<table>
<thead>
<tr>
<th><strong>Smart Mothers Are Resisting Tobacco S.M.A.R.T. Moms</strong></th>
<th><strong>• Collaboration between March of Dimes, Middle Tennessee State University’s Center for Health and Human Services, and the Tennessee Department of Health</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>5-year program that ended in 2006</td>
<td><strong>• Promoted smoking cessation through counseling and support by educated health care providers</strong></td>
</tr>
<tr>
<td></td>
<td><strong>• The 5 A’s – best practices</strong></td>
</tr>
<tr>
<td></td>
<td><strong>• Self-help manual for pregnant smokers</strong></td>
</tr>
<tr>
<td></td>
<td><strong>• Counseling and other resources provided for smoking cessation</strong></td>
</tr>
</tbody>
</table>
### Tennessee Tobacco Settlement

**Effective Practices Presentation**

**Topic:** Prenatal Tobacco Cessation

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**This Program has been demonstrated effective with**

- Pregnant WIC Patient
- Tennessee WIC Clinics

**Target of Change**

- Behaviors/habits
- Awareness/knowledge
- Attitudes/beliefs

**Unit of practice**

- Family
- Individual
- Groups

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**Published References**

- Journal of Allied Health
### Resources used

- 5 A’s US Public Health Service
- Self-help materials – American College of Obstetricians and Gynecologists
- “A Pregnant Woman’s Guide to Quit Smoking”
- “Need Help Putting Out That Cigarette” self-help guide in last year

### Evaluation Measures

- 13,285 WIC patients received counseling
- 24.2% quit who received the guide and 20.9% quit who did not receive the guide
- Percentage of low birth weight babies born to WIC mothers who went through smoking cessation lower if prenatal care began in the 1st trimester
<table>
<thead>
<tr>
<th>Tennessee Intervention for Pregnant Smokers (TIPS) Program</th>
<th>Used to improve birth and infant outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 4-year program</td>
<td>• Interventions focused on reducing smoking and smoke exposure while addressing associated health lifestyle factors that impact pregnancy outcomes.</td>
</tr>
<tr>
<td>• Northeast Tennessee</td>
<td>• All pregnant smokers in the six-county area targeted for this program</td>
</tr>
<tr>
<td>• Began in 2007</td>
<td>• Approximately 4200 women over the project period</td>
</tr>
<tr>
<td></td>
<td>• Trained prenatal care providers to do cessation counseling and ongoing support</td>
</tr>
</tbody>
</table>
This Program has been demonstrated effective with:

- Pregnant WIC Patients
- Tennessee WIC Clinics

**Target of Change**

- Behaviors/habits
- Awareness/knowledge
- Attitudes/beliefs

**Unit of practice**

- Family
- Individual
- Groups

**Published References**

- Journal of Allied Health
**Tennessee Tobacco Settlement**  
**Effective Practices Presentation**  
**Topic: Prenatal Tobacco Cessation**

<table>
<thead>
<tr>
<th>Type resources used</th>
<th>Evaluation Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Provided educational resources to women who smoke</td>
<td>• Included: success rates, service effectiveness, and change in outcomes</td>
</tr>
<tr>
<td>• Pamphlets</td>
<td>• All participating prenatal patients tracked</td>
</tr>
<tr>
<td>• Smoking cessation information</td>
<td>• medical records reviewed</td>
</tr>
<tr>
<td></td>
<td>• interviews conducted</td>
</tr>
<tr>
<td></td>
<td>• providers surveyed</td>
</tr>
<tr>
<td></td>
<td>• Detailed data collected region-wide.</td>
</tr>
<tr>
<td></td>
<td>– The percentage of women smoking decreased 23% across the six county region</td>
</tr>
<tr>
<td></td>
<td>– The rate of low birth weight deliveries dropped by 18%</td>
</tr>
<tr>
<td></td>
<td>– the rate of preterm deliveries declined by 24%</td>
</tr>
</tbody>
</table>
## BABY BE SMOKE FREE

Developed by St. Thomas Hospital – London, dedicated to a broad based initiative to improve pregnancy outcomes.

The initiative was launched in 1992.

<table>
<thead>
<tr>
<th>On-line resource for smoking cessation and other issues related to pregnancy outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Targets pre-conception and pregnant teens and young women</td>
</tr>
<tr>
<td>Uses a dedicated telephone midwife service, website and free books and leaflets</td>
</tr>
<tr>
<td>Provides information about smoking cessation options</td>
</tr>
</tbody>
</table>
This program has been demonstrated effective with:

- Pregnant teenagers
- Other young pregnant women

**Target of Change:**
- Awareness / knowledge
- Behaviors / habits

**Unit of Practice:**
- Individuals
- Families

**Published references:**
- Published by Tommy’s, the baby charity, in 2001 and updated in September of 2008
- Tommy’s is an education, awareness and research organization similar to the Susan G. Komen in that it uses a population-based approach to intervention
### Resources used:
- Web: [www.tommys.org](http://www.tommys.org)
- For the pregnant teen site go to [http://www.tommysbabybe.org.uk/](http://www.tommysbabybe.org.uk/)

### Evaluation measures:
- Smoking cessation on-line program not evaluated
- *Young Woman’s Guide to Pregnancy* highly rated by pregnant girls (90%) who would recommend it to a friend who was pregnant
- 98 % of professionals say they would recommend it to a colleague.
Baby and Me – Tobacco Free

First implemented in 2002

At least six states are using it

Includes 6-12 months follow up after delivery

Effective with:
Prenatal and post partum women who smoke

Target of Change:
Behaviors/Habits
## Tennessee Tobacco Settlement Effective Practices Presentation

### Topic: Prenatal Tobacco cessation

<table>
<thead>
<tr>
<th>Unit of practice:</th>
<th>Resources Used:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individuals</td>
<td>• Flyers, press releases, promotional items</td>
</tr>
<tr>
<td>Families</td>
<td>• Initial intake form</td>
</tr>
<tr>
<td></td>
<td>• Cessation materials for at least 4 sessions</td>
</tr>
<tr>
<td></td>
<td>• Carbon Monoxide (CO) monitor</td>
</tr>
<tr>
<td></td>
<td>• Random saliva tests</td>
</tr>
<tr>
<td></td>
<td>• Wal-Mart vouchers @ $25 for diapers</td>
</tr>
<tr>
<td></td>
<td>• Follow up after delivery for 6 – 12 months</td>
</tr>
</tbody>
</table>

- Women are referred by their healthcare provider to the local site
- One day training required for the local site
- Link coaching with prenatal visits
## Published References:


- Implemented in 2/3 of Colorado counties by Rocky Mountain Health Plans Foundation

- Model Project Award from Nat’l Assoc. of City and County Officials (NACCHO), 2005

## Evaluation:

Three year analysis completed for 2006-2009 by NY State Dept. of Health

(Maternal and Child Health Journal, Jan. 2011)

Colorado – over 2,000 enrolled with 1,350 who quit from 2008 – 2011.
TEXT4BABY

- Began in February 2010
- Free cell phone text messages 3 times a week
- Through the pregnancy and 1\textsuperscript{st} birthday of baby
- Topics: Labor signs and symptoms, prenatal care, smoking, nutrition, immunizations, safe sleep and more
- Largest national mobile health initiative
- Reached 555,000 moms since 2010

This program has been demonstrated effective with:
- Population: Pregnant women and new moms
- Place: National and TN

Published references:
- National Healthy Mothers, Healthy Babies Coalition (HMHB)
- CDC Office of Women’s Health
Tennessee Tobacco Settlement
Effective Practices Presentation
Topic: Prenatal Tobacco Cessation

• **Target of Change:**
  Behaviors / habits
  Awareness / knowledge

• **Unit of Practice:**
  Individuals
  Families

• **Resources used:**
  - [www.text4baby.org](http://www.text4baby.org)
  - Physicians and nurses
  - National medical organizations

• **Evaluation measures:**
  - 281,000 enrolled from February 2010 to January 2012
  - 93% would recommend to a friend
  - 74% increased knowledge about medical warning signs
  - Improved appointment attendance and lowered missed appointments
  - 40% called a service number from a text message
  - 67% talked to their doctor about a topic from a text message