



Smoke Free Start CUMH – Right Care, Right Place, Right Time

Majella Phelan, CMM2, Stop Smoking
31st May 2022



Sláintecare.

SMOKE FREE START

- Started as a year long project funded by Sláintecare integration fund and is now permanent service.
- Joint initiative between Tobacco Free Ireland and National Women and Infant's Health Programme
- Two hospitals involved
 - Cork University Maternity Hospital
 - The National Maternity Hospital, Holles Street



Aims of the Project

- To establish a midwifery-led opt-out smoking cessation services for pregnant women in the two hospitals.
- Set up clinics in the outreach centres
- Train staff in Making Every Contact Count
 - Brief interventions and advice
- Introduce routine Breath Carbon Monoxide screening at antenatal booking visits



A pregnant woman is shown from the chest down, wearing a white t-shirt. She is holding two cigarettes, one in each hand, with her fingers visible. The background is a soft, out-of-focus grey.

WHO IS REFERRED TO THE SERVICE

- All pregnant women are screened at booking visit for current and past tobacco use and exposure to secondhand smoke
- Those who report current smoking
- Those who report recently quitting – due to high relapse rate
- Those with a BCO reading >4ppm

Women referred to Smoke Free Start



TOTAL REFERRALS
- 985



SMOKE FREE
BABIES – 185



MULTIPAROUS –
65%



PRIMIPAROUS -
27%



NULLIPAROUS -
8%

Smoking history

- Report starting smoking between 8-16 yrs age
- Smoking over 30 cigarettes/rollies a day
- Get up several times at night to smoke
- Have difficulty waiting at antenatal appointments without a cigarette
- Secret smokers



What do Women Smoke?

- Cigarettes
- Rollies
- E-cigarettes
- Heat not burn products – IQOS
- Cannabis
- Hookah



Smoking in pregnancy

Considered a **VERY** vulnerable group
Common globally
Frequently young women
Less educated
Socially disadvantaged
Often unemployed
Difficult home circumstance
Mental health difficulties (56%)
Other addictions
Children in care



Born smoke-free: Meghann kicked the habit for good for little Shea

A pilot programme in CUMH is helping pregnant women to quit smoking for good



Meghann Drake and her week-old baby Shea at home in Millstreet, Co Cork. Picture: Dan Linehan

**World Tobacco Free Day
31st May 2021**

**Why focus on
smoking in
pregnancy**



**Smoking during
pregnancy is the leading
cause of adverse
pregnancy outcomes**



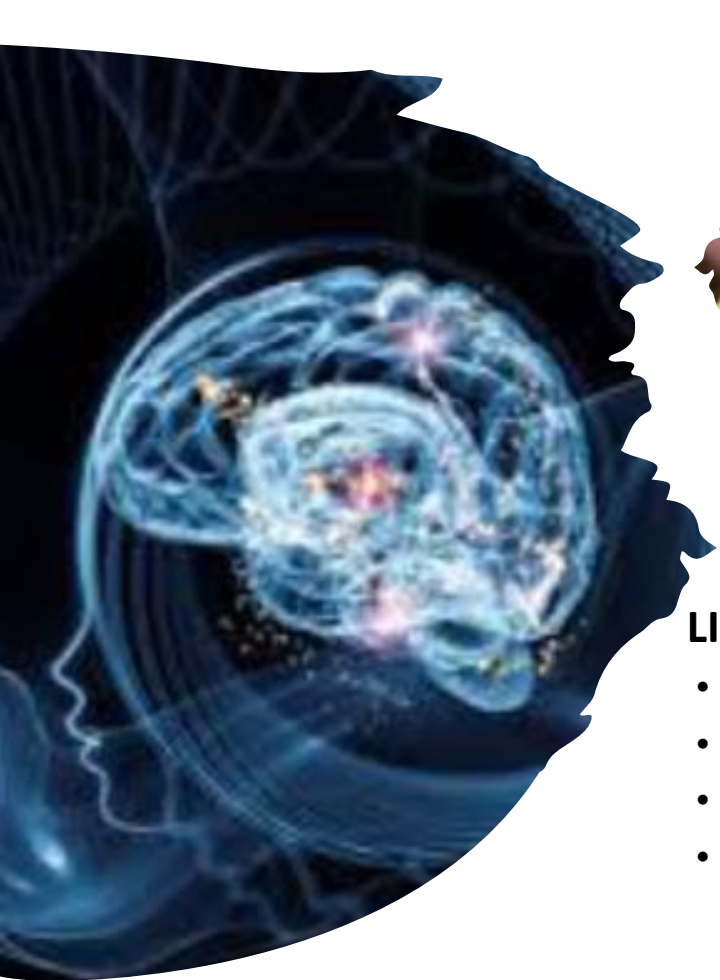
- 7,000 chemicals that readily cross the placenta
- Starve the fetus of oxygen



Consequences of maternal smoking

- Subfertility
- Ectopic pregnancy
- Miscarriage (24-32% more likely)
- Preterm birth- 27 times more likely
- Placental problems
- IUGR
- Stillbirth – doubles
- Sudden Infant Death Syndrome - 2 -3 times more likely





LIFELONG IMPLICATIONS FOR THE CHILD

- Behavioural problems
- Learning disabilities – contributing to negative disadvantage
- Childhood obesity
- Diabetes

Social
acceptability
of smoking is
in decline



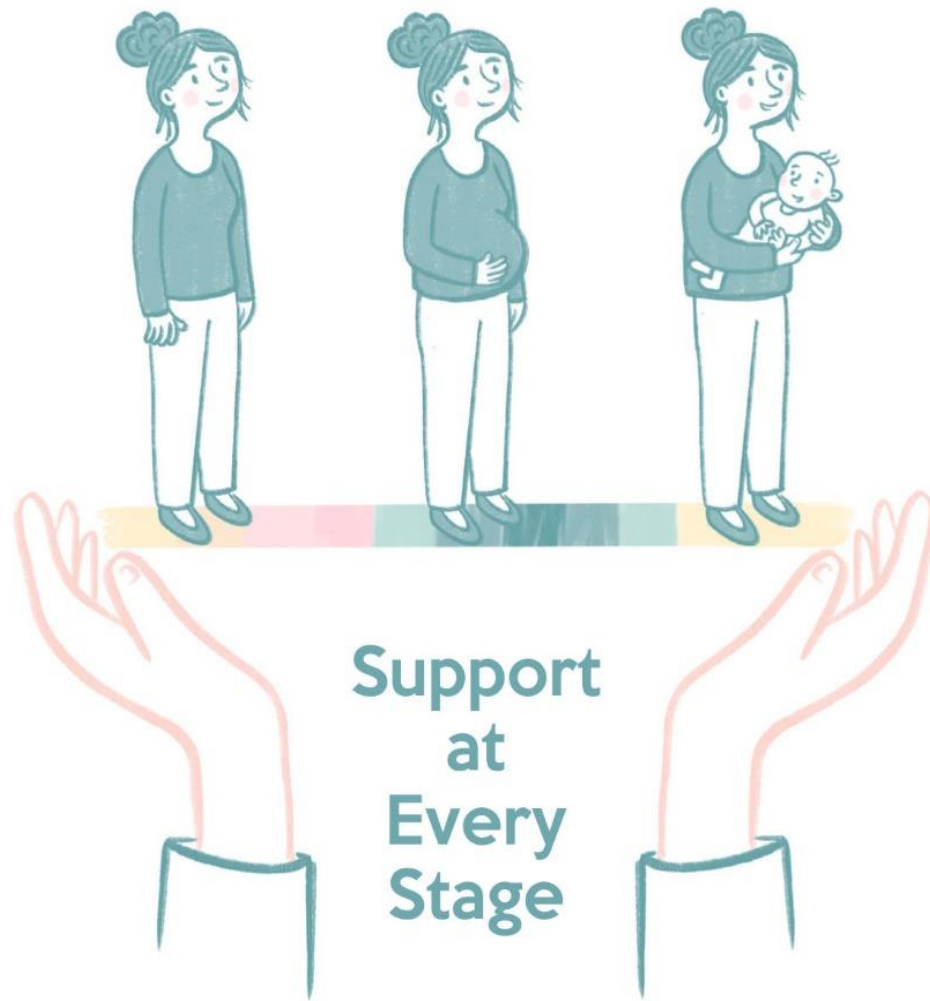
Every baby can
Start Life Smoke
Free



Sláintecare South East Community Healthcare

**Supporting
Pregnant Women
to Quit and
Stay Quit**

**Right Care. Right Place.
Right Time.**



Key Content

- Smoking in pregnancy is a risk factor for miscarriage, stillbirth, placental abruption, preterm birth, low birth weight and neonatal morbidity and mortality
- Pregnant women who smoke are more likely to be younger, be unemployed, have low educational attainment, have a lack of social support and have increases incidence of mental illness
- Smoking strongly correlates with lower socio-economic status and is a major cause of the health and life expectancy inequalities encountered by women from deprived backgrounds
- Women experiencing depression are 4 times more likely to smoke than other women and this presents a challenge to smoking cessation services

Intro

Approximately 10% of women in Ireland smoke during pregnancy.

Stopping smoking in the first half of pregnancy is optimal to improve outcomes.




What We Did

- This project supported pregnant women to quit smoking as early as possible during the first trimester of pregnancy and stay smoke-free after birth by implementing an integrated smoking cessation service.
- Regional Steering Group was established in the South East.
- Key health professionals working with pregnant women were trained in Making Every Contact Count (MECC).



 **Kilkenny**

 **Carlow**



 **Tipperary Town**



 **Carrick-on-Suir**

Wexford 

Waterford 



How have work practices changed during Covid-19?

Virtual Appointments

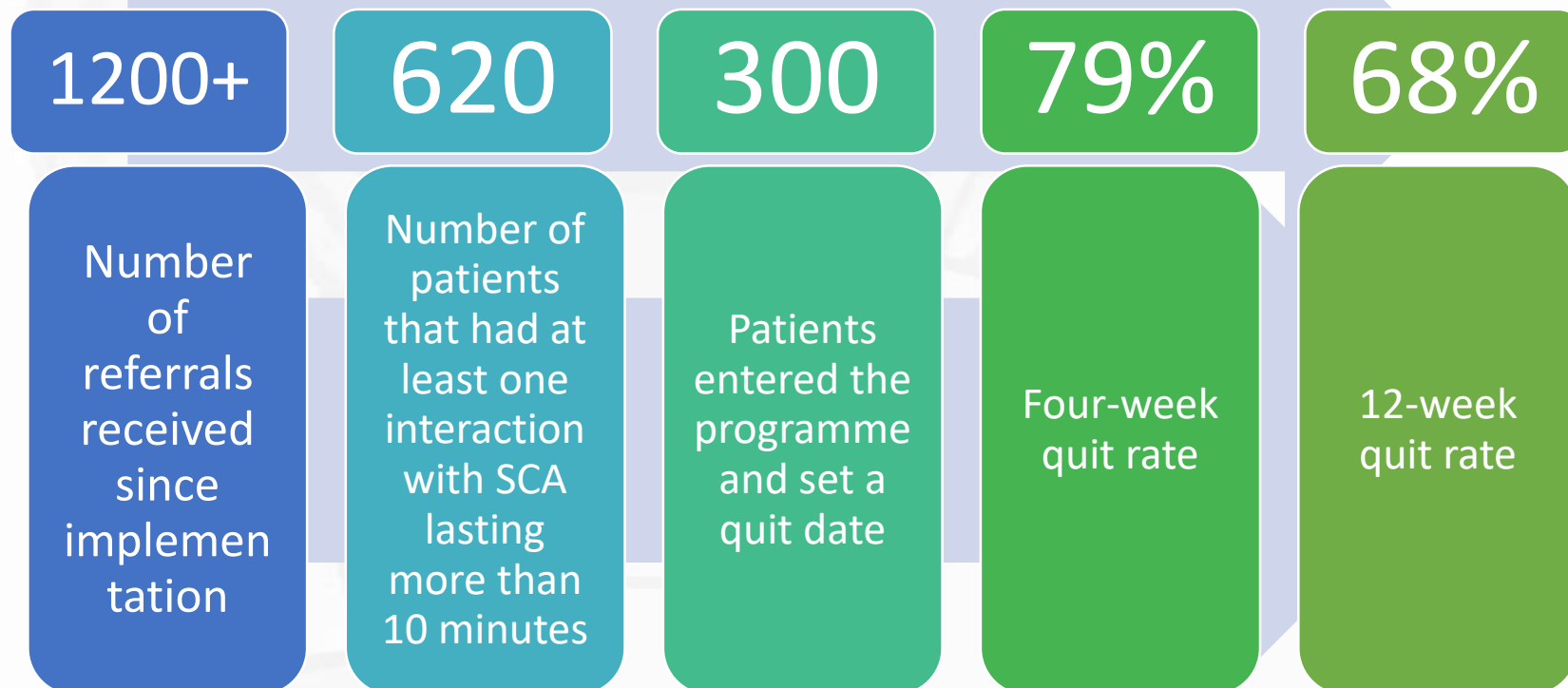


- User-friendly, no download required
- Patient sent a link (via email or SMS) from smoking cessation advisor.
- Patient follows link at agreed appointment time and enters in name, DOB & contact number.
- Patient entered into 'virtual waiting room' until advisor admits them to meeting.



- Easy to use and widely used among everyone with smartphones.
- Supports voicecall, videocall and text messaging.

Programme Statistics (to date)



- As a comparison, the NHS in England published their statistics confirming a four week quit rate of 46% for pregnant women using their services.

1st Smokefree Baby



- Baby David was born in Clonmel in August 2020.

100th Smokefree Baby



- Baby Freddie was our 100th smokefree baby and was born in Wexford on Ash Wednesday 2nd March 2022.

Dorina & Brendan

- 30 year old Dorina Waters had been smoking for over 10 years. She and her partner, Brendan, used to smoke 20 cigarettes a day each.
- Both Dorina and Brendan have been smokefree since March 2020 and their baby was born in September the same year.



Amelia



Your Voice Matters

Your Voice Matters is an HSE funded patient experience survey which allows respondents the opportunity to voice what matters most to them during their healthcare experience, without influence from the health care providers seeking the information



Stories to Build

***A Better
Health Service***

Your Voice Matters – Emerging Themes

- Acknowledgement of the relationship established with and the role of the smoking cessation officer in participants' success in quitting smoking
- The opportunity to make a change and positively impact on their own health and/or the health of their baby was valued.
- Respondents had a high level of satisfaction with the service, reporting being treated with dignity and respect throughout their time in the service (100%)



Your Voice Matters – Key Messages

I went in not too sure what I was getting myself into but came out knowing exactly what I had to do, Thank you for this amazing experience, feel highly grateful.

I can't say enough good things about the help he's given so far. He is so friendly and really encouraging and has never once made me feel stupid for smoking in the first place (which is how I've often felt!!)

The education about smoking and tools I was given made it so much easier to quit and gave me a drive to want to be healthier. I've even given these tools to family and friends and have 2 people in my life who have now also quit for good.

The contact person to support me was excellent and made many calls to ensure I was doing ok, always giving fantastic words of praise and encouragement. I will be forever grateful to him knowing that I would not be smoke free without his support.

Discussions & Lessons Learned

- The **non-judgmental** ethos of the service is extremely important.
- CO test is non-judgmental and a great way to start conversation about smoking
- Delivering the right care, at the right time and in the right place delivers the right result.
- This project is demonstrating exciting results with quit rates.
- Results offers a tobacco control model for the HSE services. The project is uniquely placed to implement intensive stop smoking interventions as part of a best practice model across all of maternity care nationally.



If you see anything other than two dolphins, take a few days off and
unwind from all this stress



Thank you