

# Tobacco Use During Pregnancy Change Package

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**Rationale:** Smoking during pregnancy and exposure to secondhand smoke are harmful to the health of both the mother and the baby. As one of the most common preventable causes of pregnancy complications and poor birth outcomes, smoking:

- Reduces fertility, making it more difficult to become pregnant;
- Increases the likelihood of miscarriage;
- Causes premature birth, low birth weight, certain birth defects, and ectopic pregnancy;
- Causes complications with the placenta, including placenta previa and placental abruption, conditions that jeopardize the life and health of both mother and baby; and
- Increases risk of Sudden Infant Death Syndrome or SIDS.<sup>1 2</sup>



Rates of smoking during pregnancy vary among states, ranging from 5% to 29%, with a national average of 10%, according to the most current data from 2011.<sup>3</sup> Preventing initiation of smoking and promoting quitting before, during, and after pregnancy is an important strategy to support healthy mothers and healthy babies. Encouraging women to quit smoking before or early in pregnancy, when the most health benefits can be achieved is ideal, but cessation in all stages, even in late pregnancy, benefits maternal and fetal health, too. Women are more likely to stop unhealthy behaviors during pregnancy, including smoking, and pregnancy specific-counseling increases cessation among pregnant women.<sup>4</sup> The perinatal periods, particularly pregnancy, offers an opportunity for Healthy Start grantees to provide smoking cessation support and resources to the women and families they serve.

**Purpose/Objective:** This change package provides recommended strategies and a selection of resources and evidence-based practices to aid Healthy Start grantee organizations, partners and their staff in promoting tobacco cessation among women before, during, and after pregnancy. **Healthy Start Screening Tools**, available on the Healthy Start Epic Center website and referenced in the change package strategies, can be used to assist in comprehensive and consistent assessment of Healthy Start participant needs and standardized data collection to support monitoring and reporting on Healthy Start benchmarks.

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<sup>1</sup> CDC. Smoking and Reproduction. Factsheet. 2014.

<sup>2</sup> CDC. Information for Health Care Providers and Public Health Professionals: Preventing Tobacco Use During Pregnancy. Accessed November 12, 2015

<sup>3</sup> CDC. PRAMStat: Tobacco Use. Accessed November 13, 2015.

<sup>4</sup> CDC. Information for Health Care Providers and Public Health Professionals: Preventing Tobacco Use During Pregnancy. Accessed November 12, 2015

## Healthy Start Change Package Strategies for Perinatal Tobacco Use

**Healthy Start Program Goal:** Increase the proportion of pregnant Healthy Start participants that abstain from cigarette smoking to 90%.

Level of Strategy	Strategy	Select Resources & Evidence-Based Practices
<b>Program Level</b>	<b>Build Capacity to Screen for Tobacco Use and Provide Cessation Support</b>	
	<ul style="list-style-type: none"> <li>➤ Implement a smoke-free policy that bans tobacco use inside and outside of the clinic or building, or restricts smoking to designated outdoor locations.</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Implementing a Tobacco-Free Campus Initiative in Your Workplace</a></li> <li>• <a href="#">CDC Tobacco-Free Campus Policy</a></li> <li>• <a href="#">Strategies for Promoting and Implementing a Smoke-free Workplace</a></li> </ul>
	<ul style="list-style-type: none"> <li>➤ Educate all providers and staff on the harms of tobacco use during pregnancy and the importance of cessation.</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">CDC Tobacco Use and Pregnancy</a></li> </ul>
	<ul style="list-style-type: none"> <li>➤ Educate providers and staff on tobacco cessation coverage.               <ul style="list-style-type: none"> <li>▪ <b>KEY MESSAGING:</b> State Medicaid Programs are required to provide tobacco cessation counseling and medication free to pregnant women who smoke.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Tobacco Cessation: Smoking During Pregnancy</a></li> <li>• <a href="#">CMS New Medicaid Tobacco Cessation Services</a></li> <li>• <a href="#">Medicaid Benefits: Tobacco Cessation Services for Pregnant Women</a></li> </ul>
	<ul style="list-style-type: none"> <li>➤ Educate providers and staff on your state quitline offerings, including enhanced pregnancy protocols if available; and referral processes to your state quitline.</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Quitlines Help Smokers Quit</a></li> <li>• <a href="#">Quitline FAQs for Health Care Providers</a></li> <li>• <a href="#">1-800 Quit Now</a></li> <li>• <a href="#">Quitline Services for Pregnant and Postpartum Women: A Literature and Practice Review</a></li> </ul>
	<ul style="list-style-type: none"> <li>➤ Train providers and staff to screen all women for tobacco use, provide education and support, and refer for cessation support.</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">5A's – Five Major Steps to Intervention</a></li> <li>• <a href="#">Smoking Cessation in Pregnancy and Beyond: A Virtual Clinic</a></li> <li>• <a href="#">Clinical Effort Against Secondhand Smoke Exposure (CEASE) Program</a></li> <li>• <a href="#">You Quit Two Quit</a></li> </ul>
<ul style="list-style-type: none"> <li>➤ Establish a process in your program or workflow to screen for tobacco use at each encounter.</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Quitline Map</a></li> <li>• <a href="#">1-800 Quit Now</a></li> <li>• <a href="#">Prenatal Plus Program</a></li> </ul>	

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	<ul style="list-style-type: none"> <li>➤ Establish processes to support referrals to your state quitline.</li> <li>➤ Integrate tobacco cessation supports into programming and workflow, such as participant incentives (e.g., financial incentives, vouchers) for quitting tobacco, counseling and home visits.</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">The Smoking Cessation Reduction in Pregnancy Treatment (SCRIPT) Program</a></li> <li>• <a href="#">Baby &amp; Me – Tobacco Free</a></li> </ul>
Individual & Family Level	<p><b>Screen for Tobacco Use and Provide Cessation Support and Referral at Every Encounter</b></p> <ul style="list-style-type: none"> <li>➤ Screen all Healthy Start participants for tobacco use (cigarettes, cigars, little cigars, cigarillos, hookah, smokeless tobacco, and electronic cigarettes) at each encounter. <ul style="list-style-type: none"> <li>▪ <b>KEY QUESTION:</b> <ul style="list-style-type: none"> <li>– Do you currently smoke any cigarettes or use any tobacco products?</li> <li>– Did you smoke any cigarettes or use any tobacco products during the last 3 months of your pregnancy?</li> <li>– In the past year, how often has you used tobacco products?</li> <li>– <i>Refer to the <b>Healthy Start Screening Tools</b> for additional key questions</i></li> </ul> </li> </ul> <p>Provide information and education on the potential effects on pregnancy of tobacco and tobacco cessation.</p> </li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">4Ps Plus©</a></li> <li>• <a href="#">ASSIST (Alcohol, Smoking, and Substance Involvement Screening Test)</a></li> <li>• <a href="#">Healthy Start Screening Tools</a></li> </ul>
	<ul style="list-style-type: none"> <li>➤ At each encounter, advise Healthy Start participants who use tobacco to quit; provide non-judgmental support and education on the harms of tobacco use during pregnancy and the health hazards to children <ul style="list-style-type: none"> <li>▪ <b>KEY MESSAGING:</b> Any current tobacco use places a woman and her baby at risk for poor health and pregnancy outcomes.</li> <li>▪ <b>KEY MESSAGING:</b> E-cigarettes are not FDA-approved as smoking cessation devices. There is insufficient evidence about the safety and efficacy of e-cigarettes as a smoking cessation aid or their use in pregnancy.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">5A’s – Five Major Steps to Intervention</a></li> <li>• <a href="#">The Smoking Cessation Reduction in Pregnancy Treatment (SCRIPT) Program</a></li> <li>• <a href="#">You Can Quit Smoking</a></li> <li>• <a href="#">CDC Tobacco Use and Pregnancy</a></li> </ul>

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	<ul style="list-style-type: none"> <li>➤ Refer Healthy Start participants who use tobacco to your state quitline and other resources to support cessation.               <ul style="list-style-type: none"> <li>▪ <b>KEY MESSAGING:</b> Quitlines offer information, direct support, and counseling to help you quit smoking.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">1-800 Quit Now</a></li> <li>• <a href="#">Smokefree Women</a></li> <li>• <a href="#">Baby &amp; Me – Tobacco Free</a></li> <li>• <a href="#">You Can Quit Smoking</a></li> </ul>
	<ul style="list-style-type: none"> <li>➤ Followup with Healthy Start participants at each encounter to inquire on their tobacco use, and advise and refer again to cessation supports as needed               <ul style="list-style-type: none"> <li>▪ <b>KEY MESSAGING:</b> It’s never too late to quit smoking and it is possible to quit. It may require several efforts.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">1-800 Quit Now</a></li> <li>• <a href="#">Smokefree Women</a></li> <li>• <a href="#">Baby &amp; Me – Tobacco Free</a></li> <li>• <a href="#">You Can Quit Smoking</a></li> </ul>
	<ul style="list-style-type: none"> <li>➤ Provide education to significant others and family members on the harms of tobacco use and secondhand smoke exposure during pregnancy. Offer tips to support cessation, such as:               <ul style="list-style-type: none"> <li>▪ Making your home and car smoke-free.</li> <li>▪ Asking people not to smoke around you and your children.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">CDC Tobacco Use and Pregnancy</a></li> </ul>
	<ul style="list-style-type: none"> <li>➤ Assist Healthy Start participants in enrolling in and obtaining health insurance to support access to health care and other preventive care services as needed.</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">From Coverage to Care</a></li> <li>• <a href="#">Getting the Coverage You Deserve: What to Do If You Are Charged a Co-Payment, Deductible, or Co-Insurance for a Preventive Service</a></li> <li>• <a href="#">Health Insurance Marketplace</a></li> </ul>
<b>Community Level</b>	<b>Promote Awareness and Support Among Community Groups and Partners</b>	
	<ul style="list-style-type: none"> <li>• Promote awareness of tobacco cessation supports during pregnancy, including cessation coverage and your state quitline, among community partners and programs serving women, children, and families.</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">CMS New Medicaid Tobacco Cessation Services</a></li> <li>• <a href="#">Medicaid Benefits: Tobacco Cessation Services for Pregnant Women</a></li> <li>• <a href="#">1-800 Quit Now</a></li> </ul>
	<ul style="list-style-type: none"> <li>• Align messaging on tobacco use and cessation during pregnancy across community partners and programs that serve women, children, and families.</li> <li>• Distribute education materials on tobacco use and cessation during pregnancy to</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">CDC Tobacco Use and Pregnancy</a></li> <li>• <a href="#">1-800 Quit Now</a></li> </ul>

Level of Strategy	Strategy	Select Resources & Evidence-Based Practices
	community partners and programs that serve women, children, and families.	

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\*This change package can be accessed electronically: <http://healthystartepic.org/healthy-start-approaches/promote-quality/>