

YOURhealth East Riding Stop Smoking Service

Smoking in Pregnancy update



Caring, Learning
& Growing Together



EAST RIDING
SMOKEFREE
PREGNANCIES

What's been happening in Goole?



The YOURhealth Stop Smoking Service have been working closely with the Midwives based at North Lincolnshire and Goole NHS Foundation Trust. Kerry Bird our Smoking in pregnancy Champion in Goole has been supporting their high risk clinic by providing the women with an opportunity to talk 1-1 with Kerry on a regular basis. This may be to discuss their smoking habits or to address another areas affecting their wellbeing such as healthy eating, physical activity or emotional wellbeing in a safe and confidential space.



Kerry's continuous presence has enabled her to build a rapport and connection with the women whilst breaking down the barriers and dispelling the myths of stop smoking services. The number making a quit attempt has improved and although they may not quit instantly many feel more confident with trying to quit as a result of the additional support



Julie, Midwife, North Lincolnshire and Goole NHS Foundation Trust:

"The more people that input into the programme, the more it will benefit the women & unborn babies on their journey to being smoke free"

What impact has the new Smoking in Pregnancy Clinic had in Goole?

- ✓ Goole has a higher Quit rate than the East Riding as a whole
- ✓ Goole referrals have increased **40%** on last year for smoking in pregnancy
- ✓ Goole has seen a **30%** increase (compared to -1% in the ER) on those achieving a 4 week quit and a **16%** increase (4% inc. in ER) for those staying smokefree by their final week 8 appointment
- ✓ **37%** of all Smoking in pregnancy referrals came from Goole compared to 31% last year
- ✓ There has been a **16%** increase on those maintaining their quit by week 8 in Goole compared to last year (4% increase in the ER)
- ✓ Despite the pausing of CO Monitoring there has still been an increase of **40%** in referrals for Goole and **16%** in the ER

“ Hopefully by seeing a friendly face in the midwives clinic will encourage mums to be and their families to become smoke free”

Kerry Bird, Smoking in Pregnancy Champion.
Supporting pregnant women and their families at
Goole Hospital



Smoking in pregnancy referrals for both East Riding and Goole 2019/20 versus 2020/21

2019/20					
	East Riding SiP Referral	% from ER maintaining the Quit	Goole SiP Referrals	%of ER Referrals from Goole	% maintaining Quits from Goole
Initial App.	49		15	31%	
Week four	20	41%	4	20%	27%
Week eight	11	22%	2	18%	13%

2020/21					
	East Riding SiP Referral	% from ER maintaining the Quit	Goole SiP Referrals	%of ER Referrals from Goole	% maintaining Quits from Goole
Initial App.	57 (+8)		21 (+6)	37%	
Week four	23 (+3)	40%	12 (+8)	52%	57%
Week eight	15 (+4)	26%	6 (+4)	40%	29%

***Based on the period 01/04/2020 to 17/03/2021 that have completed treatment with Goole residents being based on those with a DN14 postcode*