

Healthy Futures: Tobacco free pregnancy and beyond - A proposed pilot intervention

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TOPIC/TARGET AUDIENCE: Reduce tobacco prevalence, tobacco cessation program for pregnant women and new mothers

ABSTRACT: Tobacco use increases the risk of complications for mothers during pregnancy, as well as the risk of adverse birth outcomes, and increases health care costs. In 2014, 10% of live births in Yamhill County were to mothers who used tobacco during their pregnancy thus potentially causing preventable tobacco-related adverse health outcomes. With a collective impact, Healthy Futures: Tobacco Free Pregnancy and Beyond is piloting a tobacco incentive program that encourages pregnant women to quit smoking during pregnancy and to remain smoke-free post-partum. Healthy Futures leverages collaboration between Yamhill County Public Health (YCPH), Yamhill Community Care Organization (YCCO), Maternal Health Navigators, and OHP Cessation Benefits.

Healthy Futures is an incentive program based on Lane County's Quit Tobacco Incentive Program (QTIP) combining cessation counseling with motivational incentives for OHP insured pregnant women to stop smoking during pregnancy and continue to be smoke free post-partum. The preliminary analysis indicates that the implementation in Yamhill County is producing positive results that are consistent with evidence from previous studies about the ability to improve birth outcomes, decrease the costs of hospital stays and reduce overall healthcare costs that arise from complications in pregnancy due to smoking.

OBJECTIVE(S):

- Describe the intervention design and identify pros and cons of the tobacco cessation program.
- Explain recent and emerging birth outcomes from the preliminary findings.

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