

Pregnancy Smoking Strategies

Baby and Me Tobacco Free



67 counties participating
\$635,000 Year 1 Tobacco Settlement investment

Goals for change

Motivate pregnant women to stop smoking and continue to be smoke-free following pregnancy

Support other family members to quit smoking or not smoke around pregnant women

Institutionalize new county health department practice changes for providing directed health education messaging, setting patient quit dates, linking with media messaging, and staff training

Establish county health departments as location and referral sources for pregnancy smoking services

Counties report few smoking cessation programs other than the 1-800-QUIT-NOW. This makes it a challenge for women not to start smoking again after delivery.

By the numbers

1,244 pregnant women enrolled
 145 women completed all four prenatal counselling sessions
 363 Women dropped from program enrollment *
 137 total deliveries
 2 Low birth weight babies (1.5% compared to state 9.1% average)

85 women receiving monthly vouchers for diapers for remaining smoke-free

74% of enrolled women were established patients of LHD. Program enrolled 252 new patients of whom 59 were referrals from other community providers.

1,152 women referred for smoking cessation services.

**Major reasons for 28% drop outs: lack of family support, other household smokers, stress, apathy/lack of motivation, transportation problems, early delivery.*

From the field

Our very first participant to complete the program was a 3 year smoker with no children prior to this pregnancy. Although her occupation as a waitress did make it hard on her commitment to quit smoking, after two sessions she was able to blow "smoke free" and embrace the fact that she had quit smoking. During the process of quitting, her boyfriend also decided to join in offering a great support system, and quit smoking as well. On December 30, 2014, she gave birth to a healthy, 9lb. 3 oz. baby boy. She is remaining smoke free and does not feel the need to start smoking again. She found the program very informative and very worth every bit of her time. Robertson County

One participant has been to health department for 3 visits. In September when she started, her first CO level was 18; reduced to 4 at second visit, and 3 at third visit. It has been an exciting, encouraging thing to see her motivation. She also initiated contact with our nutritionist, rather than health department having to contact her. Hamblen County

One county woman reported she is thrilled that her diapers now only cost her about \$3.00 each month. Carroll County

Improvements Identified by Plan-Do-Check-Act Cycles of Learning

- Promote the program throughout the region
- Find ways to involve more families to support tobacco cessation
- Increase incentives for mothers and support from family
- Train all health department staffs in tobacco cessation support roles
- Protocols for active follow-up with participants to ensure success

