

Fuse Quarterly Research Meeting: Thursday 7th July 2016  
Venue: Seminar Suite, 4<sup>th</sup> floor, The Forge  
Darlington Campus, Teesside University, Vicarage Road, Darlington **DL1 1JW**

## Smoking cessation in pregnancy: the North East leads the way with babyClear<sup>®</sup>

***What lessons can we learn from the implementation and evaluation of the region-wide babyClear<sup>®</sup> scheme which aims to improve smoking cessation rates in pregnancy?***

Smoking at time of delivery (SATOD) rates have traditionally been high in North East England. Smoking in pregnancy has a significant impact on women's and babies' health by increasing the risk of premature births, stillbirths, miscarriages and complications after labour due to smoking.

The babyClear<sup>®</sup> approach was commissioned to support adherence with NICE 2010 guidance. The intervention package included training for frontline staff, systematic identification of smokers and opt-out referral to Stop Smoking Services (SSS). Intensive follow up by SSS and a Risk Perception Intervention have also been part of the package of measures. The implementation since 2012 across eight NHS Trusts and twelve local authority settings has been a major challenge and represents a pioneering new attempt to establish system-wide change in this important area. The results from the evaluation of the project, undertaken by Fuse researchers, will be discussed at this important dissemination event. We will discuss whether the babyClear<sup>®</sup> measures have been effective and cost effective, and also examine which elements of the complex pathway seem to be the essential ingredients in successful delivery.



How close are we to bringing North East SATOD rates nearer to England averages? How cost effective is such an intervention? Can successful evidence-based interventions, such as babyClear<sup>®</sup>, be sustained with fidelity in the North East in times of austerity and budget cuts? How does the approach in the North East fit with broader policies and strategies to reduce smoking and improve health in pregnancy?

**Who should attend?**

The event will be of particular interest to commissioners of stop smoking services, members of Clinical Commissioning Groups and local authority public health teams and strategic decision makers interested in smoking in pregnancy in particular and system-wide approaches to health more generally

**To book your place:**

Please [register here](#) for a place at this QRM.

The event is free to attend but you need to book your place through the online booking form to be found by clicking here. Numbers may be capped because of the available accommodation.

Lunch will be provided free of charge and you will be asked to say if you have any special dietary requirements when you book.

**Travel and parking arrangements:**

Teesside University's Darlington site is on a campus alongside Darlington College. Travel directions and useful maps are available on the Teesside University website

[Teesside University - Teesside University Darlington - Contact & find us](#)

*Arriving by rail*

Darlington is on the East Coast mainline, and Teesside University Darlington is a 5-minute taxi ride from the train station.

If you prefer to walk from the station there is a walking and cycling route which has recently been opened from the main railway station. Leave the station via the path from the taxi rank which leads straight onto Yarm Road. Walk down the path towards Yarm Road and then turn right onto Yarm Road. Walk up Yarm Road and on your left you will see footpath signs to Teesside University Darlington Campus. Please follow these signs which will direct you to turn left off Yarm Road onto a footpath which leads directly to the campus. The walking time is approximately 8 minutes.

*Arriving by road*

From the A1 North and South: exit at junction 59 onto the A167 Darlington. Stay on the A167 for a few miles until you reach a roundabout taking the second exit staying on A167 North Road. Keep on this road as it heads into Darlington town centre, going through four sets of traffic lights. Keep on A167, turning left onto B6279 Haughton Road. Half a mile up Haughton Road you will see Darlington College on your right, turn right immediately past the college onto Vicarage Road. Follow Vicarage Road as it bends round to the right, past the child care centre (on the left) and Teesside University Darlington campus will be in front of you.

From A66 Stockton/Middlesbrough: at roundabout with A1150 junction go straight across and follow sign for A1 (North), second exit. At next roundabout take first exit. Stay on this road, go straight across the first set of traffic lights. At the next set of traffic lights go straight across and then take the next left turn. Darlington College is on your right, continue on this road and Teesside University Darlington is on your right.

### *Car Parking*

Please take care to park in the correct car parks (i.e. not those for Darlington College). There are car parks immediately outside both the front and back of the University building.

### **Contact details**

For further enquiries relating to the event please contact [fuse@ncl.ac.uk](mailto:fuse@ncl.ac.uk)

Programme:

9.15-9.30	<b>Coffee and registration</b>	
9.30-9.35	<b>Welcome</b>	Professor Janet Shucksmith, Deputy Director, Fuse
9.35-9.50	<b>The North East context and the background to babyClear<sup>®</sup></b>	Martyn Willmore Performance Improvement Delivery Manager, Fresh NE
9.50-10.35	<b>Outcomes of the babyClear<sup>®</sup> evaluation Presentations and questions</b>	Dr Ruth Bell (PI), Newcastle University and Susan Jones, Teesside University
10.35-11.00	<b>System wide action to reduce smoking in pregnancy</b>	Jo Locker, Tobacco Control Manager, Public Health England
11.00-11.20	<b>Coffee break</b>	
11.20-11.30	<b>Sustaining the babyClear<sup>®</sup> effect</b> Video: Staff reflect on their experience of the babyClear <sup>®</sup> programme	Introduced by Professor Janet Shucksmith, Teesside University
11.25-12.15	<b>Discussion in facilitated groups</b>  Facilitators: Ruth Bell Nicola Heslehurst Susan Jones Janet Shucksmith Martyn Willmore	<ul style="list-style-type: none"> <li>• What are the telling lessons that emerge from research <b>and</b> practice about working with women at this vital life stage?</li> <li>• What measures need to be taken to ensure that momentum in reducing SiP rates is sustained in the NE?</li> </ul>
12.15-12.40	<b>Reflections on what we have learnt since implementing babyClear<sup>®</sup> in the North East, implications for sustainability and the future</b>	Hilary Wareing, Director Improving Performance in Practice and Tobacco Control Collaborating Centre
12.40-13.00	<b>Plenary discussion</b>	Chair: Louise Wallace, DPH Hartlepool and Chair of Best Start in Life System Led Improvement Group
13.00-14.00	<b>Close of meeting, lunch and networking</b>	