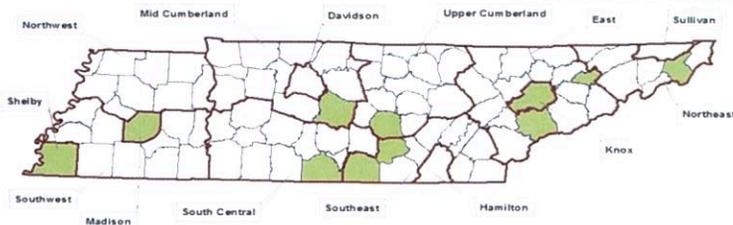


# Pregnancy Smoking Strategies

Other effective practices: TIPS (Tennessee Intervention for Pregnant Smokers), SMART Moms, Colorado Counseling Model, Nurturing Parents, Public CO Screenings and Education



\* Other projects include: TIPS (Tennessee Intervention for Pregnant Smokers), SMART Moms, Colorado Counseling Model, Nurturing Parents, and Public CO Screenings and Education

**12 Counties**

**\$246,000 Year 1 Tobacco Settlement invested**

## Goals for change

Participating women create personal quit plans with assistance of tool kits for practical healthy activities to fight cravings including incentives

Introduce use of Behavioral Health Consultant for individual counseling sessions at county health department

Test different models for engaging county health departments with other community practices to promote reduction in pregnancy smoking

## By the numbers

2,167 pregnant women receiving services (varies by project)  
 484 defined as program completers  
 370 women referred for cessation

80% pregnant women follow-through with counseling, 22% quit smoking

Higher success rate for participants who with counseling and use of self-help guide than those with guide but without counseling.

38 healthcare providers trained in the 5 A's based approach

## From the field

*One participant started the program at 29 weeks pregnant with one child already and smoking cigarettes, cigars, e-cigarettes, and hookah. She has been a smoker for almost 9 years and is under 30 years old. After an informative session where she asked many great questions, she left with the handbook (workbook-type pages and lots of informative sheets) and knowledge to reduce before the next session. She came in for session 2 and had reduced her usage, which is considered a large improvement knowing the long list of tobacco products she used before the first session. **Knox County***

*We had a grandmother who attended the nurturing parenting program. She was a smoker for over 30+ years in her home and car. Her 2 year old asthmatic grandson currently lives in her home. She stopped smoking with our program and made her car and home smoke free. With the program we were able to purchase an air purifier for her home and she has been smoke free now for almost 10 weeks. She also stated blowing a 2 on the CO2 monitor and not a 32 really gave her the "want to" to stop for her health not just her grandson. **Warren County***

## Improvements found through Plan-Do-Check-Act Cycles of Learning

- Start projects sooner in program year
- Do recognition ceremonies for patients who complete the program
- Promote more awareness of projects in the community
- Schedule follow-up phone calls and visits to hospitals to identify patients

## Project Progress

