



# Helping a pregnant woman quit smoking:

Your support will help her do the most important thing she can to protect her health and the health of her baby.

## Did you know that ...

- Women who smoke can have a difficult time getting pregnant.
- 11-20 percent of pregnant women in the U.S. smoke, causing 20 percent of all low-birthweight births.
- Smoking during pregnancy may cause 10 percent of all infant deaths (approximately 1,000 babies in a year).
- Smoking during pregnancy can affect the development of the baby's brain and nervous system.
- Non-smoking pregnant women exposed to tobacco smoke are at higher risk of having a low-birthweight baby.
- Babies whose mothers smoke during and after their pregnancies are more likely to die from Sudden Infant Death Syndrome.
- Reducing smoking among pregnant women in the U.S. by just one percent would prevent 1,300 low-birthweight babies and save \$21 million in direct medical costs in just the first year.

Quitting smoking is the most important step a woman can take to improve both her health and the health of her baby. Offering support to women in their own communities is critical to helping them achieve this goal.

Recent studies show that most pregnant smokers want to quit, but are unaware of smoking cessation resources available to help them. Some pregnant smokers admit they feel guilty about smoking, so they never seek help for fear they will be criticized. Others think quitting smoking costs too much or is too difficult.

## HOW YOU CAN SERVE AS A RESOURCE FOR PREGNANT SMOKERS:

### THE BASICS

There are a number of proven ways you can serve as a resource for pregnant smokers who want to quit. Below are some of the simple things you can do to create the supportive environment women need to help them quit smoking.

### As a community-based group you can:

- Educate and train your staff about the importance of raising awareness of the benefits of quitting smoking among pregnant women.
- Include quitting tips or facts on smoking during pregnancy in your newsletter. The National Partnership has resources that can help you help pregnant smokers, including access to quitlines, brochures, posters, and fact sheets.
- Set up support groups or "buddy" systems for women who are looking for help with quitting. Most pregnant smokers say that support from family, friends, co-workers, and their community is important to help them succeed in quitting. By working together, we can reach out to pregnant women and provide them with the help they need to achieve this goal.
- Direct women to resources that can help them quit, such as the national toll-free quitline and local counseling services.
- Find out what tobacco control efforts are underway in your community and how you can get involved. Network with other groups.

- Find out if your state's Medicaid program covers smoking cessation treatment for pregnant smokers.
- Helping pregnant smokers quit can often be woven into programs your organization already offers, such as stress management, weight loss or exercise initiatives.

If you are interested in doing more to help pregnant smokers, you can also:

- Provide a link to the National Partnership Web site from your Web site.
- Bring in speakers to discuss effective quitting methods with your employees or members. The National Partnership can help to arrange speakers.
- Ensure that smoking cessation treatment is a covered service in your health plan and/or provide on-site smoking cessation services.



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## THERE ARE A NUMBER OF RESOURCES AVAILABLE TO HELP YOU HELP PREGNANT SMOKERS:

### Cessation resources for pregnant smokers

#### Telephone Resources

**The National Quitline**, 1-800-QUIT-NOW, offers free one-on-one cessation counseling for pregnant smokers 24 hours a day. The quitline is sponsored by USDHHS, NIH, and NCI.

**The Health Resources Service Administration's Maternal and Child Bureau** sponsors a hotline that provides information on prenatal services. Call 1-800-311-BABY or your State or local Health Department. For information in Spanish, call 1-800-504-7081.

#### Print Materials

**Need help putting out that cigarette?** Produced by Smoke-Free Families, this self-help booklet for pregnant smokers includes benefits for the pregnant smoker and her baby, ways to prepare to quit, advice for setting a quit date and handling "slips," and tips for abstinence after the baby is born.

A single copy of the brochure is available without charge by emailing The American College of Obstetricians and Gynecologists Resource Center at [resources@acog.org](mailto:resources@acog.org). Please include your name, affiliation, and mailing address with your request. Packages of 10 pamphlets may be purchased from the ACOG Distribution Center (800-762-ACOG X882) or online at [www.acog.org](http://www.acog.org) in the ACOG Bookstore and looking under Patient Education.

**Pregnant and Smoking (It's okay to ask for help)** poster (sample included) developed by The National Partnership to Help Pregnant Smokers Quit.

**Smoking & Pregnancy: What you need to know and Deje De Fumar; Para Que su Bebe Nazca Sano** are two pamphlets developed by the March of Dimes. This pamphlet discusses what pregnant women need to know and what they can do to stop smoking. It also lists a number of resources that are available to help a pregnant woman quit smoking. Packages of 50 pamphlets cost \$12. To order, call the March of Dimes Fulfillment Center at 800-367-6630. Outside of the United States, call 770-280-4115. Or see the March of Dimes Product Catalog at [www.marchofdimes.com/professionals](http://www.marchofdimes.com/professionals).

Other March of Dimes resources include: **Smoking During Pregnancy Fact Sheet** in English and Spanish – price is \$6.00/package of 50; **Low-Birthweight Fact Sheet** in English and Spanish – price is \$6.00/package of 50.

**You can quit smoking!** A bookmark (sample included) created by The National Partnership to Help Pregnant Smokers Quit.

**You Can Quit Smoking: Support and Advice from Your Prenatal Care Provider** Tear sheets, produced by the U.S. Public Health Service and Smoke-Free Families.

This one pager, available in tear-off pads of 50, is intended for use in providers' offices, to be used in counseling pregnant smokers to quit. The information is taken from "Treating Tobacco Use and Dependence," A Public Health Service Clinical Practice Guideline.

This guide is available in English and Spanish. Free copies can be ordered by contacting the Agency for Healthcare Research and Quality, 800-358-9295, the Centers for Disease Control and Prevention, 800-CDC-1311, or the National Cancer Institute, 800-4-CANCER.

For detailed information about the rates of smoking during pregnancy in your state, view the **State Prenatal Smoking Databook, 1999** created by the Centers for Disease Control and Prevention. This comprehensive report includes both national and state data on the prevalence of smoking during pregnancy, the health consequences for the pregnant woman and her infant, and the health care costs associated with treating the infant of a pregnant smoker. Visit <http://www.cdc.gov/nccdphp/drh/PrenatalSmkblk/index.htm>.

## Grant Resources

We know that providing cessation awareness and assistance is an additional service that may not be covered under your current funding. The list of resources below provides general information and useful tools on finding grant funding.

- The National Network of Grantmakers (NNG) has strategies for successful grant seeking on its website ([www.nng.org](http://www.nng.org)). The site also has a common grant application and a section covering on-line resources for non-profits, funders, and grantseekers.
- The Foundation Center ([www.fdncenter.org](http://www.fdncenter.org)) is another excellent source of information on grant resources. The center offers a number of training programs and seminars as well as on-line resources such as libraries and free tutorials, including orientation to grant-seeking and proposal writing.
- The Robert Wood Johnson Foundation ([www.rwjf.org/applying/cfpOpen.jsp](http://www.rwjf.org/applying/cfpOpen.jsp)) has detailed explanations and outlines of what components must be included in its grant proposals that can serve as helpful guidelines to local partners seeking information on grants.

In addition, you might consider partnering with your local health department or hospital, managed care organizations, universities, or national organizations such as the March of Dimes, the American Heart Association or the American Cancer Society (see resource list for contact information).

## ADDITIONAL RESOURCES

### Publications:

- *Making Your Workplace Smokefree; A Decision Maker's Guide*, developed by the U.S. Department of Health and Human Services, the Centers for Disease Control and Prevention:  
[http://www.cdc.gov/tobacco/research\\_data/environmental/etsguide.htm](http://www.cdc.gov/tobacco/research_data/environmental/etsguide.htm)
- *Prevention Priorities: Employers' Guide to the Highest Value Preventive Health Services and Healthy Workforce 2010: An Essential Health Promotion Sourcebook for Employers, Large and Small*, developed by the Partnership for Prevention  
<http://www.prevent.org/publications.cfm>.
- *Employers' Smoking Cessation Guide: Practical Approaches to a Costly workplace Problem*, developed by the Professional Assisted Cessation Therapy consortium:  
<http://www.endsmoking.org/>.

### Organizations:

#### Society for Human Resource Managers (SHRM)

1800 Duke Street  
Alexandria, Virginia 22314  
P: 800-283-SHRM  
[www.shrm.org](http://www.shrm.org)

#### American Lung Association

National Office  
61 Broadway, 6th Floor  
New York, NY 10006  
P: 212-315-8700  
[www.lungusa.org](http://www.lungusa.org)

#### American Cancer Society

1599 Clifton Rd, N.E.  
Atlanta, GA 30329  
P: 1-800-ACS-2345  
[www.cancer.org](http://www.cancer.org)

#### American Heart Association

National Center  
7272 Greenville Avenue  
Dallas, TX 75231  
P: 1-800-AHA-USA-1  
[www.americanheart.org](http://www.americanheart.org)

**Office on Smoking and Health**  
**Centers for Disease Control and Prevention**  
4770 Buford Highway, NE  
Mailstop K-50  
Atlanta, GA 30341-3724  
P: 770-488-5705  
[www.cdc.gov/nccdphp/osh/tobacco](http://www.cdc.gov/nccdphp/osh/tobacco)

**National Health Information Center**  
P.O. Box 1133  
Washington, DC 20013-1133  
P: 1-800-336-4797  
[www.health.gov/nhic](http://www.health.gov/nhic)

**Partnership for Prevention**  
1015 18th Street, NW  
Suite 200  
Washington, DC 20036  
<http://www.prevent.org>

**Agency for Healthcare Research and Quality**  
2101 E. Jefferson St., Suite 501  
Rockville, MD 20852  
P: 301 594-1364  
P: 1-800-358-9295  
[www.ahrq.gov](http://www.ahrq.gov)

**Washington Business Group on Health**  
50 F. Street, N.W.,  
Suite 600  
Washington, D.C. 20001  
P: 202-628-9320  
[www.wbgh.org](http://www.wbgh.org)

**Liberty Mutual Insurance Company**  
175 Berkeley Street  
Boston, MA 02117  
P: 617-357-9500  
[www.insurance4usa.com](http://www.insurance4usa.com)

**Wellness Councils of American**  
**Community Health Plaza**  
Suite 311  
7101 Newport Avenue  
Omaha, NE 68152-2100  
P: 402-572-3590  
[www.welcoa.org](http://www.welcoa.org)

**Organized Labor and Tobacco Control Network**  
Dana-Farber Cancer Institute  
44 Binney Street  
Smith 2  
Boston, MA 02115  
P: 617-632-2244