North Manchester Primary Care Trust Area

Name of programme	Sure Start Central
Contact name	Alison Jones
Telephone number	0161 205 7402
Email	Alison.jones@fsu.org.uk
Number of households in area	457 children under 4
Number registered	399
Number of registered adults	431
Number of pregnancies/year	167 '04/'05 60.6%
'02-'03 baseline for smoking in pregnancy.	74 out of 122 mothers. 60.6%. Local Health Visitors
'03-'04	29 out of 95 mothers 30.5%*
'04-'05	33 out of 138 24%*
Summary of activities	One to one support from the community midwives. Promotion of smoking cessation service & Smoke Free Homes
Barriers overcome	The prescribing of NRT to pregnant women
Success stories/outcomes so far	There has been a significant decrease in the number of mothers smoking & I believe the one-one support from the midwives has supported this change
What plans do you have for future stop smoking activity?	We are starting a stop smoking drop in at Victoria Mill Clinic A reward scheme for those who successfully quit
What support would you like from Manchester Stop Smoking Service?	We would like the ability to give out NRT vouchers at our drop in rather than having to rely on a prescriber being on site. We understand that this happens at other smoking cessation groups.
Anything else you'd like us to know about?	

* information gather by community midwives

Name of programme	Cheetham
Contact name	Carolyn Pugh
Telephone number	720 7808
Email	Carolyn.pugh@northpct.manchester.nwest.nhs.uk
Number of households in area	5868
Number registered	511
Number of registered adults	463 mothers 330 fathers
Number of pregnancies/year	329
'02-'03 baseline for smoking in pregnancy	N/a
'03-'04	N/a
'04-'05	26
Summary of activities	Stop smoking information at every event

	Local events on and around Stop Smoking Day
Barriers overcome	
Success stories/outcomes so far	3 pregnant women stopped smoking I grand mother stopped smoking
What plans do you have for future stop smoking activity?	A lead person has been identified in the Family Work Team. She intends to set up a Stop Smoking support group @ Fulmead
What support would you like from Manchester Stop Smoking Service?	Resources Training Reflective support - every so often top see how team (Family Work) doing and to answer questions maybe case studies?

Name of programme	Lightbowne and Harpurhey
Contact name	Claire Fawcett Brown
Telephone number	861 2423 07870277367
Email	claire.fawcettbrown@northpct.manchester.nwest.nhs.uk
Number of households in area	Harpurhey 8,834 Lightbowne 10,467
Number registered	
Number of registered adults	1100 families
Number of pregnancies/year	@250
'02-'03 baseline for smoking in pregnancy	
'03-'04	
'04-'05	8 pregnant women set quit dates 5 successfully quit (data from Jayne Yobera)
Summary of activities	Training update for workers Presence of smoking cessation worker at most task groups Recently established a smoking cessation clinic in NCF and FC
Barriers overcome	There has been a general acknowledgment that smoking cessation is a part of health worker's remit
Success stories/outcomes so far	
What plans do you have for future stop smoking activity?	Publicity event in September / October 2005 in ASDA to promote the local and city wide smoking cessation service Article in the Sure Start newsletter to promote the smoking cessation clinic in the new building
What support would you like from Manchester Stop Smoking Service?	Continued support in training and motivating workers and being a valuable resource re smoking cessation

Name of programme	Sure Start Newton Heath
Contact name	Mark Wodrow
Telephone number	0161 205 5750
Email	Mark.wodrow@northpct.manchester.nwest.nhs.uk
Number of households in area	5105 (1998 census figure)
Number registered	591
Number of registered adults	499
Number of pregnancies/year	195
'02-'03 baseline for smoking in pregnancy.	43%
'03-'04	38%
'04-'05	30%
Summary of activities	Ask all smokers at referral & booking. Provide with booklet. If not interested discuss each antenatal visit. 14 ladies Px NRT
Barriers overcome	Have now got all midwives trained & GPs happy to px from midwife
Success stories/outcomes so far	6 ladies have stopped smoking
What plans do you have for future stop smoking activity?	Increase referrals by home visits. When support workers trained utilise these. Then planning to set up support group.
What support would you like from Manchester Stop Smoking Service?	Continue same i.e. Faye attending task group & available literature.
Anything else you'd like us to know about?	We have a high level of smoking amongst all parents in Newton Heath and welcome your support.

Central Manchester PCT Area

Name of programme	Sure Start Moss Side, Rusholme, Fallowfield
Contact name	Chris Miezitis/Vanda Wellock
Telephone number	
Email	
Number of households in area	
Number registered	1491
Number of registered adults	1743
Number of pregnancies/year	
'02-'03 baseline for smoking in pregnancy.	?
'03-'04	?
'04-'05	30
Summary of activities	So far have contacted parents who ticked 'would like to stop smoking' box on Sure Start membership form. Those contacted have not wanted further help.
Barriers overcome	
Success stories/outcomes so far	None so far.

What plans do you have for future stop smoking activity?	Engage mums at parent & toddler groups. Advertise stop smoking service & work with those who respond.
What support would you like from Manchester Stop Smoking Service?	
Anything else you'd like us to know about?	

Name of programme	Hyde Road Sure Start
Contact name	Nadia Ali
Telephone number	0161 273 7650
Email	Hyderoad.surestart@fsmail.net
Number of households in area	1,400 approximately
Number registered	860
Number of registered adults	832
Number of pregnancies/year	
'02-'03 baseline for smoking in pregnancy	
'03-'04	
'04-'05	
Summary of activities	Promoting awareness to young people and adults about the stop smoking advice services provided by the NHS. Asking people if they would be interested in attending a stop smoking support group.
Barriers overcome	Language and appropriate literature that enable young people and parents to understand the importance of trying to give up smoking and the affect that this could have on their unborn babies, children, family and friends around them.
Success stories/outcomes so far	3 sure start staff member managed to give up smoking. Raised the level of awareness of which services are available to people who want to try and give up smoking.
What plans do you have for future stop smoking activity?	To proceed with raising awareness and publicise a stop smoking support group.
What support would you like from Manchester Stop Smoking Service?	To keep the organisation updated on the stop smoking services in Manchester.

Name of programme	Sure Start Longsight
Contact name	Yvonne Dervin
Telephone number	0161 248 1500
Email	Yvonne.dervin@thebiglifecompany.com
Number of households in area	600
Number registered	1104

Number of registered adults	1147
Number of pregnancies/year	
'02-'03 baseline for smoking in pregnancy	This baseline data is currently held by JNA consulting. The system was updated earlier this year at which time all past records were transferred from Soft Smart to the Sure Start online system, unfortunately we are still in the process of retrieving this information.
'03-'04	
'04-'05	52
Summary of activities	<p>Sure Start Community Parents work alongside the Health Visiting team at Longsight Health Centre. They currently promote smoking cessation by actively working with parents wanting to give up smoking on a 1:1 basis at the weekly clinic held at the Sure Start Centre in Longsight. They also support parents at the weekly health group meetings held at the Centre where smoking cessation and the potential harmful effects and health risks of using paan is discussed in a group setting.</p> <p>The smoke free homes initiative is also an opportunity for the issues of passive smoking and potential fire hazards to be addressed. Regular sessions are held at the Centre to address how smoking impacts on health and safety within the home, supported by the local Fire Officer who attends sessions and provides parents with information around health and safety, with advice on smoke alarms. Parents are also given information on free assessments and free smoke alarms, referrals are made through the programme.</p>
Barriers overcome	As the Longsight community is a predominantly Muslim community, it is difficult to identify smokers as it may in some instances be something that would not initially be admitted to. However, chewing paan which has an equally potential health risk, is seen as acceptable and may be discussed more openly as it is considered culturally acceptable. By promoting smoking cessation and discussing issues around smoking it has highlighted the degree to which paan is used within the community and increased individuals perceptions of the harmful effects if tobacco.
Success stories/outcomes so far	An increased awareness of the effects of smoking, Sure Start Community Parents are currently supporting 12 parents to give up smoking, with continual support in a group work setting.
What plans do you have for future stop smoking activity?	We will continue with group work within the centre and within the community. Community

	Parents work alongside Health Visitors to promote no smoking and actively engage in no smoking day by holding a joint stall at Longsight Market, where information is given to members of the local community around the support that is currently available. This is also an opportunity for parents to sign up as a smoke free home and given the opportunity to attend health sessions within the centre promoting smoking cessation.
What support would you like from Manchester Stop Smoking Service?	Information about any training days locally for Sure Start Community Parents to attend.

South Manchester Primary Care Trust Area

Name of programme	Sure Start Benchill/ Woodhouse Park
Contact name	Deirdre Lewis
Telephone number	0161 998 7280
Email	deirdre.lewis@barnardos.org.uk
Number of households in area	Need to check with census (?)
Number registered	Send this in to SC team
Number of registered adults	As above.
Number of pregnancies/year	For Sept04- Sept 05 – approx 820 live births . (plus estimated 30 still births)
'02-'03 baseline for smoking in pregnancy	
'03-'04	
'04-'05	From Nov 04- Jun 05 39% of mothers delivering from M22 with 38% from M23 were smokers.
Summary of activities	Lots on 1:1 support from trained intermediates. Monthly roadshows at the Civic - high profile/ good response. Vouchers –NRT. Now offering aricular (ear) acupuncture 3x wk at library – SS midwives trained.
Barriers overcome	Audit had been a real issue for SMUTH. Data for smoking and breast feeding rates at delivery is now been collected – from Jan 05. Smoking cessation feels much higher on the agenda – workers report that it is a far easier subject to raise than previously. Passive smoking / smoke free households is a good way in.
Success stories/outcomes so far	Lots of health workers trained as intermediates. Looking at cannabis use issue through the acupuncture treatments. Good info points/ resources at antenatal - +ve feedback. Antenatal gp for teenage parents very successful – addressing smoking.
What plans do you have for future stop smoking activity?	Considering incentive award scheme for successful quitters.

	Plan for focus of activity around Early Jan – to catch New Year quitters.
What support would you like from Manchester Stop Smoking Service?	Keep up the good work ! Providers a really helpful network to share ideas/ good practice with others.

Observations

Only two Sure Starts, Central and Newton Heath, have provided figures for smoking in pregnancy in their area for more than one year. Both these projects show a dramatic fall in smoking in pregnancy, in line with the figures collected at NMGH by midwives at discharge:

Pregnant women smoking in North Manchester by ward '03 – '05

All women at discharge

Area	Smoking rate '03 – '04	Smoking rate '04 – '05	12 month change
Harpurhey & Collyhurst	41% (of 283)	36% (of 327)	-5%
Miles Platting & Ancoats	30% (of 136)	24% (of 246 151 N M/c)	-7%
Newton Heath	43% (of 204, 151 N M/c)	31% (of 172)	-12%
Moston	16% (of 143)	14.5% (of 165)	-1.5%
Crumpsall	Not available (of 356)	Not available (of 436)	-
Cheetham	16% (of 348)	9% (of 329)	-7%
Beswick	31% (of 223)	25% (of 243)	-6%
Openshaw	32%	28%	-4%
Clayton	44% (of 270)	33% (of 302 107 N M/c)	-11%
Blackley	Not available (of 450)	26% (of 346)	-

Knowing the number of women smoking in pregnancy in their area would enable all Sure Start and other projects to evaluate relevant work and allow the Stop Smoking Service to support service development more effectively. It would also allow measurement of progress against the national PSA target.

Pregnant women setting a quit date & not quit/quit/unknown (lost to follow up) by ward '04 – '05

(based on monitoring forms returned by all intermediate and specialist stop smoking advisors).

Ward	Not Quit	Quit	Unknown*	Grand Total	% Quit
Ancoats and Clayton	6	3	7	16	19
Ardwick	1	1	3	5	20
Baguley	2	2	2	6	33
Bradford	6	4	1	11	36
Brooklands	2	1	3	6	17
Burnage	4		3	7	0
Charlestown	2	3	2	7	43
Cheetham	2	6	4	12	50
Chorlton	1		3	4	0

Chorlton Park	1	1	4	6	17
Crumpsall	2	4	1	7	57
Didsbury East	1	1	2	4	25
Fallowfield		1	1	2	50
Gorton North		5	4	9	56
Gorton South	2	2		4	50
Harpurhey	7	18	6	31	58
Higher Blackley	4	3	4	11	27
Hulme	3	1	2	6	17
Levenshulme			2	2	0
Longsight	2	1		3	33
Miles Platting and Newton Heath	2	3	3	8	38
Moss Side	2			2	0
Moston	3	10	1	14	72
Northenden	8	3	4	15	20
Old Moat		2	3	5	40
Rusholme	2	3	2	7	43
Sharston	4	3	2	9	33
Whalley Range		1	1	2	50
Withington	2	1		3	33
Woodhouse Park	3	2	3	8	25
North PCT wards	34	54	29	117	46
Central PCT wards	14	16	22	52	27
South PCT wards	26	15	22	63	24
#N/A (not Manchester City)	16	9	17	42	21
Grand Total	90	94	90	274	34

*All 'unknowns' are returned to the Department of Health as 'not quit'

Citywide; 34% of pregnant women setting quit dates are quit at four weeks; of these 33% are not quit at four weeks, 33% are 'unknown' and therefore counted as 'not quit'. For comparison, the overall service quit rate for the same period was 39%. There is a wide variation in both the overall level of activity (total number of quit dates set) and the outcome (% quit).

North PCT area shows both a much higher level of activity than Central or South PCTs and a much higher quit rate. There are a large number of intermediate trained and highly motivated and innovative community midwives in the area. There are Sure Starts with smoking and pregnancy targets in seven areas of NPCT. The level of activity in NPCT is also higher for all quit attempts, not only those of pregnant women. This may reflect overall higher levels of smoking, higher awareness of a longer established Stop Smoking Service or the 'snowball' effect of health professionals undertaking more of the work, seeing the success, becoming more confident and then more effective. Local people also see their friends and family quit successfully with support and decide to make quit attempts themselves. Certainly this effect is often reported anecdotally in NPCT. A key to the success in North is probably contained in Lightbowne and Harpurhey's 'barriers overcome' response : ***There has been a general acknowledgment that smoking cessation is a part of health worker's remit*** . In this area offering stop smoking support is viewed as a 'duty of care'. Harpurhey and Moston show an outstandingly high level of activity (45 women setting a quit date) and of quit rate (62%). Analysis shows that in these areas a high number of midwifery and Sure Start staff have been trained at intermediate level, that women are asked about smoking at every contact, told how important it is to quit,

and offered support to quit. Stopping smoking is a standing item on local Sure Start health group agendas. Against a background of high levels of staff awareness, and very high smoking rates, most of the support is being undertaken by community midwives, a Sure Start family link worker and a health care assistant. One of the community midwives in the area helped 10 women to set a quit date with a 100% quit rate. The midwife reported that this was *not* a particularly time consuming activity. She described her approach as *'I have to give you this information whether you want to hear it or not'*. The midwife *'gets husbands and partners on board where [she] can'*, and commented *'As a midwife maybe they think we know a bit more; the women have great faith in us.'* This is borne out by research showing 79% of pregnant women who smoked in pregnancy remembering advice given by midwives about smoking – more than remembered advice from any other source.⁶

Successful Sure Start initiatives in North Manchester PCT area have included the production, first in East Manchester Sure Start, of credit card sized cards directing women to local midwives' drop-in clinics early in pregnancy. The cards have the wording *'Pregnant? Advice about: Stopping smoking...Any other pregnancy worries'* and details of local clinics. The cards have been distributed via family planning clinics when women have had a welcome pregnancy confirmed and pharmacies when women have bought a pregnancy test. The result has been women arriving at the midwives' drop-ins for support and advice earlier in their pregnancies. Peer breastfeeding supporters have also been trained as Community Stop Smoking Advisors by the Stop Smoking Service in East Manchester Sure Start and have proved effective, first in signposting to the midwives, then running information stands at community events, and progressing to running a regular drop-in stop smoking group at the Wells Centre. One of these Community Advisors now has a job with the Service.

Some of the ward level activity differences will reflect local populations e.g. lower levels of women smoking in pregnancy, and/or difficulty/shame in disclosing smoking status: Some areas may also be showing low activity through other factors e.g. lower levels of trained staff, lower levels of staff motivation, poor working relationships inside and between organisations, lower levels of awareness of local women of the importance of stopping smoking in pregnancy.

Despite the delivery of intermediate training and ongoing support to three Central Manchester Sure Starts; Hyde Road, Longsight, and Moss Side, Rusholme and Fallowfield (MRF), very little Sure Start based smoking cessation activity has occurred to address either cigarette smoking or the use of paan by pregnant women or their families. Paan use has been shown to cause preterm labour and low birth weight and is treated by the Stop Smoking Service in the same way as cigarette smoking and information included in training. At the Smoking and Pregnancy Network Meeting on 28th September 2005 it was reported that *'Longsight Sure Start was in difficulty at the moment & all smoking cessation work is suspended; the community parents are still doing visits but are only doing Smoke Free Homes for the time being. Reported that neither of the community parents has undertaken any smoking cessation work at all since training as intermediates.'* The Service has continued to work with the three central Sure Starts to try to stimulate activity. Meanwhile all three have encouraged many Smoke Free Homes Registrations.

In South Manchester Sure Start activity has included regular smoking cessation meetings for staff, ‘roadshows’ in the civic centre, with a midwife and other Sure Start staff available in the main supermarket to talk about smoking and other issues. Stopping smoking is the main focus of the activity, with support offered to anyone asking for it. The midwives have now started an auricular acupuncture service for stopping smoking and cannabis use. Early indications are that this will prove a popular service, and may serve to engage women who have not taken up more ‘traditional’ services.

Number of pregnant women setting a quit date and % quit at 4 weeks by occupation of advisor ’04 – ’05

Occupation	Number setting quit date	% Quit
Sure Start link worker	6	83
Health care assistant	6	83
Midwife (Sure Start + community)	54	59
Community stop smoking advisor	2	50
Health visitor	15	40
Pharmacist	27	37
Stop smoking specialist advisors	58	24
St Mary’s health education team	60	22
Other/unknown	5	20
Practice nurse	37	19
GP	4	0
Total	274	34

The highest quit rates (over 50%) are being attained by women setting their dates with and supported by community and Sure Start midwives, Sure Start link workers and health care assistants; all these staff work with the woman on a range of issues during pregnancy and visit her in her own home. The easiest to access service is one which is already being accessed; if a woman is seeing her community midwife, Sure Start midwife, linkworker or health care assistant and this worker is trained and willing to offer high quality stop smoking support, then, it seems, the woman is more likely to make a quit attempt, and more likely to be successful.

Sure Start programmes occupy a unique position in the community, from which to support pregnant women, their partners and families to stop smoking, and make a significant contribution to long term health improvement. Some Manchester Sure Start programmes are not, as yet, taking advantage of this opportunity. Others are fully engaged in this challenge, and producing results to be proud of, and to which projects across the country might look for inspiration. The challenge for the future is to work in partnership to bring practice across the city up to that demonstrated in our flagship projects.

Recommendations

Aim of future work

Increase the number of pregnant women, their partners and family members, setting quit dates and quitting successfully with the support of Manchester Stop Smoking Service trained intermediates and specialists. Make a significant contribution to a fall in the rate of women smoking in pregnancy in Manchester. Protect babies and children from the harmful effects of second hand smoke.

1. Higher priority needs to be given urgently to smoking cessation activity by the Sure Start projects which have not begun concerted work in this area, notably MRF, Longsight, and Cheetham.
2. A named senior member of staff needs to lead on smoking cessation at Sure Start projects which have not begun concerted work in this area.
3. Sure Start projects should be regularly represented at smoking and pregnancy network meetings by a senior member of staff, where possible.
4. The collection and availability of statistics relating to smoking and pregnancy needs to be given urgent consideration by Sure Start projects currently unable to access such information.
5. The offer of support to stop smoking, and the acquisition and maintenance of skills to support such an offer, needs to be acknowledged as an important part of all Sure Start health workers' remits and should be written into job descriptions.
6. There is a need to spread the high levels of motivation and activity found in some Sure Start programmes, through better communication and sharing of best practice
7. There is an urgent need for an increase of smoking cessation activity for pregnant women in Wythenshawe. An increase in activity by the trained community and antenatal midwives in the area would likely be an effective, immediate contribution to this.
8. There is a need for closer and more productive working relationships between the three Central Manchester Sure Starts and St Mary's.

Notes

1. Poswillo D. Report of the Scientific Committee on Tobacco and Health, London Stationery Office, 1998
2. Office for National Statistics, Infant Feeding – UK – 1995, London Stationery Office, 1995
3. BMRB International, Infant Feeding Survey 2000, London Stationery Office, 2002
4. www.surestart.gov.uk
5. Reproduced as submitted
6. Lawrence T, 2003, Smoking & Pregnancy Training for Pip Mason Consultancy, University of Birmingham

