

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

Oregon Public Health Association

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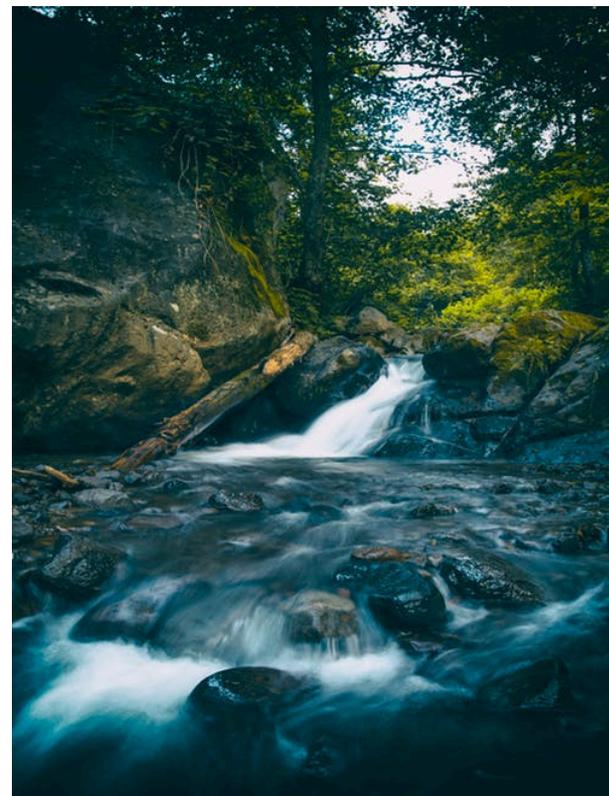


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# Trillium Community Health Plan's Investment in Prevention

- 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



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# CCO Prevention (Px) Priorities

## Conditions with highest cost and prevalence

<u>Chronic Disease</u>	<u>Behavioral Health Conditions</u>
<ul style="list-style-type: none"><li>• Heart disease</li><li>• Cancer</li><li>• Diabetes</li><li>• Chronic obstructive pulmonary disease</li></ul>	<ul style="list-style-type: none"><li>• Depression</li><li>• Anxiety</li><li>• Post-traumatic stress disorder</li><li>• Bi-polar disorder</li><li>• Substance abuse</li></ul>

## Modifiable Risk Factors

<ul style="list-style-type: none"><li>• Tobacco use</li><li>• Obesity</li><li>• Adverse childhood experiences</li></ul>	<ul style="list-style-type: none"><li>• Family conflict</li><li>• Anti-social behavior</li><li>• Adverse childhood experiences</li></ul>
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## CCO Prevention Strategies

<u>Healthy Families</u>	<u>Healthy Schools</u>
<ul style="list-style-type: none"><li>• QTIP (Quit Tobacco in Pregnancy)</li><li>• Triple P</li><li>• Parenting Education Support</li><li>• Double Up Food Bucks</li></ul>	<ul style="list-style-type: none"><li>• Botvin Life Skills Training</li><li>• CATCH</li><li>• Good Behavior Game</li><li>• NAP SACC</li></ul>



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# 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



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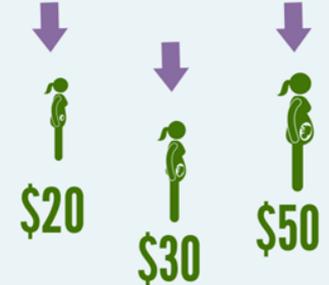
# What is QTIP?

- 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

Pregnant person identified as tobacco user & referred to QTIP

Participants receive an incentive at enrollment

Participants make a plan to quit (or review strategies to stay quit)



At 3 points during pregnancy, participants are assessed for tobacco use, verified by carbon monoxide monitor. Successfully quitting earns gradually increasing incentives (in the form of gift cards)

During pregnancy and postpartum, participants can also access cessation support to receive additional incentives



Once the participants deliver they are assessed again at 3 points. Each time they are still quit, they receive a \$50 gift card.

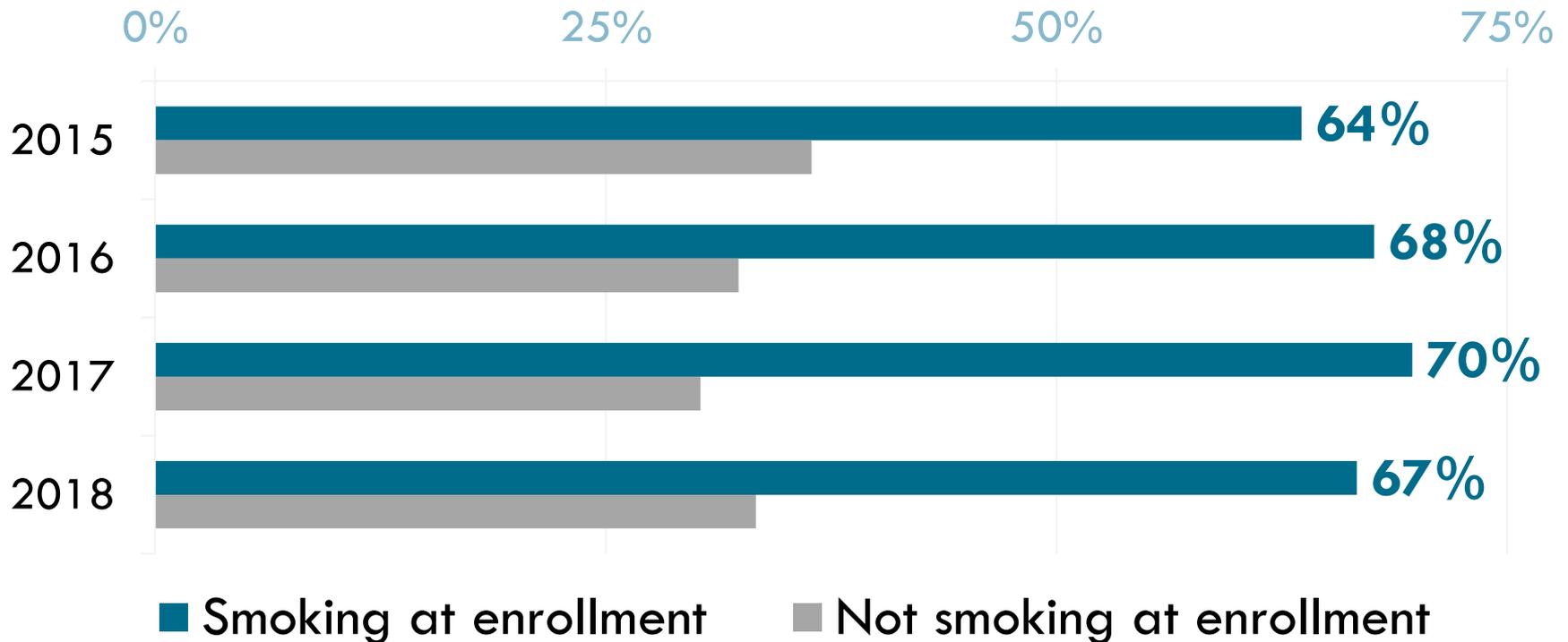


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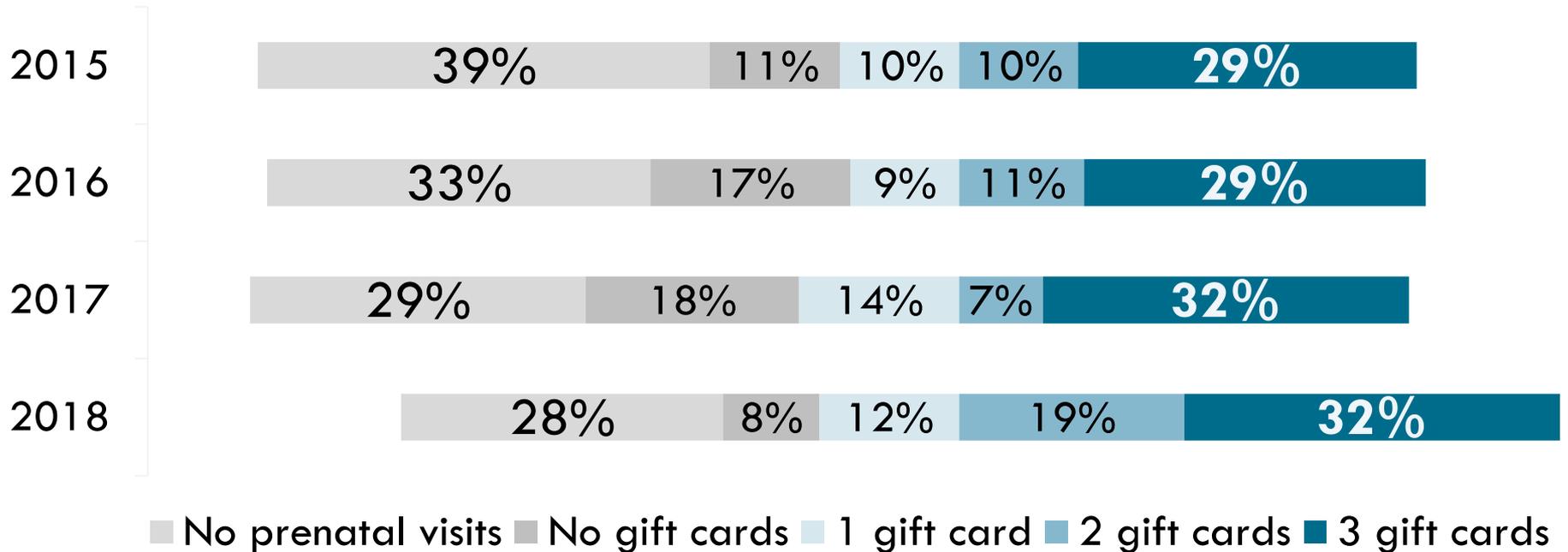
# Who participates in QTIP?

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

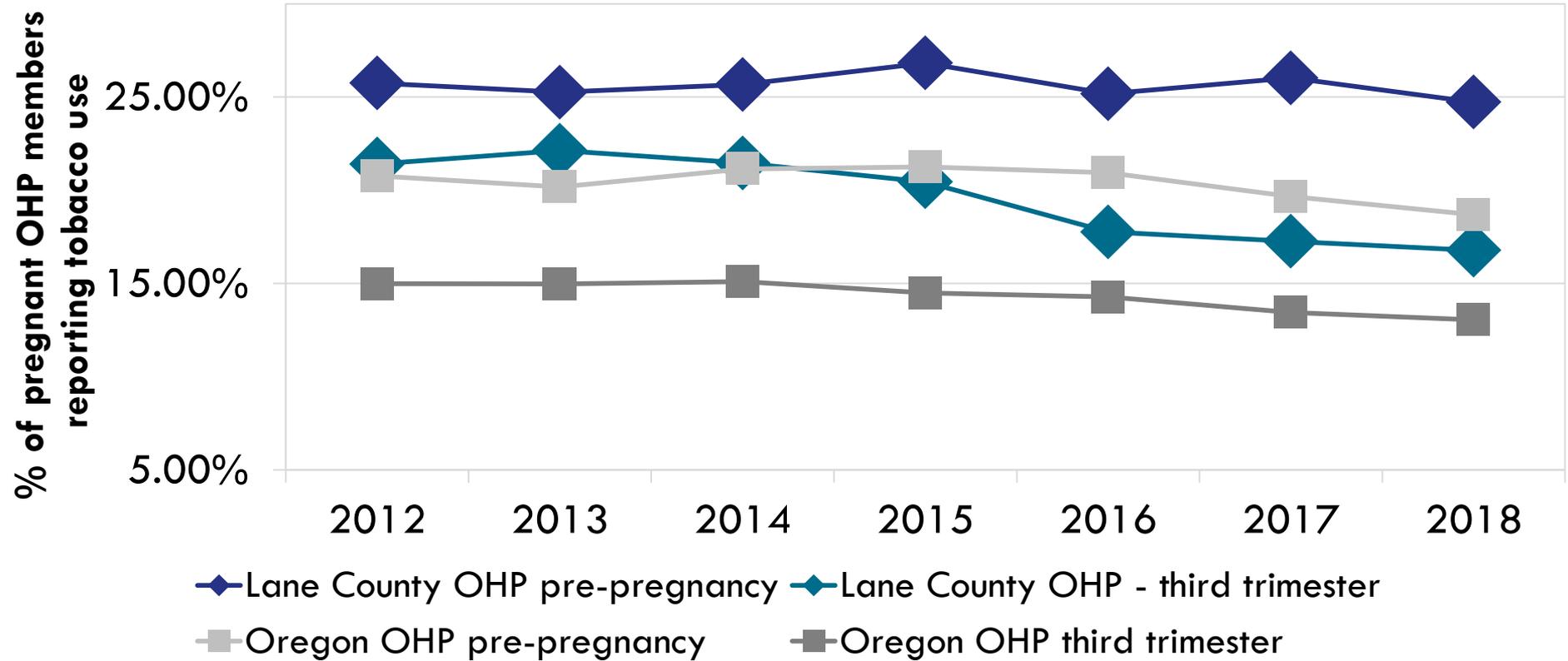


# Is QTiP helping participants quit during pregnancy?

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

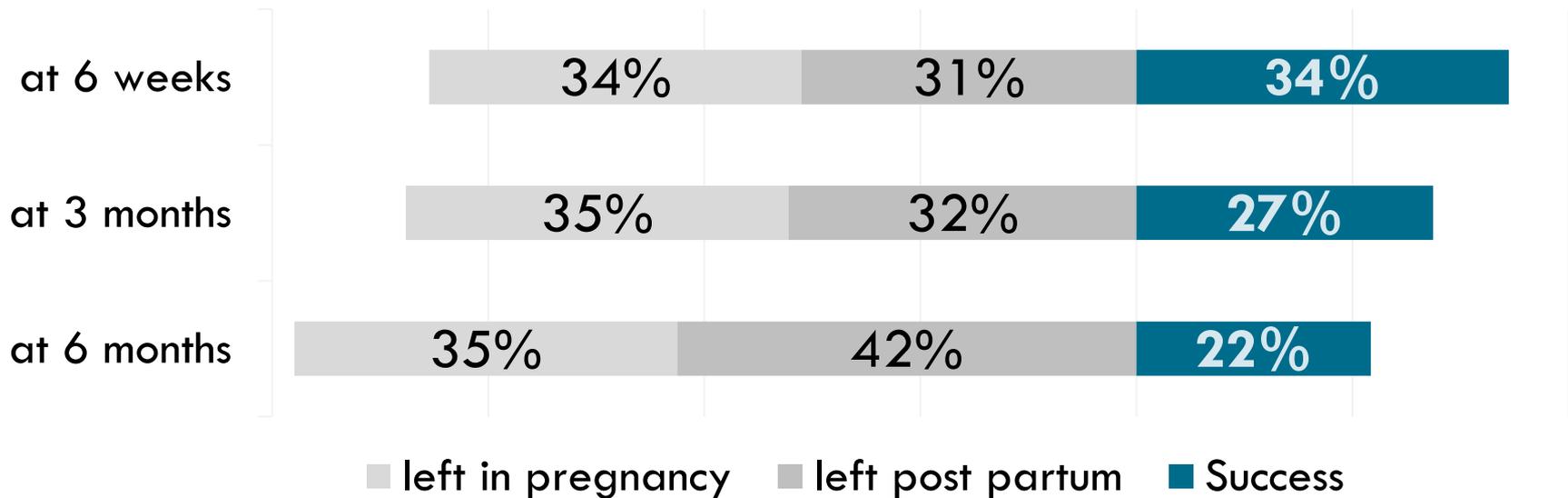


While tobacco use prior to pregnancy has remained stable, tobacco use in the third trimester of pregnancy has decreased in **the Lane County OHP** population since QTiP was implemented in 2015. A similar decrease is not seen in the **OHP population for Oregon**.



# 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**



# 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

**DID YOU KNOW?  
SMOKING CREATES MORE  
STRESS FOR YOUR BABY**



**NOW IS A GOOD TIME TO  
QUIT SMOKING. QTIP CAN HELP!**



For support and to learn how to earn up to \$250 for quitting call 541-682-4440



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# 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

## BRING HOME A HEALTHY BABY!



**The risk of having a baby with health problems is greater if you smoke while pregnant.**

**Now is a good time to quit!  
Call QUIT TOBACCO IN PREGNANCY  
at 541-682-4440 for support**



# 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](https://lanecounty.org/publichealth)



# Thank you!

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