

PERFORMANCE ACTION PLAN TEMPLATE

This template is to be completed for ALL measures showing **RED** status of non-compliance against the specified target reported.

INDICATOR OVERVIEW	
Indicator Title	Smoking at Time of Delivery
Strategic Director Lead	Fiona Johnstone Director of Public Health, Head of Policy and Performance
Departmental Lead	Julie Webster, Head of Public Health
Target	11.5%

CURRENT SITUATION: Detail what the performance is for this measure and reason/s for non-compliance	
Performance this Period	13.7%
Non-compliance reason	<p>The current percentage of local women smoking at the time of delivery is 13.7%. This rate is lower than the national average which was 16.4% during 2012/2013.</p> <p>The rate has been increasing and we need to investigate the reason for this rise i.e. is it due to better identification and reporting or are there more women smoking at time of delivery. An audit of the programme is proposed.</p> <p>Wirral Clinical Commissioning Group commissions maternity service. The current target (20%) for smoking at time of delivery in the contract with Wirral University Teaching Hospital NHS Foundation Trust is much higher than the Public Health target.</p> <p>A new database was introduced in June 2013 and a number of data errors occurred following the transfer of data. Remedial action is ongoing and we expect that the number of records where the smoking status of a women is 'not known' will reduce in the coming months</p>

ACTIONS: This describes what's necessary or how to achieve a 'green' score. This way everyone is clear on what is required and when; knows the expected outcome and how to achieve it .	
What (is required)	<ul style="list-style-type: none"> • Alignment of Wirral Clinical Commissioning Group and Public Health targets for smoking at time of delivery • Data issues with the new database to be resolved and all data reported accurately and appropriately • Increase in number of referrals of pregnant women to the local stop smoking service • Audit programme developed and discussion with Maternity Services with regard to the public health role of midwives

How (will it be achieved)	<p>NICE guidance 'Quitting Smoking in Pregnancy and following Childbirth' highlights a key role for midwives to identify and refer pregnant smokers. We will work with the Clinical Commissioning Group to ensure service specifications for maternity services include the following:</p> <ul style="list-style-type: none"> • All midwives to receive training so that they are competent in discussing smoking with women and delivering carbon monoxide screening • There is an effective and robust referral pathway for pregnant smokers • All targets are aligned
Who (will be responsible)	<ul style="list-style-type: none"> • Wirral Clinical Commissioning Group • Public Health Team • Wirral University Teaching Hospital NHS Foundation Trust
When (will results be realised)	It is anticipated that the target will be decreasing by the end of Quarter 4.