



Healthy Start Benchmark:

Increase the proportion of Healthy Start participants that abstain from cigarette smoking to 90%.

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
- Increases risk of Sudden Infant Death Syndrome or SIDS

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 infant health, too. Women are more likely to stop unhealthy behaviors during pregnancy, including smoking, and pregnancy specific-counseling increases cessation among pregnant women. The perinatal periods, particularly pregnancy, offer an opportunity for Healthy Start grantees to provide smoking cessation support and resources to the women and families they serve.

This Resource Sheet 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.



*Supporting communities to
give every child a Healthy Start.*

Healthy Start EPIC Center



PREVENT TOBACCO USE DURING PREGNANCY

Program Level Strategy

Build Capacity to Screen for Tobacco Use and Provide Cessation Support

Strategies	Select Resources & Evidence-Based Practices
<p>Implement a smoke-free policy that bans tobacco use inside and outside of the clinic or building, or restricts smoking to designated outdoor locations.</p>	<p>Implementing a Tobacco-Free Campus Initiative in Your Workplace</p> <p>CDC Tobacco-Free Campus Policy</p> <p>Strategies for Promoting and Implementing a Smoke-free Workplace</p>
<p>Educate all providers and staff on the harms of tobacco use during pregnancy and the importance of cessation.</p>	<p>CDC Tobacco Use and Pregnancy</p>
<p>Educate providers and staff on tobacco cessation coverage, including Medicaid coverage.</p>	<p>Tobacco Cessation: Smoking During Pregnancy</p> <p>CMS New Medicaid Tobacco Cessation Services</p> <p>Medicaid Benefits: Tobacco Cessation Services for Pregnant Women</p>
<p>Educate providers and staff on your state quitline offerings, including enhanced pregnancy protocols if available; and referral processes to your state quitline.</p>	<p>Quitlines Help Smokers Quit</p> <p>Quitline FAQs for Health Care Providers</p> <p>1-800 Quit Now</p> <p>Quitline Services for Pregnant and Postpartum Women: A Literature and Practice Review</p>



PREVENT TOBACCO USE DURING PREGNANCY

Program Level Strategy

Build Capacity to Screen for Tobacco Use and Provide Cessation Support (continued)

Strategies	Select Resources & Evidence-Based Practices
<p>Train providers and staff to screen all women for tobacco use, provide education and support, and refer for cessation support.</p>	<p>5A's – Five Major Steps to Intervention</p> <p>Smoking Cessation in Pregnancy and Beyond: A Virtual Clinic</p> <p>Clinical Effort Against Secondhand Smoke Exposure (CEASE) Program</p> <p>You Quit Two Quit</p>
<p>Establish a process in your program or workflow to screen for tobacco use at each encounter.</p> <p>Establish processes to support referrals to your state quitline.</p> <p>Integrate tobacco cessation supports into programming and workflow, such as participant incentives (e.g., financial incentives, vouchers) for quitting tobacco, counseling and home visits.</p>	<p>Quitline Map</p> <p>1-800 Quit Now</p> <p>Prenatal Plus Program</p> <p>The Smoking Cessation Reduction in Pregnancy Treatment (SCRIPT) Program</p> <p>Baby & Me – Tobacco Free</p>



PREVENT TOBACCO USE DURING PREGNANCY

Individual & Family Level Strategies

Screen for Tobacco Use and Provide Cessation Support and Referral at Every Encounter

Strategies	Select Resources & Evidence-Based Practices
<p>Screen all Healthy Start participants for tobacco use (cigarettes, cigars, little cigars, cigarillos, hookah, smokeless tobacco, and electronic cigarettes) at each encounter.</p> <p>Provide information and education on the potential effects on pregnancy of tobacco and tobacco cessation.</p>	<p>4Ps Plus©</p> <p>ASSIST (Alcohol, Smoking, and Substance Involvement Screening Test)</p> <p>Healthy Start Screening Tools</p>
<p>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</p>	<p>5A's – Five Major Steps to Intervention</p> <p>The Smoking Cessation Reduction in Pregnancy Treatment (SCRIPT) Program</p> <p>You Can Quit Smoking</p> <p>CDC Tobacco Use and Pregnancy</p>
<p>Refer Healthy Start participants who use tobacco to your state quitline and other resources to support cessation.</p>	<p>1-800 Quit Now</p> <p>Smokefree Women</p> <p>Baby & Me – Tobacco Free</p> <p>You Can Quit Smoking: Health Care Provider Tearsheets</p>
<p>Followup with Healthy Start participants at each encounter to inquire on their tobacco use, and advise and refer again to cessation supports as needed</p>	<p>1-800 Quit Now</p> <p>Smokefree Women</p> <p>Baby & Me – Tobacco Free</p> <p>You Can Quit Smoking: Health Care Provider Tearsheets</p>



PREVENT TOBACCO USE DURING PREGNANCY

Individual & Family Level Strategies

Screen for Tobacco Use and Provide Cessation Support and Referral at Every Encounter (continued)

Strategies	Select Resources & Evidence-Based Practices
<p>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:</p> <ul style="list-style-type: none">• Making your home and car smoke-free.• Asking people not to smoke around you and your children.	<p>CDC Tobacco Use and Pregnancy</p>
<p>Assist Healthy Start participants in enrolling in and obtaining health insurance to support access to health care and other preventive care services as needed.</p>	<p>From Coverage to Care</p> <p>Getting the Coverage You Deserve: What to Do If You Are Charged a Co-Payment, Deductible, or Co-Insurance for a Preventive Service</p> <p>Health Insurance Marketplace</p>



PREVENT TOBACCO USE DURING PREGNANCY

Community Level Strategies

Promote Awareness and Support Among Community Groups and Partners

Strategies	Select Resources & Evidence-Based Practices
<p>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.</p>	<p>CMS New Medicaid Tobacco Cessation Services</p> <p>Medicaid Benefits: Tobacco Cessation Services for Pregnant Women</p> <p>1-800 Quit Now</p>
<p>Align messaging on tobacco use and cessation during pregnancy across community partners and programs that serve women, children, and families.</p> <p>Distribute education materials on tobacco use and cessation during pregnancy to community partners and programs that serve women, children, and families.</p>	<p>CDC Tobacco Use and Pregnancy</p> <p>1-800 Quit Now</p>



Healthy Start EPIC Center Webinar Resources:

[Ask the Expert: Preconception Care](#)

[Ask the Expert: Prenatal Care](#)