

## About the Conference

In the run up to national No Smoking Day (9 March 2005), this conference will aim to highlight the issues which concern smoking during pregnancy, and examine the challenges for providing a good service to help mothers and families.

Smoking in pregnancy is an important cause of ill health for both mother and fetus, and the largest preventable cause of fetal and infant ill health and death. There are consequences too for non-smoking pregnant women who are exposed to second hand smoke. According to NICE guidelines (2003), women who smoke or who have recently stopped should be offered smoking cessation interventions.

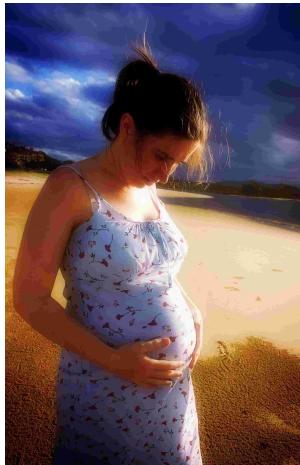
The profile of smoking cessation in pregnancy has greatly risen since the publication of the PSA targets on reducing infant mortality, and the White Paper 'Smoking Kills'. This has set the target to reduce the percentage of women who smoke during pregnancy from 23% to 18% by 2005, and to 15% by 2010.

Local 'champions' were appointed to help deliver this target. The general scope of their role is to:

- Give dedicated time to supporting pregnant women who want to stop
- Provide early skilled smoking cessation intervention
- Develop an education and training programme for the multidisciplinary team
- Support midwives and the multidisciplinary team in service referrals
- Liaise with primary care to encourage appropriate and timely referrals
- Liaise with staff involved in Sure Start projects
- Organise (and provide) cessation support via home visits
- Ensure good quality data on smoking behaviour in pregnancy

The main purpose of this conference will be to present the latest evidence about the problem and how best to tackle it; exchange of information about best practice; and to facilitate networking for all who provide a service in this field.

The programme has been designed to give an update on several key issues concerning smoking in pregnancy, with ample time for interactive discussion.



## SMOKING IN PREGNANCY: Modern Perspectives, New Networks

Tuesday 1<sup>st</sup> March 2005  
Perinatal Institute, Birmingham

### REGISTRATION FORM

Title: \_\_\_\_\_ Last name: \_\_\_\_\_

First Name: \_\_\_\_\_

Occupation: \_\_\_\_\_

Place of Work: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Post Code \_\_\_\_\_

Phone: (Home) \_\_\_\_\_ (Work) \_\_\_\_\_

(Mobile) \_\_\_\_\_

E-mail: \_\_\_\_\_

Please tick box if you require vegetarian meals

Please list any other requirements:  
\_\_\_\_\_  
\_\_\_\_\_

Registration fee is £30 and includes buffet lunch and beverages.  
Please complete form, and send with cheque made payable to  
'Perinatal Institute', to:

Heidi Stuckle  
Perinatal Institute  
Crystal Court, Aston Cross,  
Birmingham, B6 5RQ

Confirmation of registration will be sent upon receipt  
**NB Places are limited and early registration is recommended**

# Programme



Crystal Court, Aston Cross,  
Birmingham, B6 5RQ  
Tel: 0121 687 3400  
Fax: 0121 687 3401  
E-mail: office@perinatal.nhs.uk

[www.perinatal.nhs.uk](http://www.perinatal.nhs.uk)

## How to find us

The nearest rail station is Birmingham New Street, from where the Perinatal Institute is a 10 minute ride by taxi.  
The Institute is also easily accessible by road, via the M6 / A38  
A map can be downloaded from [www.perinatal.nhs.uk/map](http://www.perinatal.nhs.uk/map)

09:00 Registration, Coffee / Tea

## Session 1: Identifying the problem

10:00 Introduction: the baby's perspective  
Jason Gardosi - Director, Perinatal Institute

10:10 Maternal smoking and reproductive life  
Tanith Muller - Director, BMA Tobacco Control Resource Centre, Edinburgh

10:40 Social circumstances and smoke free homes  
Claire Blackburn - Senior Lecturer, School of Health & Social Studies, University of Warwick

11:10 Discussion

11:30 Coffee / Tea

## Session 2: Methods for enhancing care

11:50 Carbon monoxide breath testing  
Shirley Hamilton - Senior Health Promotion Officer, Smoking Concerns, NHS Greater Glasgow

12:10 NRT in pregnancy: the evidence  
Hayden McRobbie - Tobacco Dependence Research & Treatment Centre, Barts and The London School of Medicine

12:30 Nurse prescribing of NRT  
Sue Randall - Smoking and Pregnancy Advisor, Warwickshire Stop Smoking Service

12:40 Discussion

13:00 Lunch

## Session 3: Networking and collaborating

14:00 Strategies for smoking cessation  
Terry Lawrence - Honorary Lecturer, Birmingham University

14:30 Evaluating services for pregnant smokers  
Michelle Lee - Research Health Psychologist, Tobacco Research & Treatment Centre, Barts and The London School of Medicine

15:00 Evidence into practice: the role of the HDA  
Julia Neall - Practice Development Officer, HDA West Midlands

## Session 4: Plenary/open forum

15:10 Examples of successes and special challenges

15:30 Establishing networks, disseminating information

16:00 Close; Coffee / Tea

# About the Speakers

**Clare Blackburn** is senior lecturer in the School of Health & Social Studies at the University of Warwick. Her research has been concerned with passive smoking in households with young children and the barriers to implementing harm reduction strategies. She has also been involved with a study to look at factors that promote smoking and inhibit cessation among fathers of new babies.

**Tanith Muller** is the Director of the BMA Tobacco Control Resource Centre, based in Edinburgh. She has worked on a range of projects associated with the BMA report Smoking and Reproductive Life, which constituted the first focussed overview of the impact of smoking on all aspects of sexual, reproductive and child health.

**Shirley Hamilton** is senior health promotion officer (Tobacco), for acute and maternity services at Smoking Concerns, Glasgow. She has developed services for pregnant smokers, including a PGD for NRT in pregnancy. She is currently involved in a project to offering CO testing routinely in pregnancy.

**Terry Lawrence** is honorary lecturer at Birmingham University and an honorary member of the Faculty of Public Health Medicine. She has a background in education, public health and health promotion and managed a programme of research trials in the West Midlands to evaluate interventions with populations that include pregnant smokers.

**Hayden McRobbie** is a research fellow at the Tobacco Dependence Research & Treatment Centre, London. His current PhD studies are looking at the alleviation of the tobacco withdrawal syndrome. He is also an expert on the use of NRT in pregnancy, and works as a clinician at one of the largest smokers' clinic in the UK.

**Sue Randall** is an experienced smoking-in-pregnancy advisor for Warwickshire Stop Smoking Service whose role involves prescribing NRT in pregnancy. Whilst feeling that helping women to stop can at times be frustrating, Sue considers her current post to be one of the most exciting that she has held.

**Michelle Lee** researches health psychology at the Tobacco Research & Treatment Centre in London. She is currently conducting a study funded by the HDA, which examines methods that appear to work with pregnant smokers, and aims to develop national guidelines based on examples of good practice.

# About the Organisers

**Carmel O'Gorman** is midwifery lead for smoking in pregnancy at Good Hope Hospital. Her role involves providing cessation support, developing and improving services locally. She co-ordinates a West Midlands regional network of others working in this field.

**Julia Neall** is practice development officer for the West Midlands HDA. She supports public health practitioners in their use of the evidence to reduce health inequalities and has close links with a number of regional networks including the smoking cessation in pregnancy and the Sure Start health leads network.

**Jason Gardosi** is director of the Perinatal Institute and Professor of Maternal and Perinatal Health, University of Warwick. The Institute regards smoking cessation as one of the main priorities in efforts to reduce avoidable factors for adverse perinatal outcome, and organises regional training workshops and other initiatives to support the work of smoking in pregnancy advisors.