Quit Tobacco in Pregnancy: an incentive program to reduce tobacco use

Oregon Public Health Association
October 14, 2019
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Trillium Community Health Plan’s Investment in Prevention

- Began in 2012
- Trillium has committed $1.33 per member, per month to primary prevention strategies
- Addresses most prevalent and costly health conditions affecting OHP members in Lane County
CCO Prevention (Px) Priorities

Conditions with highest cost and prevalence

<table>
<thead>
<tr>
<th>Chronic Disease</th>
<th>Behavioral Health Conditions</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Heart disease</td>
<td>• Depression</td>
</tr>
<tr>
<td>• Cancer</td>
<td>• Anxiety</td>
</tr>
<tr>
<td>• Diabetes</td>
<td>• Post-traumatic stress disorder</td>
</tr>
<tr>
<td>• Chronic obstructive pulmonary disease</td>
<td>• Bi-polar disorder</td>
</tr>
<tr>
<td></td>
<td>• Substance abuse</td>
</tr>
</tbody>
</table>

Modifiable Risk Factors

- Tobacco use
- Obesity
- Adverse childhood experiences

- Family conflict
- Anti-social behavior
- Adverse childhood experiences

CCO Prevention Strategies

**Healthy Families**
- QTiP (Quit Tobacco in Pregnancy)
- Triple P
- Parenting Education Support
- Double Up Food Bucks

**Healthy Schools**
- Botvin Life Skills Training
- CATCH
- Good Behavior Game
- NAP SACC
Research on incentives

- **Donatelle, et. al., 2004**
  - Incentives have potential to motivate short-term quit & can be effective during pregnancy
- **Cochrane Review, 2009**
  - Smokers who received incentives do no better than those who did not once incentives are removed
- **Tappin, et. al., 2015**
  - Cessation rates in the incentive group significantly higher than in the control group
What is QTiP?

- Graduated incentive program to help pregnant tobacco users quit and stay quit during pregnancy and beyond
  - Three prenatal checks
  - Three post-partum checks
  - Additional incentives for using cessation support
Who participates in QTiP?

About two-thirds of enrollees are smoking at the time of their enrollment into QTiP by program year.

- **2015**: 64%
- **2016**: 68%
- **2017**: 70%
- **2018**: 67%

**Legend**
- Smoking at enrollment
- Not smoking at enrollment
Is QTiP helping participants quit during pregnancy?

About one third of enrollees abstain from smoking to earn all three gift cards during their pregnancy.

<table>
<thead>
<tr>
<th>Year</th>
<th>No prenatal visits</th>
<th>No gift cards</th>
<th>1 gift card</th>
<th>2 gift cards</th>
<th>3 gift cards</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>39%</td>
<td>11%</td>
<td>10%</td>
<td>10%</td>
<td>29%</td>
</tr>
<tr>
<td>2016</td>
<td>33%</td>
<td>17%</td>
<td>9%</td>
<td>11%</td>
<td>29%</td>
</tr>
<tr>
<td>2017</td>
<td>29%</td>
<td>18%</td>
<td>14%</td>
<td>7%</td>
<td>32%</td>
</tr>
<tr>
<td>2018</td>
<td>28%</td>
<td>8%</td>
<td>12%</td>
<td>19%</td>
<td>32%</td>
</tr>
</tbody>
</table>
While tobacco use prior to pregnancy has remained stable, tobacco use in the third trimester of pregnancy has decreased in the Lane County OHP population since QTiP was implemented in 2015. A similar decrease is not seen in the OHP population for Oregon.
Is QTIP helping participants stay quit postpartum?

Percent of eligible enrollees who left the program or were successfully quit at three points postpartum, 2015-2018

<table>
<thead>
<tr>
<th></th>
<th>left in pregnancy</th>
<th>left post partum</th>
<th>Success</th>
</tr>
</thead>
<tbody>
<tr>
<td>at 6 weeks</td>
<td>34%</td>
<td>31%</td>
<td>34%</td>
</tr>
<tr>
<td>at 3 months</td>
<td>35%</td>
<td>32%</td>
<td>27%</td>
</tr>
<tr>
<td>at 6 months</td>
<td>35%</td>
<td>42%</td>
<td>22%</td>
</tr>
</tbody>
</table>
Is QTiP having an effect on birth outcomes?

- Limited data to demonstrate an impact on birth outcomes
- Average birthweights are higher among participants who receive 2-3 gift cards compared to those who receive 1 or none
Opportunities and challenges

• CO monitoring does not allow us to confirm quitting electronic cigarettes, so we cannot provide incentives for this type of tobacco use

• About 45% of enrollees drop out of the program during the prenatal period

• QI project to improve retention and engagement in the program during 2020
About Lane County Public Health

• **OUR MISSION** is to promote and protect the long-term health and well-being of individuals, families and our community.

• **OUR VISION** is optimal health for all people in Lane County.

• Learn more: [lanecounty.org/publichealth](http://lanecounty.org/publichealth)
Thank you!

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