

Problem: CQC have stated that TSD are not providing pregnant women with enough information/education about smoking during pregnancy. This is important as smoking during pregnancy increases the risk of stillbirth. One of NHS Improvements 'Maternity and Neonatal Health Safety Collaborative' (which TSD are part of) goals is to reduce the number of stillbirths by 20% by 2020.



Goal: Create a patient information video to educate pregnant women about the dangers of smoking during pregnancy and signpost to smoking cessation support to reduce the number of pregnant smokers in Torbay.



Assumptions

- Clinicians prescribe the video
- Patients can and will watch the video
- Patients understand the content

Resource

- SME
- HCV (projects, script writers, production, graphics)
- Maternity team
- Healthy lifestyles team



Activities

- Info received from SME
- Script written, reviewed & signed off
- Video filmed, reviewed & signed off
- Video added to library
- Poster designed, reviewed & signed off
- QR card designed, reviewed & signed off
- Patient letters updated
- Healthy Lifestyles quiz updated
- Department kindles updated



Outputs

- Videos
- Poster
- QR card
- Patient letters
- Healthy Lifestyles Quiz
- Kindles



Outcomes

- More pregnant smokers reached
- More pregnant smokers referred to Healthy Lifestyles
- More pregnant smokers engaged with Healthy Lifestyles

Impact

- Meet CQC requirements
- Support Maternity & Neonatal Health Safety Collaborative goal
- Better educated pregnant population
- More pregnant women stopping smoking between 1st appointment and delivery
- Healthier babies
- Fewer number of stillbirths

Long term impact

- Reduction in system costs



Internal Project Outcomes

- Builds on library of videos (improves resource)
- People access wider selection of videos than prescribed
- Improves public awareness and use of library resource
- Increases frequency/ likelihood to/ prevalence of self management in the healthcare sector