

Smoke Free for My Baby and Me:

Reducing Smoking Rates Among Pregnant and Parenting Women in Oswego County



Diane Oldenburg
Senior Public Health Educator
Oswego County Health Department

ABOUT OSWEGO COUNTY

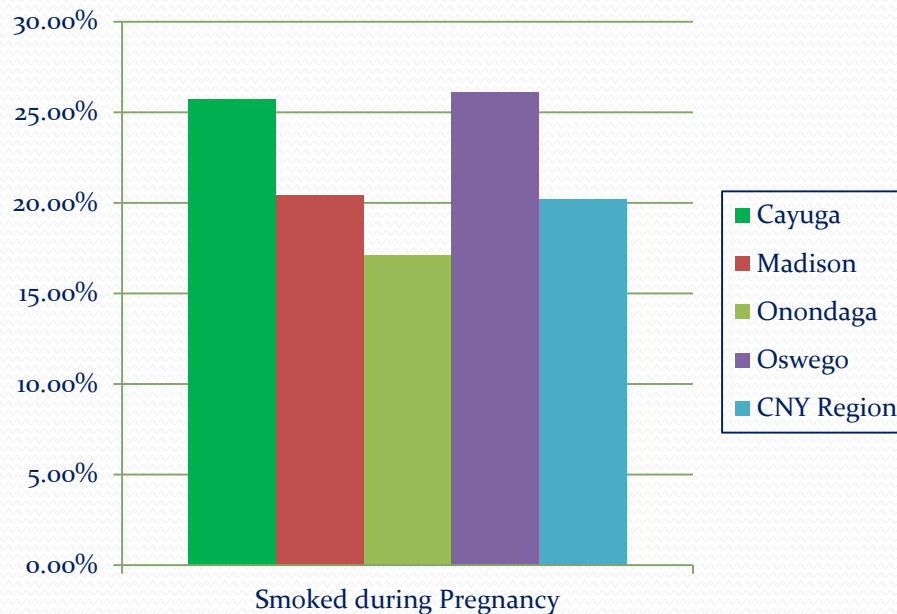


Chronic Disease Prevention- A Prevention Agenda Priority

- Population:122,000
- 61% of pop. live in rural areas
- High unemployment
- 25% of population receives Medicaid



IDENTIFYING THE PROBLEM



TAKING STOCK OF SERVICES



COLLABORATIONS



Partners	Roles
Oswego County Health Dept.	Facilitate, peer education training
Oswego County OB/GYN	Champion for the program, Recruit woman, cessation counseling
Oswego County Opportunities-WIC and Options	Peer Education, recruitment of woman, cessation counseling,
Integrated Community Planning	Funding, advisory partner
Oswego Health	Recruit woman, advisory partner
SUNY Oswego	Research and data analysis, pre/post survey development
The Tobacco Cessation Center @St. Joseph's Hospital Health Center	Training

FINDING THE \$\$



- Fidelis Community Grant Fund
- Excellus Community Health Award
- Elks
- Rural Health Network
- United Way
- New York State Health Foundation



SMOKE FREE FOR MY BABY & ME



- 4 smoking cessation sessions at OB/GYN appt.
- Carbon monoxide breath test to determine quit status
- Social media and texting support
- Peer education/support
- Incentives- \$25 worth of diapers each smoke free month!



HAPPENING NOW



- 34% (150) of pregnant patients at Oswego County OB/GYN smoke
- 33% (49) of pregnant smokers are enrolled
- 76% have stayed quit
- 17 are receiving diapers
- 2 have graduated (have remained smoke free 1 yr)



CHALLENGES/GROWTH



- Only one OB/GYN provider in County
- The “OPTIONS” option
- Working with WIC
- Helping partners that want to quit
- Pulling in Family Practice and Pediatricians





WANT FREE DIAPERS?



JOIN SMOKE FREE FOR MY BABY & ME

To apply, call 315-343-2590 or 315-342-7532 today.

NEED ADDITIONAL SUPPORTS?

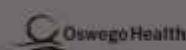
For additional support and resources, check out;

- ☒ **New York State Smokers' Quitline**
1-866-NY-QUITS (1-866-697-8487)
- ☒ **New York State Smokers' Quitsite**
www.nysmokefree.com
- ☒ **New York State Text4baby:** Text "baby" to 511411 for weekly text updates about baby and maternal health from pregnancy through baby's first year.



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This program is also sponsored by.....



Phone: 315-343-2590

Address: Oswego County OB/GYN

42 Montcalm Street Oswego, NY 13126

Facebook: smokefreemybabyandme



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WHAT IS SMOKE FREE FOR MY BABY & ME?

Smoke Free For My Baby & Me is a program designed to help pregnant women quit smoking and remain smoke free through the first year of their babies' lives and beyond. Smoking while pregnant can lead to complications during a pregnancy. Women who smoke throughout their pregnancies have a higher incidence of **PRE-ECLAMPSIA/ PLACENTA PREVIA, & STILL BIRTHS.**

Research also shows that babies born to women who smoke through their pregnancy are more likely to be born

- ✂ Prematurely
- ✂ At a lower birth weight
- ✂ With birth defects like cleft lip and cleft palate

The Smoke Free For My Baby & Me program not only focuses on smoking cessation during pregnancy but also provides support and information to help keep women smoke free after the birth of their baby. Babies that are exposed to second-hand smoke after birth have an increased risk of

- ✂ SIDS (Sudden Infant Death Syndrome)
- ✂ Asthma, pneumonia and other respiratory illnesses
- ✂ Ear infections.

Quitting smoking can lower the risk of these complications and improve the general health of the mother, and her children.

WHAT ARE THE BENEFITS OF QUITTING SMOKING?

Quitting smoking gives your baby the best chance of **BEING BORN HEALTHY.** By quitting smoking you could

- ✂ Increase the likelihood that your baby would be born at a healthy weight
- ✂ Lower the risk of SIDS
- ✂ Lower the likelihood that your baby would be born prematurely
- ✂ Lower risk of still birth
- ✂ Improve the overall health of you and your baby
- ✂ Put more money in your pocket.

The earlier you stop smoking the better for your baby, but it's never too late to quit.

- ✂ Stop by the third month of pregnancy and your baby will have a better chance of being a healthy birth weight
- ✂ Stop by week 30 and your baby will be at a healthier weight than if you continued smoking
- ✂ Stop at least 48 hours before delivery and your baby will have more oxygen available during the stress of labor.

(Texas Dept. of State Health Services, 2007)

HOW IT WORKS?

Participants in the Smoke Free For My Baby & Me program receive **AT LEAST 4 EDUCATION AND CESSATION COUNSELING SESSIONS** from health care providers. **A CARBON MONOXIDE (CO) BREATH TEST** is given to the women to determine their quit status. Participants are asked to blow into a tube connected to a Carbon Monoxide meter, which measures the levels of CO in the exhaled breath to determine their smoking status. Testing is done at counseling sessions.

INCENTIVES

Participants in the Smoke Free For My Baby & Me program will receive an incentive for each month that they remain smoke free. For each smoke free month, the participant will **RECEIVE UP TO \$25 WORTH OF DIAPERS.** Participants may receive the diaper incentive **FROM 2 WEEKS AFTER BIRTH THROUGH BABY'S FIRST 9 MONTHS.**

Diapers will be given at each monthly appointment the participant has a negative Carbon Monoxide breath test.



THANK YOU

Diane Oldenburg
Senior Health Educator
Oswego County Health Department
(315) 349-3587
diane@oswegocounty.com