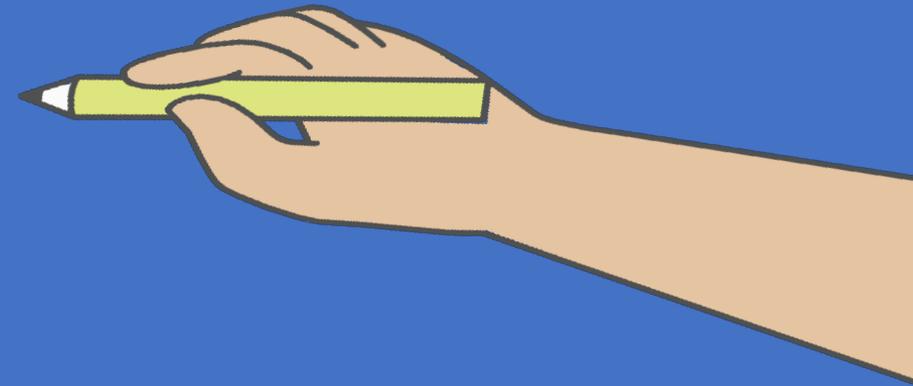


Incentives: adding value to Smokefree Pregnancies

- Jane Coyne
- Greater Manchester Smokefree Pregnancy Programme Manager



Background

- The Greater Manchester Smokefree Pregnancy Programme was established in 2018 in response to NHS England's **Saving Babies Lives**' care bundle, designed to **reduce the rate of stillbirths**.
- Smoking during pregnancy was highlighted as the **key modifiable risk factor** of complications such as miscarriage, premature birth, low birth weight and stillbirth.
- In Greater Manchester we implemented **comprehensive training for maternity staff** to carry out **Carbon Monoxide (CO) testing** to help identify and refer smokers to dedicated **maternity-led stop smoking services** that were set up in each of the seven maternity units in Greater Manchester.
- The programme also adopted an **evidence-based incentive scheme**, designed to increase engagement with pregnant smokers, especially those who found it harder to quit smoking or needed extra motivation.
- The incentives are given at different stages during the pregnancy and up to 12 weeks after birth. To receive the incentive, the patient must **validate their quit with a CO test**, empowering them to stay smokefree.

Elements of the Greater Manchester Smokefree Pregnancy programme



Incentives scheme journey

ELIGIBILITY CRITERIA

teen pregnancy / living in an area of deprivation or high smoking prevalence / living with a smokers / smoked throughout previous pregnancies

Registration

- Outline scheme
- Discuss Significant Other (SOS) and smokefree home (SFH)
- CO validate
- Quit date set
- Sign contract



Weeks 1 to 4

- Weekly face-to-face contact
- Recruit SOS – sign contract
- Specialist cessation support / SFH advice
- CO validation
- **£10** for each week validated smokefree



Week 5 to delivery

- Minimum 4-weekly face-to-face contact
- Specialist maternity addiction support / SFH advice
- CO validation
- **£20** for each 4-weeks smokefree



Delivery (giving birth)

- Reported and CO validated at any point from 36-weeks



Up to 12 weeks post-partum

- 4-weekly contact and support
- Face-to-face at 12-week point /CO validation
- **£60** if smokefree
- **£60** to the SOS if both they and the woman smokefree

REMOVAL CRITERIA

If the patient relapses once they are re-registered onto the scheme. If the patient relapses twice they are removed from the scheme.

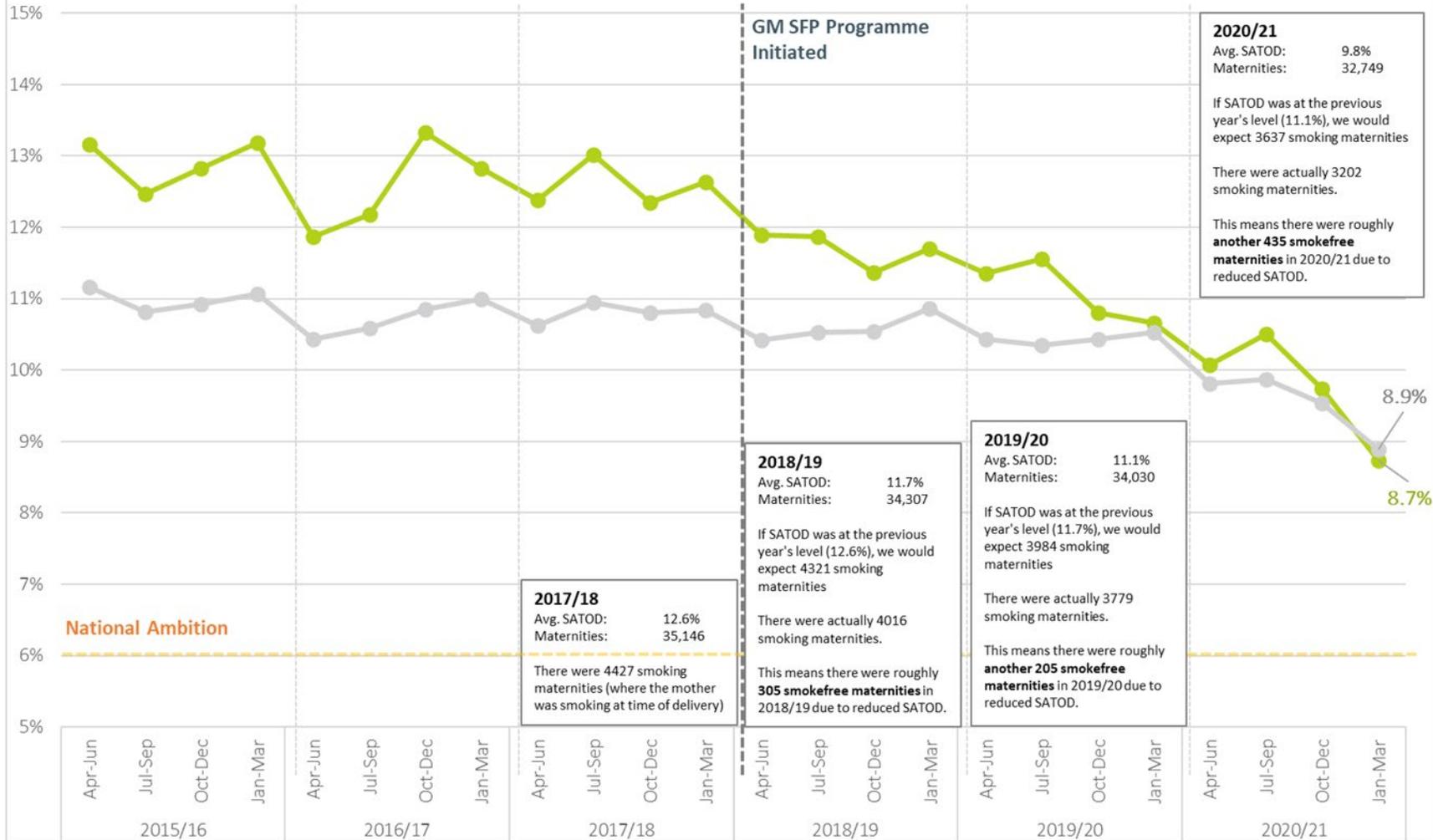
Successes

- Using an incentive scheme alongside stop smoking support is more effective than using support alone
- Number of women who achieve a 4 week quit has increased by 272% since the implementation of the incentives
- All 4 week quits are CO validated which improves confidence in data and validity of the quit
- Currently the specialist maternity stop smoking service are achieving a 75% success rate, the incentive scheme is a huge part in this high level of engagement and success
- Smokefree homes increased from 23% to 84% amongst those on the incentive scheme
- Allowing significant others (partners) to take part in the incentive scheme is essential in helping the pregnant woman to quit smoking and promoting a smokefree home
- Prior to the programme being launched, around 1 in 8 of all new mothers were smokers at time of giving birth. This has reduced to around 1 in 10 – a **dramatic reduction in Smoking At Time Of Delivery**

Smoking at Time of Delivery (SATOD): Greater Manchester and England

Based on NHS Digital SATOD data

Greater Manchester CCGs England average



Tierney-Rose, from Rochdale, started smoking as a teenager and had tried to quit several times but without success. She eventually found her incentive to quit for good when she fell pregnant with her first baby.

“It was such a happy moment when my partner and I found out that we were expecting a baby. But we needed to shake ourselves up a bit and make some changes. We were young and there were some things that we needed to stop doing, smoking being one of them.

I had smoked for almost six years and knew I would need help to quit. So, when I was asked if I smoked at my first midwife appointment, I was honest and said yes. I told the midwife that I desperately wanted to quit, and I was relieved to find that I would receive stop smoking support as part of my prenatal journey.

It wasn't easy quitting, especially as people I knew still smoked. I found it hardest towards the end of my pregnancy and when Maddie was born, as adjusting to being a new mum was stressful. However, with support I got through the tough times and I've now been smokefree for nearly two years.

The vouchers were a nice extra. I bought nappies for the baby and then at the end of the series I was able to buy something nice for myself – a new outfit.

Quitting gave me a healthy baby and it's great to know that I am giving us both a healthier future. I feel much better since quitting, and I'm so happy that my house is now smokefree.”

Read Tierney's story at www.makesmokinghistory.co.uk

