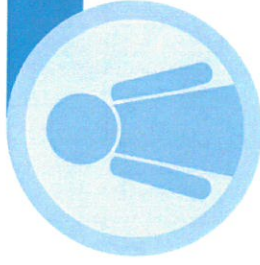


Reducing IMR Local Partnership Actions



Pre-conception

- Programme of actively promoting 'getting healthy for pregnancy' - GP practices
- Community research with local women – preparation for pregnancy
- Point of sale (pregnancy test) - healthy pregnancy - in pharmacies
- Early STORK - Colleges and schools – prevention of infant mortality
- Promoting smokefree homes in families with children – Walsall GP practices



During pregnancy

- Midwifery advice, CO monitoring and referral (booking and all ante-natal sessions)
- One to one support for smoking cessation
- Peer support (Homestart volunteers) for women trying to quit smoking
- Stop smoking service for partners of pregnant women
- Ante-natal parenting handbook + app + classes + online



Post-pregnancy

- Health in pregnancy team continued support for quitters (and partners) to remain quit
- Wider range of support for partners & family members e.g. promoting smokefree homes
- Smokefree champions facilitation workplace promotion for wider population