

NORTH LINCOLNSHIRE COUNCIL

**CORPORATE SERVICES
CABINET MEMBER**

**CREATION OF A POST OF
SMOKING IN PREGNANCY DEVELOPMENT WORKER**

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 To seek the Cabinet Member's approval for the creation of a 12-month fixed term contract post within the Health Improvement Team that will contribute to decreasing smoking in pregnancy rates (Former CAA red flag).
- 1.2 Full and independent external funding has been obtained for this post.

2. BACKGROUND INFORMATION

- 2.1 Smoking in pregnancy rates are around 25% in North Lincolnshire and as high as 40% in the most deprived wards. The Department of Health's target for smoking in pregnancy is 15%. North Lincolnshire's high smoking in pregnancy rates were a factor that resulted in a red flag being given in the 2009 Oneplace Comprehensive Area Assessment (CAA).
- 2.2 Smoking in pregnancy causes significant risks to mother and baby and is connected with a range of ill health conditions in children. Department of Health advice recommends reducing smoking in pregnancy rates by reducing smoking rates in women of childbearing age. This post will contribute to the achievement of this objective by encouraging and supporting women who are, or are likely to become, pregnant to stop smoking. The postholder will focus effort on council wards where smoking in pregnancy rates are highest. Although it is considered that there will be measurable improvements in the first year, there will be work carried out to enable the project work to be sustained beyond the funding period. (Further detail of proposed activities is given in appendix 1)
- 2.3 The post has external funding for 12 months from the postholder's start date. The post will be 0.5 fte and an office location has been identified within a school in the Brumby Ward, complete with IT access and telephone. There will therefore be no net additional cost to the council in creating this post.

3. OPTIONS FOR CONSIDERATION

- 3.1 Option 1 – Support the creation of a 12-month fixed term contract post with the postholder becoming a member of the Health Improvement Team and working in partnership with the multi agency smoking in pregnancy team.
- 3.2 Option 2 – Identify a partner organisation to host the post. Discussions have been held with the Director of Public Health, who is of the opinion that the

operational management of this type of post fits better within the Local Authority than with North Lincolnshire NHS, particularly having regard to the potential changes proposed.

3.3 Option 3 – Decline the funding and do not create a post.

4. ANALYSIS OF OPTIONS

4.1 Option 1 – This funding presents an opportunity to reduce smoking in pregnancy rates with an immediate effect and with sustainability that will last beyond the 12-month funding period. The project can make a key contribution to obtaining positive outcomes. All project costs will be met by the external funding.

Establishing the post within the Health Improvement Team will allow the project and the postholder to be supervised, supported and developed appropriately. The postholder will also receive support from the NL NHS Specialist Stop Smoking Service and the soon-to-be-formed smoking in pregnancy team. These and other essential contacts and support may not be available to the same degree if the post were to be hosted by another organisation.

Available office accommodation has been identified in Riddings Junior School in the Brumby ward, meaning that the postholder will be based directly in the ward where smoking in pregnancy rates are highest and will instantly access a client base through the school.

4.2 Option 2 – This would require contracts and service specifications to be drawn up that would delay the project, eat into the funding and NLC may lose essential control.

4.3 Option 3 – This option would fail to address the high smoking in pregnancy rates that exist in the most deprived wards in North Lincolnshire.

5. RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)

5.1 The post has been evaluated at grade 6 and would run for 12 months from the time of appointment.

5.2 The project is funded at £15,000. A one-year fixed term post at 18.5 hours per week is costed at £12,941 (salary midpoint plus on costs). The remainder would cover expenses and a contribution to office costs.

5.3 All options result in a nil net cost to the council.

6. OTHER IMPLICATIONS (STATUTORY, ENVIRONMENTAL, DIVERSITY, SECTION 17 – CRIME AND DISORDER, RISK AND OTHER)

6.1 There are no other implications from this report.

7. OUTCOMES OF CONSULTATION

- 7.1 NHS North Lincolnshire and the NL NHS Specialist Stop Smoking Service are both in support of Option 1.

8. RECOMMENDATIONS

- 8.1 That the Cabinet Member approves the creation of a 12-month fixed term contract post for 18.5 hours per week (option1).

SERVICE DIRECTOR NEIGHBOURHOOD AND ENVIRONMENT

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Background Papers used in the preparation of this report: Original bid proposal

Where appropriate the report has been seen and commented on by (✓ or n/a)

Cabinet Member	Human Resources	Legal & Democratic	Finance	Property	IT	EMT
✓	✓	N/A	✓ <input type="checkbox"/>	N/A	N/A	N/A

Approved by Service Director(s) (✓)	✓
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Appendix1

Smoking in Pregnancy Development role Summary of activities

Goals

Need: A high proportion of pregnant women in the Brumby area smoke during pregnancy, Department of Health advice to reduce smoking in pregnancy prevalence is to emphasise stop smoking support women pre-conception, both to women who are actively planning pregnancies and to all women of childbearing age.

Research indicates that many female smokers in Brumby are particularly resistant to health concern messages, tend to be contented smokers with no desire to stop smoking, and are unlikely to enter stop smoking services by the traditional routes of either asking a GP for help or telephoning the stop smoking services to book onto a quit programme. These women are often, however, in regular contact with representatives of many voluntary and statutory agencies, many of these contacts are based on established and trusting relationships.

Purpose

To develop a lasting network through community groups, area forums, voluntary sector organisations and public sector organisations through which stop smoking advice and support can be given to all women of childbearing age in the Brumby area. The support and advice will be given in an informal and supportive manner and will seek to overcome resistance to traditional stop smoking messages.

Actions

- To map all of the representatives of voluntary and statutory organisations that have contact with women of childbearing age in the Brumby area and to establish contact with them
- Providing brief intervention training to these representatives and to any other person working or living in the Brumby area who has contact with pregnant women, women of childbearing age and families
- Ensuring that all of these representatives are aware of the many sources of stop smoking support that are available in Brumby and are aware how to refer women to this support
- Encouraging these representatives to give brief intervention advice and to offer referrals to stop smoking support to all women of childbearing age who indicate any form of dissatisfaction with smoking.
- To raise the level of awareness of stop smoking support that is available and accessible to women in Brumby
- To promote existing sources of stop smoking
- To provide community based intermediate stop smoking support

This referral network will remain in place and continue the work beyond the 12 month funded period of this project.

Additional goals

To raise awareness of the dangers of smoking in pregnancy and smoking in the presence of children among women of childbearing age

To work with existing maternity services, pregnancy and family support groups to raise awareness of the harmful effects of tobacco on foetuses, babies and children.

To encourage families with children, or with plans to have children, to make their home smokefree by actively contributing to the delivery of the North Lincolnshire Smokefree Homes Scheme.

Key activities

The postholder will manage their own time and activities, which will consist of:

- Delivering training to professionals and volunteers working within the Brumby area
- Maintaining regular contact with these professionals to encourage them to deliver brief intervention advice to women of childbearing age and to make referrals
- Providing intermediate level stop smoking advice within community settings
- Visiting established community groups and venues to speak to women about smoking issues (ie parent and child groups, community centres etc)
- Promoting the smokefree home scheme
- Obtaining feedback about the preferred method of stop smoking support for the client group and providing this information to the specialist stop smoking service to enable them to plan service delivery