



# Workshop 1: Maternity & Children

12.45pm

1.40pm

2.35pm



**Michelle Littlejohn**  
*Health and Wellbeing  
Midwife*  
University Hospitals of  
Morecambe Bay



**Charlotte Winder**  
*Public Health Midwife*  
Blackpool Teaching  
Hospitals NHS FT



**Bernice Whitehead**  
*Maternity & Families Lead*  
Smoke Free Lancashire



# SMOKING IN PREGNANCY

THE CHALLENGES AND HOW DO WE HELP SOLVE THE ISSUES

# THE COST OF CARING FOR A SMOKER COMPARED TO A NON- SMOKER.

A COMPARATIVE STUDY BY CLAIRE ALLISON ET AL (2020)

SHERWOOD FOREST EIS



# SMOKER VS NON-SMOKER (CLAIRE ALLISON)

## SMOKERS

SCAN- 132 GROWTH SCANS

COST £22,480

DNA – 18

COST £2,880

NON-SCHEDULED CARE

COST £14,502

INTRAPARTUM CARE

52% IOL 77% FOR SGA/FGR

BFI

28% INITIATION RATE

OVERALL COST £6,080,60

## NON-SMOKERS

SCAN – 24 GROWTH SCANS

COST £4,114

DNA – 2

COSTING £320

NON-SCHEDULED CARE

COST £7,964

INTRAPARTUM CARE

28% IOL 14% FOR SGA/FGR

BFI

76% INITIATION RATE

OVERALL COST £3,160.56

# EXTRA COST TO THE NHS

◆ IF BLACKPOOL, FYLDE AND WYRE HAD A BIRTH RATE OF 3000 p.a.

◆ 23 % SATOD RATE - 690 SMOKERS

◆ EXTRA COST AND TIME TO THE NHS - £2,014,800

# BFW NHSFT AUDITS

A  
SNAPSHOT  
AUDIT  
(MORE  
WORK IS  
NEEDED)



# AUGUST DELIVERIES (BTH) SMOKERS

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47.6% <10<sup>TH</sup> CENTILE AT BIRTH

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80.9% HAD SERIAL GROWTH SCANS

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71.4% HAD ADMISSIONS OTHER THAN LABOUR

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95.2% SERIAL DNA'S FOR ALL APPOINTMENTS

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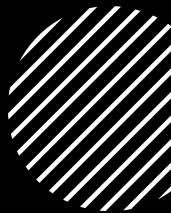
# NOVEMBER BOOKINGS (BTH) SMOKERS

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- 80% HAD SOCIAL ISSUES
  - 47.5% WERE UNDER SOCIAL CARE AND THE CSN TEAM
  - 15% HAD MENTAL HEALTH OR LEARNING DIFFICULTIES
  - 17.5% ARE ALREADY SERIAL DNA'S
- 42.5% DECLINED THEIR INITIAL STOP SMOKING SUPPORT REFERRAL
- THIS SHOWS HOW IMPORTANT EVERY CONTACT COUNTS REALLY IS- THESE WOMEN HAVE LOTS GOING ON.



# CHALLENGES



WHAT ARE THE PROBLEMS?



HOW DO WE ENCOURAGE UPTAKE OF SERVICES?



HOW COULD SERVICES IMPROVE?



WHAT CAN WE DO TO REDUCE DNA'S



HOW DO WE SUPPORT WOMEN THAT WANT TO QUIT VAPING?



## Support We Offer To Partners:

Community based, neighbourhood-level delivery across all districts of Lancashire

Support will be delivered through one-to-one appointments (face to face and telephone), drop-in and groupwork sessions

Stop smoking products, where appropriate, like nicotine patches, lozenges and vapes\*

Accessible and responsive website

24 Hour Access to the My Quit Route App

\*vapes will not be a treatment option for people who are pregnant or people under the age of 18

**T: 0808 196 2638**

**W: [www.smokefreelancashire.org.uk](http://www.smokefreelancashire.org.uk)**

# With You – offer for children & young people

**School assemblies** to introduce the service and how we can support young people with vaping/smoking (15 mins)

**Group work sessions** around vaping and smoking (supporting the PSHE curriculum) (1 hour)

**One to one or small group support** from a Specialist Advisor for support around stopping smoking or vaping over a period of 12 weeks

**Targeted group work** for those identified by school needing information and advice around smoking and vaping (2 x 1 hour sessions)

**Staff and parent workshops** on the harms of smoking and vaping and how to support young people (1 hour)





**Does your child vape or smoke?  
Do you want to find out how to  
support your child?**

# **Join our FREE monthly Parent Information online drop-in sessions**

3rd Wednesday of the month at 10.30am & 6.30pm



**Use QR code to book with  
Eventbrite to secure your FREE  
place**

[smokefreelancashire.org.uk](https://smokefreelancashire.org.uk)

[spoc.smokefree@wearewithyou.org.uk](mailto:spoc.smokefree@wearewithyou.org.uk)



Lancashire and  
South Cumbria  
Integrated Care Partnership



Lancashire and  
South Cumbria  
Integrated Care Board

# Workshop 1: Maternity & Children Discussion

Lancashire and Cumbria  
Smoke-Free Places  
Conference 2024