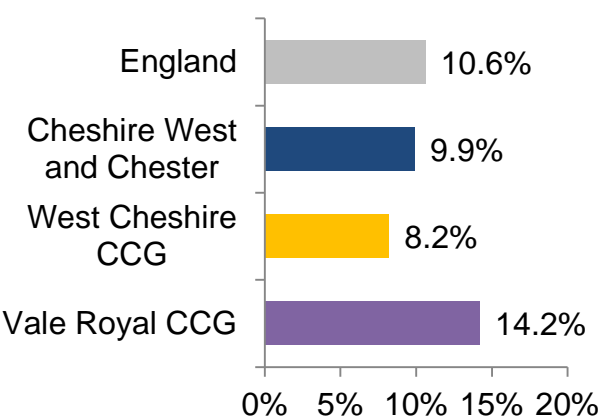


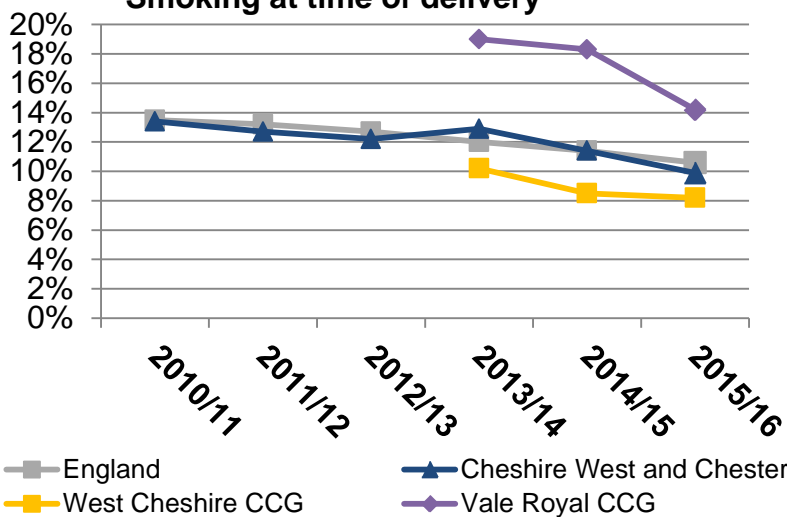
Smoking during pregnancy

Smoking during pregnancy can lead to a higher risk of miscarriage, complications during labour, low birth weight and sudden infant death. Smoking during pregnancy increases the risk of infant mortality by an estimated 40%. Children born to mothers who smoke are more likely to suffer from respiratory problems such as asthma, problems of the ear, nose and throat and may have a physical or learning disability. (Public Health England).

% of females smoking at delivery 2015/16¹



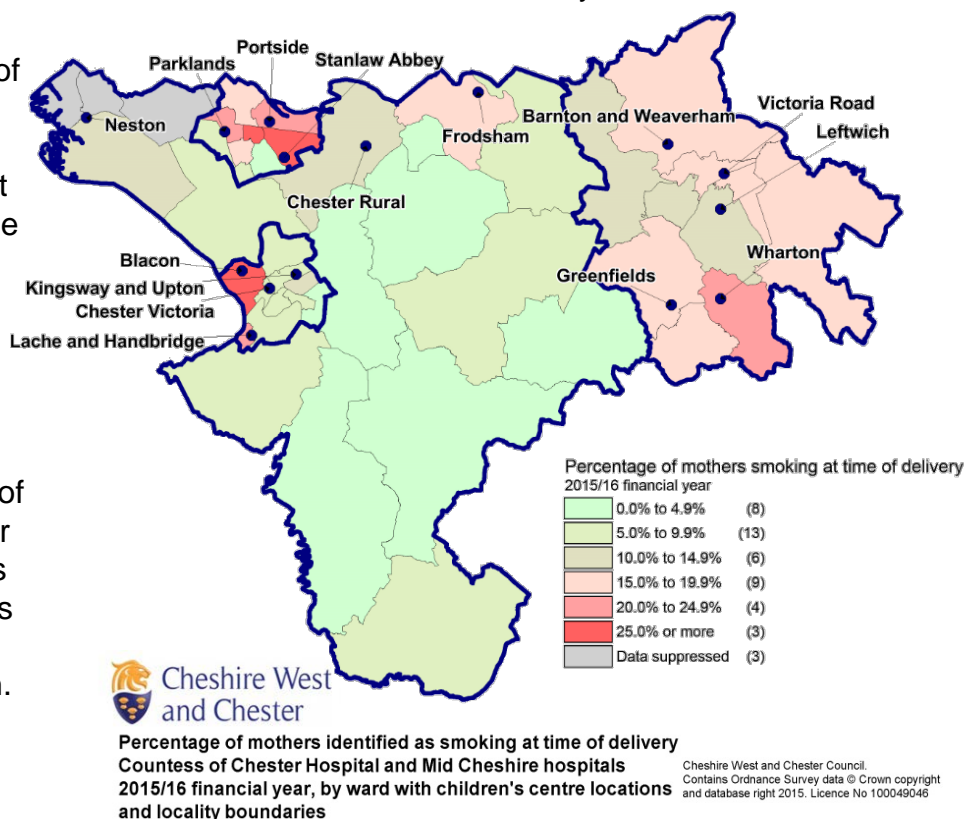
Smoking at time of delivery ¹



Cheshire West and Chester and both CCG's have seen a decrease in smoking in pregnancy rates, following the national trend. In Cheshire West and Chester, prevalence of smoking at time of delivery was 9.9% in 2015/16; slightly lower than the national average (10.6%). This equates to approximately 354 mothers. However, there was variation across Clinical Commissioning Groups (CCG) with a prevalence of 8.2% in West Cheshire and 14.2% in Vale Royal.

Data provided by the Countess of Chester and Mid Cheshire hospitals 2015/16 has been mapped. This data indicates that in the majority of wards within the Northwich and Winsford locality, at least 15% of mothers were smoking at time of delivery.

In the Ellesmere Port locality some wards experience rates in excess of 25% as do the wards of Blacon and Lache in the Chester locality. Wards with low numbers should be treated with caution as mothers may be accessing hospitals outside of the Borough.



¹Source: NHS Digital on women's smoking at time of delivery, England Q4 2015/16; Local Tobacco Control Profiles, Public Health England



Evidence of what works

There are numerous barriers to pregnant women accessing smoking cessation programmes. Some women are reluctant to report their smoking status, highlighting the need to communicate in a sensitive, client centered manner.

The following interventions are effective in helping pregnant women quit smoking:-

- cognitive behavioural therapy (CBT)
- motivational interviewing
- structured self-help
- support from Stop Smoking Services.

Nationally up to 51% of pregnant women who smoke self-report as successful quitters at four weeks through local Stop Smoking Services.

However, there is a lack of UK evidence on the effectiveness and cost effectiveness of incentives to encourage quitting and mixed evidence on the effectiveness and/or safety of Nicotine Replacement Therapy. Brief advice in this context does not seem to be effective.

Recommended actions

1. All those responsible for providing health and support services for pregnant women (fertility clinics, midwives, nurses, GPs, dentists, pharmacists, children's centres, social services, voluntary organisations and occupational health services) should:
 - a) discuss smoking status at first contact, outlining the risks of smoking and second-hand smoke
 - b) encourage the use of local Stop Smoking Services.
2. Local Stop Smoking Services should make every effort to contact women who have been referred to their service and address any barriers.
3. Midwives should assess exposure to tobacco smoke and use a carbon monoxide (CO) test as verification.
4. Women in routine and manual groups and those aged 20 years or less may need additional support and should be encouraged to register with Healthy Start.

Preventative work in Cheshire West and Chester

- **Tobacco Alliance** – 'The Smokefree Partnership' meets quarterly to define and progress a Tobacco Control Strategy and Action Plan for Cheshire West and Chester
- **Smokefree Sites** – The Countess of Chester Hospital is smokefree to protect patients, visitors and staff from the harms caused by smoking. The University of Chester and Cheshire and Wirral Partnership NHS Trust have also adopted a smokefree policy for their premises
- **Tobacco Control Audit** – A review of tobacco control provision across the borough to inform the development of the local Tobacco Control Strategy
- **Local Stop Smoking Service** – carries out a number of preventative duties
- **Smokefree Sites** – More than 120 playgrounds promote the smokefree message aimed at reducing exposure of children to second-hand smoke and modelling behaviour

Further data and intelligence on smoking is available in the Smoking JSNA, which forms part of the Living Well section of Cheshire West and Chester's JSNA which can be found at

www.cheshirewestandchester.gov.uk/jsna