



Giving Infants & Families Tobacco Free Starts



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Why In Kentucky?

- Kentucky ranks 49th for percentage of women who smoke during pregnancy.
- Some counties in Kentucky show rates as high as 52% for smoking during pregnancy.
- Despite decreased smoking rates across the US, smoking during pregnancy has not declined in Kentucky.



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Rural Eastern Kentucky Snapshot

Kentucky Institute of Medicine

These counties has some serious health challenges in terms of health risks and outcomes.

In general, these counties have high rates of smoking, lung cancer, diabetes, cardiovascular disease, low birth weights, infant mortality and uninsured individuals.

In general, these counties have low rates of high school graduation, low per capita income, and access to primary care physicians.



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Tobacco Use and Pregnancy

- Tobacco use is the single most modifiable cause of poor pregnancy outcomes.
- Only 18-25% of all US women quit smoking when they become pregnant.
- Smoking during pregnancy increases the risk for preterm premature rupture of membranes, preterm delivery, and delivering a low birth (LBW) or small for gestational age (SGA) infant.

Center for Disease Control and Prevention (CDC, 2004)



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Secondhand Smoke and Pregnancy

- There is no safe level of exposure to SHS.
- SHS contains approximately 4,000 chemicals, many of which are known carcinogens.
- Each year, approximately 22 million US children will be exposed to passive smoke, and for some children, this exposure begins prenatally.
- Secondhand smoke (SHS) exposure causes premature death in infants and adults.



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Pregnancy and Quitting

- The majority of mothers report that their primary reason for quitting is to protect the health of their unborn baby.
(Johnson, Ratner, Bottorff, Hall & Dahinten, 2000)
- Two-thirds of women who stop smoking during pregnancy relapse within one year of delivery. (CDC, 2001)



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Counties	Smoking During Pregnancy	Preterm Birth (%)
Knott	41.0	16.7
Knox	35.7	15.2
Lee	45.3	19.7
Leslie	39.5	12.4
Letcher	37.6	20.1
Owsley	53.4	27.6
Perry	38.3	18.4
Whitley	31.1	13.8
Wolfe	42.2	14.7
Kentucky	26.7	15.2
United States	12.4	12.7



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Health Effects of Smoking during Pregnancy

Risk for mothers:

Ectopic pregnancy

Preterm labor

Placenta Previa

Abruptio Placentae

PROM

Spontaneous abortion

Fertility

Conception delay

Risks for neonates:

Stillbirth

Preterm delivery

IUGR

LBW

SIDS

Hyperactivity disorder

Learning Problems

Mental retardation

Deficient language and motor skills

Kristin Ashford, ARNP, PhD
UK College of Nursing



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Great costs associated with smoking during pregnancy

- Direct medical cost due to complicated births are 66% greater for smokers than nonsmokers.
- In KY, smoking attributed to a 4.35% increase in total neonatal expenditures.



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Estimated Costs Related to Low Birth Weight and Smoking in Kentucky

- 4.9 of 100 live births to smokers are infants whose low birth weight can be attributed to smoking.
- 1.3 of 100 live births are infants whose low birth weight can be attributed to smoking (SHS).
- Estimated cost in Kentucky of low birth weight attributed to smoking is \$27,025,636.

Data Sources Used: 2006 Live Birth Certificate File, Vital Statistics and Kentucky Hospital Inpatient Claims, Office of Health Policy



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Anthem funds the first year of GIFTS

Purpose

To reduce pregnant smokers in 9 rural Kentucky Counties by assuring that every woman who presents for LHD services is identified, referred, counseled and case managed.

Objectives

- Increase quit rates
- Decrease low birth rates and preterm births
- Decrease perinatal deaths



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Program Eligibility

All pregnant women who smoke, have recently quit, or have SHS in the home and receive any service at the local health department (WIC, Hands, Healthy Start, Family Planning, Prenatal Services) at the piloted GIFTs sites are eligible to participate in the program.



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Key Components of Ky GIFTs Program

- Prenatal Intervention Record (5A's) form – LHD staff
- Referral to GIFTs Supporter (ongoing case management)
- Wellness Assessment:
 - Social Support
 - Domestic Violence
 - Depression
 - Secondhand Smoke
- ACOG Workbook
- Biomarker Validation (CO Monitoring)
- Kentucky Quit Line Fax Referral
- Educational Materials:
 - Contents of a Cigarette
 - Secondhand Smoke Information
 - Managing Triggers
 - Relapse Prevention given closer to delivery if quit
- Provide Incentive (GIFTs water bottle)
- Comprehensive Web Based Reporting
- Publish a Newsletter quarterly – www.mc.uky.edu/kygifts



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Ongoing Case Management Support

Face-to-Face, In-home, Telephone, Email, or Mailings

Enrollment:

- At any point during the pregnancy
- Goal: 1st trimester

Prenatal:

- Preferably at prenatal appointments, face-to-face
- Goal: Monthly contact based on individualized assessment

Postpartum:

- Goal: Within 2 weeks of delivery
- Goal: Monthly up to 3 months postpartum
- Participant satisfaction survey collected



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Four Themes Emerged

1. Women prefer face-to-face contact
2. Do not like to use personal phone minutes for counseling
3. Keeping hands/mouth busy helps fight urge
4. If partner smokes it's more difficult to quit



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January 1, 2009 to December 31, 2009

Number of pregnant smokers identified	629
Number of pregnant smokers enrolled in GIFTS	332 (52.8%)
Number of GIFTS participants who set quit dates	171 (51.5%)
Number of GIFTS participants completing fax referral to KTQL	157 (47.3%)
Number of GIFTS participants who have quit smoking	60 (18.1%)
Total referrals made for depression, domestic violence, social support, and SHS	396 (62.9%)



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Welcome to GIFTs!

Welcome to Lake Cumberland District Health Department's Adair and Russell counties, Lexington-Fayette County Health Department, and Louisville Metro Department of Public Health and Wellness. Thank you for your interest and commitment to Giving Infants and Families Tobacco-Free Starts (GIFTs). We are so happy to expand the Gifts program in your area and look forward to working with you to positively impact the lives of pregnant smokers and their infants by helping them to quit smoking. We look forward to celebrating your successes.

March 2010 GIFTs Newsletter
www.mc.uky.edu/kygifts



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Leadership Team

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