

ROTHERHAM BOROUGH COUNCIL – REPORT TO CABINET

1.	Meeting:	Cabinet
2.	Date:	Wednesday 16th October 2013
3.	Title:	Commissioning stop smoking support in pregnancy
4.	Directorate:	Public Health

5. Summary:

Stop smoking support in pregnancy is currently provided by Rotherham NHS Foundation Trust (RFT) as part of the Rotherham NHS Stop Smoking Service. The published tender for the general stop smoking service does not include smoking in pregnancy. This will require it to be commissioned separately in the future in line with the tobacco control commissioning plans for 2014/15 and beyond. These plans were approved by Cabinet in April this year. Over the last 4 years we have developed a stop smoking in pregnancy service that is embedded within routine antenatal care, with the stop smoking specialist team working alongside midwifery services. This followed trial of different models of care and after listening exercises to develop a service that Rotherham women wanted. This model has resulted in significantly lower levels of smoking at delivery.

General stop smoking support services are being competitively tendered in a joint procurement with Doncaster Metropolitan Borough Council we wish to continue the necessary integration of stop smoking support in pregnancy with midwifery services. We are therefore seeking Cabinet approval to waive the requirement for competitive tendering and to continue to commission the service from Rotherham NHS Foundation Trust.

Smoking in pregnancy rates are part of the Public Health Outcome framework and Borough Health Profiles. Reducing smoking in pregnancy is a key measure to address health inequalities.

6. Recommendations:

Cabinet is asked to:

- **Waive the requirement for competitive tender for stop smoking in pregnancy support due to its necessary integration with NHS midwifery services at Rotherham NHS Foundation Trust.**

7. Proposals and Details:

Background

Smoking in pregnancy increases the risk of maternal and foetal death. It is the single most modifiable risk factor for complications during pregnancy, increased risk of miscarriage, premature birth, still birth and low birth weight. Children exposed to tobacco smoke in the womb are more likely to suffer from sudden infant death, respiratory ear nose and throat infections, psychological problems such as hyperactivityⁱ and a detrimental effect on child's educational performance.

Stop smoking in pregnancy support in Rotherham is delivered by two specialist midwives and one pregnancy advisor, who are currently part of the Rotherham NHS Stop Smoking Service. The current model has been running for 3.5 years and is a result of a comprehensive development process over the past 4-5 years to reduce the number of women smoking during pregnancy and increase the number seeking support to quit. This model embeds the stop smoking support within routine antenatal care and has delivered a 7 percentage point reduction in smoking at time of delivery rates in three years (compared with a 1.2 percentage point reduction for our peer group – Manufacturing Towns – and a 0.5 percentage point reduction in Yorkshire and Humber over the same period).

The model sees stop smoking support embedded within routine antenatal care and central to the midwifery service's agenda. The service actively seeks out pregnant smokers and all are provided with a mandatory intervention as part of their routine antenatal care, whether or not they have indicated a desire to quit smoking. This model was developed following consultation with local women who had smoked or quit smoking during pregnancy to ensure it meets their needs and delivers a service that exceeds the requirements of National Institute for Health and Social Care Excellence (NICE) guidance.

The small team (two stop smoking specialist midwives and one stop smoking in pregnancy advisor) works directly with the midwifery service to ensure basic stop smoking advice is integrated into all midwives' work. However, having a separate service specification enables us to maintain control over the service's outcomes and objectives and ensure that stop smoking support for this high priority group remains the primary focus. It also allows strong performance management of this enhanced midwifery intervention to verify that their work is delivering the requirements of the public health outcomes framework.

Re-commissioning

Cabinet approved the proposals for future tobacco control commissioning in April 2013. These proposals included collaborative commissioning of the stop smoking service with other South Yorkshire authorities and to commission stop smoking support in pregnancy as a separate service. The tender process for a cross-Rotherham and Doncaster generic stop smoking services is underway and due to award a contract by the end of 2013, to start operating on 01 April 2014.

At present stop smoking support during pregnancy is delivered by a team within the Stop Smoking Service, which is itself a Rotherham NHS Foundation Trust service. We did not want pregnancy support to be tendered with the generic Stop Smoking Service as pregnancy support models vary between Doncaster and Rotherham and we wish to retain the successful model we deliver in the borough.

During the time this pathway has been in place the small smoking in pregnancy team has become increasingly integrated with the midwifery service. To distance this team from the midwifery service through competitive tender and a potential third party provider could have a detrimental impact upon service delivery and, therefore, clinical outcomes.

The clinical pathway indicates the extent to which stop smoking in pregnancy advice is integrated within antenatal care:

- Community midwives (RFT midwifery service) carry out initial assessment of smoking status and desire to quit at booking visit. Refer to stop smoking in pregnancy midwives/advisor if woman is motivated to quit.
- Stop smoking in pregnancy midwives are based at RFT's Greenoaks antenatal unit where they identify smokers on daily clinic lists and deliver a clinical intervention for all pregnant smokers attending routine scans and appointments. They record notes in the woman's pregnancy handheld records. Other RFT midwifery staff (midwives/sonographers) ensure pregnant smokers are seen by the specialist stop smoking midwives for the mandatory intervention following their appointment
- Maternity service support workers (RFT midwifery service) provide telephone contact for successful quitters up until delivery to prevent relapse and refer back to stop smoking in pregnancy team as necessary

In addition, the stop smoking in pregnancy team provides training to midwifery and obstetric staff to ensure a single consistent message about smoking is delivered and to continually promote the pathway. Being situated in the maternity unit has built those relationships and facilitated adherence to the pathway by generic midwifery and obstetric staff.

Proposals

Having sought advice from the RMBC procurement team we believe that the necessity to integrate the stop smoking in pregnancy support with midwifery services means that Rotherham NHS Foundation Trust is the only provider that could fulfil the service requirements and therefore conducting a competitive tender would incur unnecessary staff time and cost. We are therefore seeking Cabinet approval to waive the need for external tender.

8. Finance:

The annual contract value for the stop smoking in pregnancy service will be £150K plus a separate budget for nicotine replacement therapy estimated at £45K (the provider will be given a maximum budget and asked to invoice on actual spend).

9. Risks and Uncertainties:

There is a small risk that other providers could challenge a decision to place a service with a single provider without competitive tender. This paper aims to counter any such challenge by outlining a clear rationale for the decision.

10. Background Papers and Consultation:

None.

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ⁱ Button T.M.M., Maughan B., McGuffin P. (2007). The relationship of maternal smoking to psychological problems in the offspring. *Early Human Development* 83 (11): 727-32.