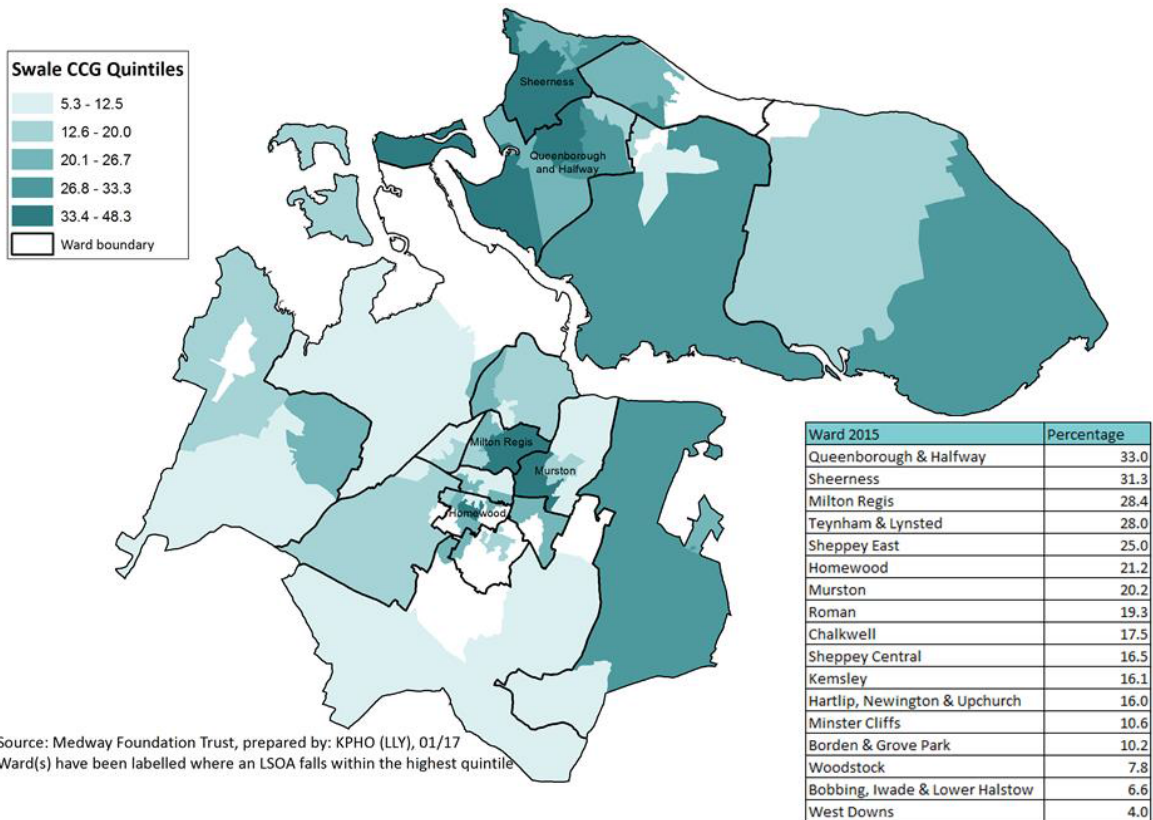


What the Bump – Smoking in Pregnancy Campaign

1. Introduction

1.1 Swale has the highest rates of Smoking at Time of Delivery in Kent, at it was therefore chosen as the best place to trial a campaign aimed at reducing these rates. The map below shows the concentration across Swale.

Percentage smoking at time of delivery, Swale CCG by LSOA, Jan-Nov 2016



1.2 In some of the Lower Super Output Areas the concentrations are even greater, with approaching one in two pregnant women being a smoker at the time of delivery.

LSOA	Smoke at time of delivery		Ward (2015)	Amongst most deprived LSOAs in Kent?
	Prevalence	Number		
E01024597	48%	14	Queenborough & Halfway	Yes
E01024615	42%	11	Sheerness	Yes
E01024590	41%	11	Murston	Yes
E01024584	40%	8	Milton Regis	Yes
E01024560	39%	7	Homewood	No
E01024616	39%	7	Sheerness	Yes
E01024614	38%	11	Sheerness	Yes
E01024594	36%	4	Queenborough & Halfway	No

1.3 Public Health have developed a campaign to encourage pregnant smokers to seek help to quit, based on a behavioural insights study conducted by the National Social Marketing Centre on the island of Sheppey.

The key insights from the research were:

- Limited perception of risk.
- Difficulty developing an emotional bond with their 'bump'.
- Only positive associations.
- Optimism.
- Me time and social aspect of smoking.
- E-cigarettes
- Habit vs. addiction
- Wanted to be a good mother.

1.4 This campaign is currently being piloted in Sheppey (and is being funded by Swale CCG to be further rolled out across the rest of Swale). Medway CCG and Medway Council are licensing the campaign to be rolled out in Medway as well.

2. The Campaign

2.1 The campaign focuses on the entire pregnancy journey; from women finding out they're pregnant, through to birth and the first weeks and months of being a mum. Particular emphasis is placed on the beginning of the pregnancy and making new health changes in preparation for the birth of their baby.

2.2 At the heart of the 'What the Bump?' campaign is strong messaging that is honest, clear and factual. Any messaging that is delivered to women should follow a similar tone, get right to the point, provide clear and consistent messaging, be supportive in tone and highlight that being the best mum starts during pregnancy.



2.3 The campaign resources include, Posters, Flyers, Magnets and stickers a fact deck and a Pregnancy Journal, each to be used in different settings in the community to give pregnant smokers clear facts around the effects of smoking in pregnancy and to encourage them to seek help to quit.

2.4 A project worker based in Seashells Children's Centre has been working in the community to ensure that the campaign is visible in the places where pregnant smokers may be. The community has been very receptive to the work, and the campaign is now visible across the key communities identified in the mapping work, and in locations such as GPs surgeries, Children's Centres, Newsagents, Hairdressers, Nail bars, Pharmacists etc. The project worker has been invited to present at schools and the college, and to attend a number of community events.

2.5 The pilot will be evaluated by the Business and Intelligence function to measure its reach, and effectiveness.

