


Helping Pregnant & Parenting Women Quit Smoking

The **HOUSE CALLS** *Program*

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A tobacco use
treatment program
for pregnant and
parenting women



Building Effective
Tobacco Treatment
Services for Pregnant
and Parenting Women

Ingham County Health Department,
Lansing, Michigan

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House Calls Background

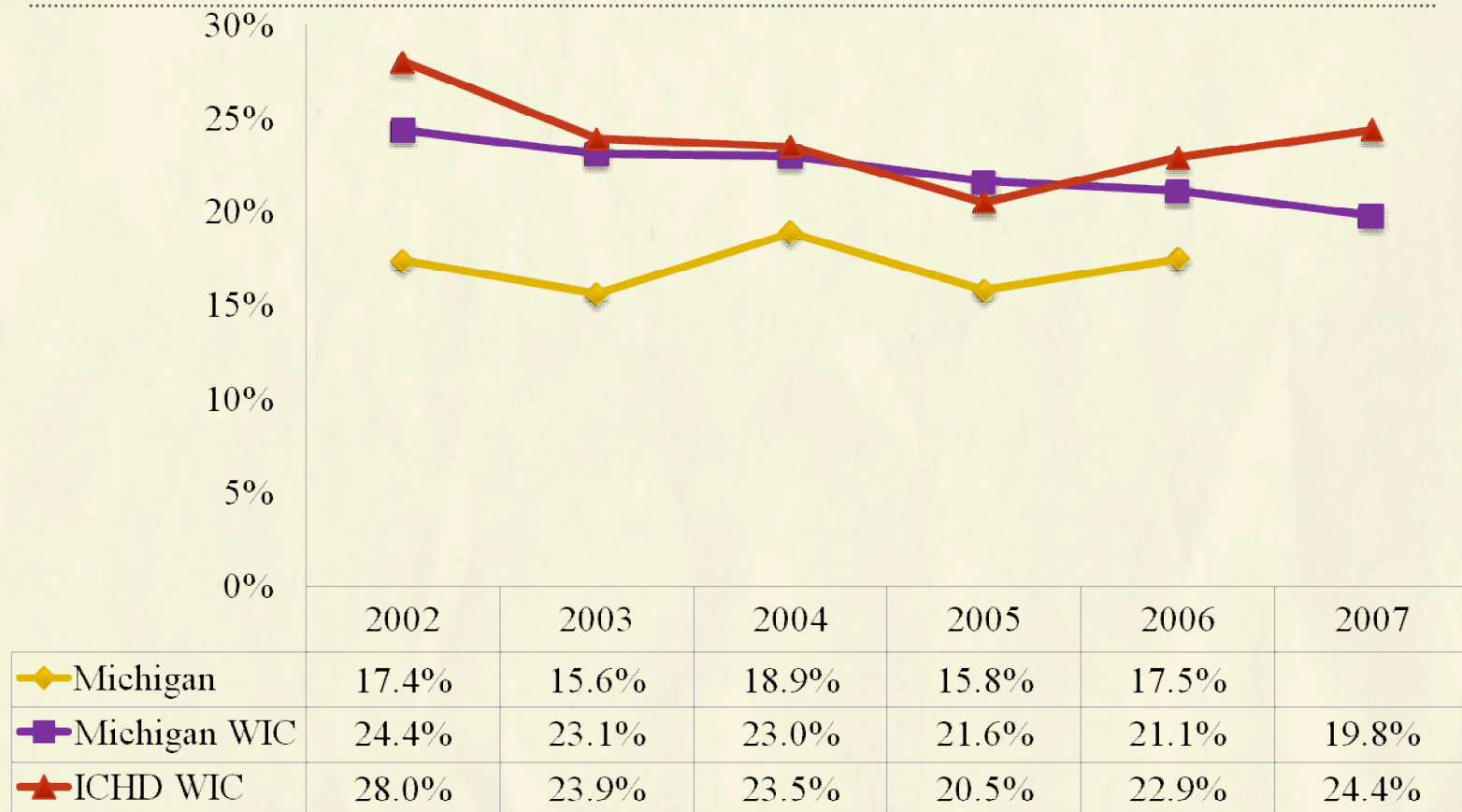
- *House Calls* is a voluntary program offered to women who are currently receiving services from the Ingham County Health Department (ICHD)
- In 2007, ICHD Women Health Services (WHS) developed a questionnaire to best understand why women were not enrolling in services:
 - Smoking cessation not being a priority
 - Belief that the program would not help
 - Lack of support to quit at home
 - Too busy to participate
 - Lack of transportation and child care



House Calls Goals

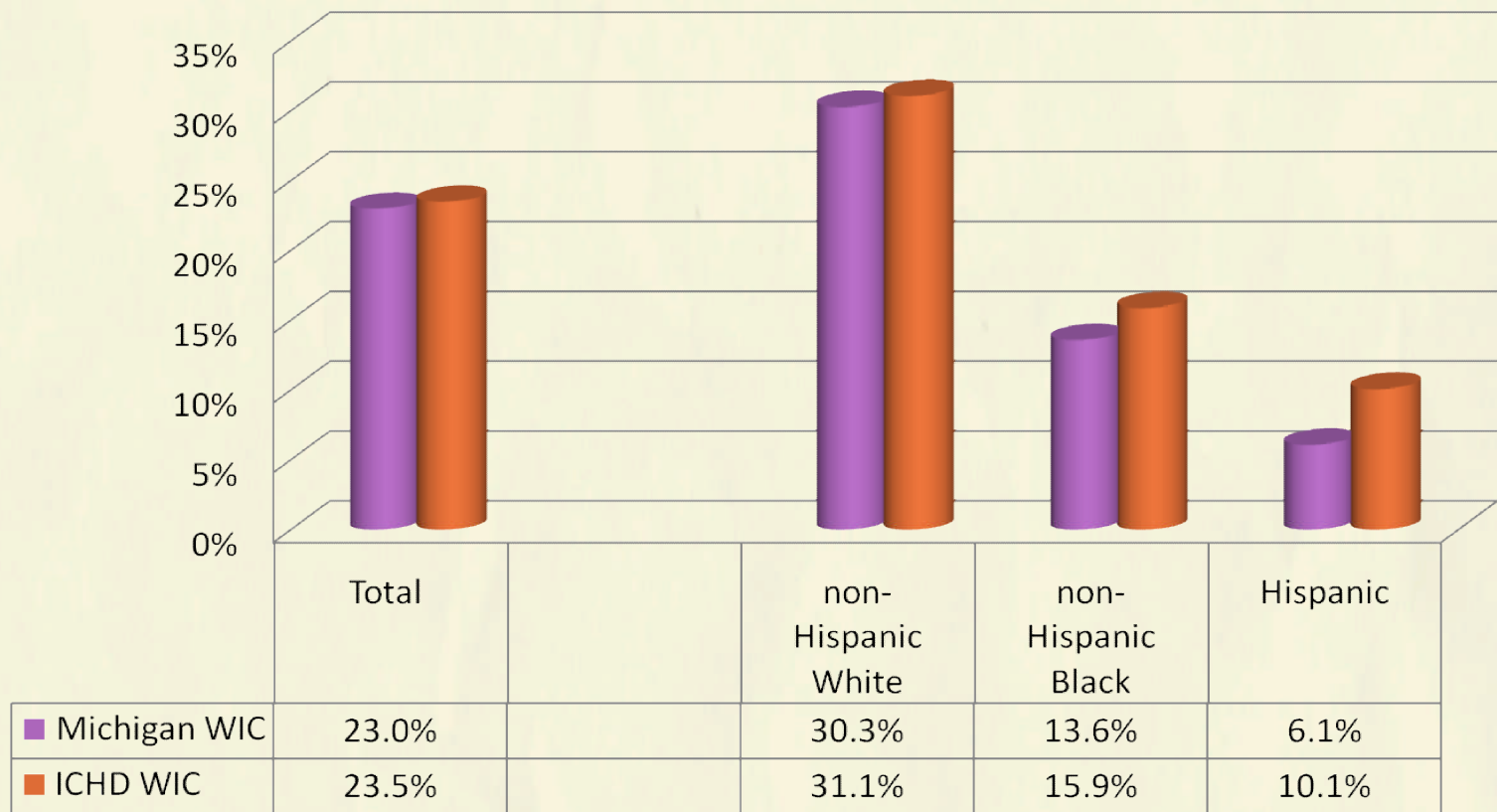
- Develop a comprehensive and sustainable home-based tobacco use treatment program for pregnant and parenting women who smoke
- Increase the number of pregnant and parenting women who engage in tobacco use treatment and successfully stop smoking
- Increase the number of women who remain tobacco-free during the postpartum period

Last Trimester of Pregnancy Smoking Rates: General population vs. WIC



2002-2007 MI Pregnancy Nutrition Surveillance System & 2002-2004 MI Pregnancy Risk Assessment Monitoring System

WIC (Pregnancy) Smoking Rates by Race



Comprehensive Program Model

Staff Training and Development

- Public Health Nurses and Public Health Advocates
- UMDNJ Tobacco Treatment Specialist
- Support from a National Tobacco Expert

Proactive Outreach & Multi-Sector Collaboration

- Referrals
- Establishing & maintaining relationships
- Marketing



House Calls Approach

- Incentives
- Support
- Educational materials/information
- Tools/Trouble shooting
- The foundation to build VALUE

The Carbon Monoxide Monitor

- Gives a numerical reading that describes the smoking habit and nicotine dependence
- Great motivational and teaching tool

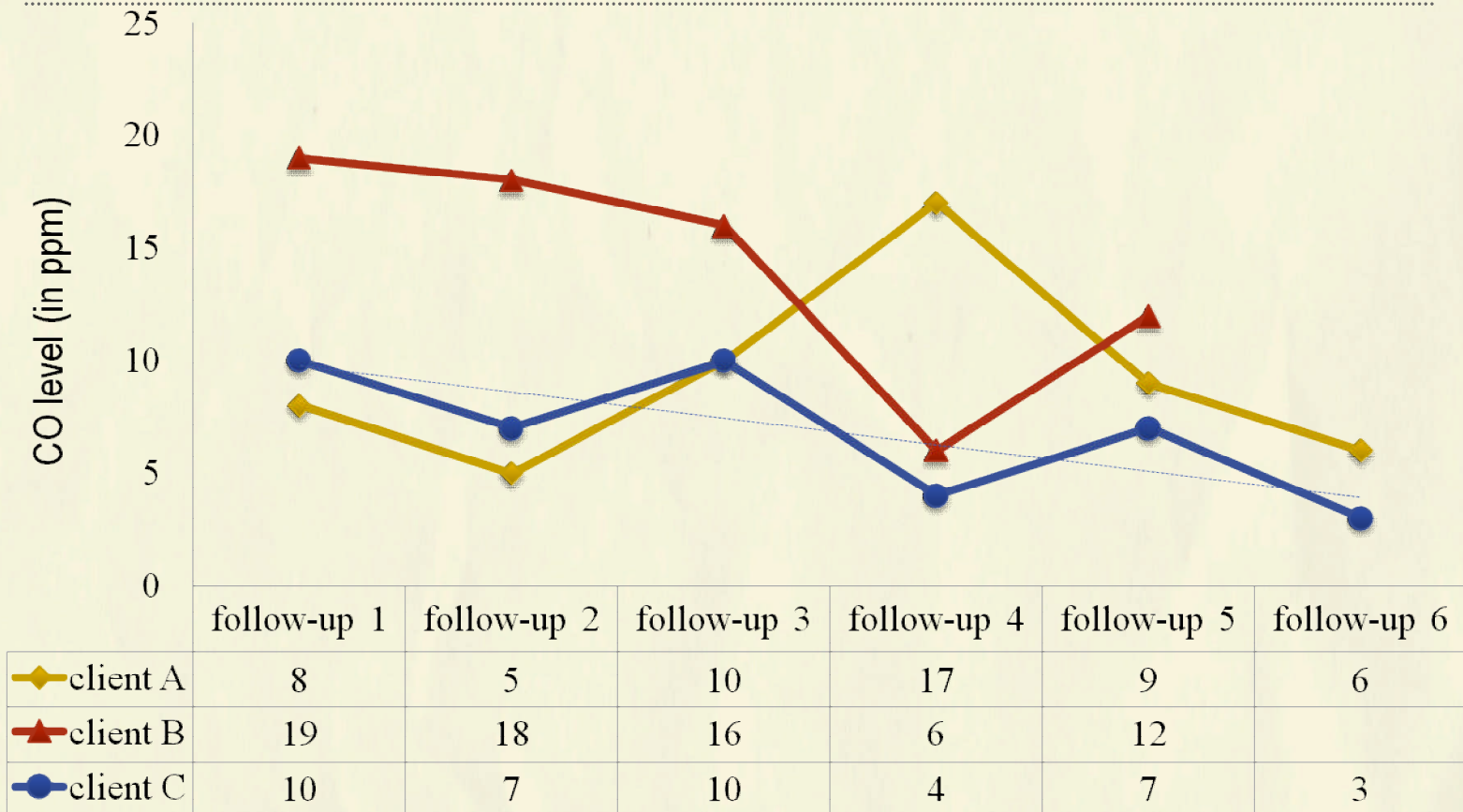


Results

Number of clients enrolled in the study period	102
Average number of visits per client	4.7
Median number of visits per client	3
Range in number of visits per client	1 to 22
Number of clients in analysis*	78
Proportion of clients who reduced their CO level to or below 50% of their intake level at any time	47.3%
Proportion of clients who reduced their CO level to 6 ppm [†] at any time	28.0%

* Clients with missing CO measurement at intake were excluded, † parts per million

CO level by visit for select clients



Lessons Learned

- Incentives open the door for conversations
- Home-based support works well
- Pre-existing relationships are significant
- Support offered to other family members is vital
- Tobacco use treatment is embedded in other issues
- Multiple points of contact strengthen approach
- More innovation and research is needed



Our Successes Thus Far

- 193 women currently enrolled
- Increased community capacity to provide cessation support for low-income women
- Quit smoking message is more consistent
- Working relationships between PHNs and PHAs strengthened
- Working relationships with health centers and community providers is strengthened

Sustainability

- This is integrated into on-going work
- Incentives were reduced throughout program
- Creative marketing
- Establishing a fund to sustain incentives



This Never Gets Old...

- There is a wonderful feeling every time someone quits smoking or makes huge strides in cutting down smoking
- There is a commitment that *House Calls* is an ever evolving process that is based on research and strategies that work for others through shared experience



Contact Information

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THE SECRETS THEY KEEP...

HERE'S WHAT THE TOBACCO INDUSTRY IS HIDING IN CIGARETTES.

METHOPRENE

A chemical used to get rid of fleas on your pets.

BENZOPYRENE

You'll find it in coal tar and cigarette smoke. It's one of the most potent cancer-causing chemicals in the world.

ARSENIC

This deadly poison makes you lips burn, your breath turn bad.

ACETONE

The tobacco industry refuses to say how acetone gets into cigarettes. It's one of the active ingredients in nail polish remover.

LEAD

Lead poisoning stunts your growth, makes you vomit, and damages your brain.

FORMALDEHYDE

It causes cancer, and can damage your lungs, skin and digestive system. Embalmers use it to preserve dead bodies.



These are some of the harmful chemicals smokers inhale.

TURPENTINE

Turpentine is very toxic. It is commonly used as a paint stripper.

PROPYLENE GLYCOL

The tobacco industry claims they add it to keep cheap "reconstituted tobacco" from drying out. But scientists say it aids the delivery of nicotine - tobacco's addictive drug.

BUTANE

Highly flammable butane, is one of the key components of gasoline.

CADMIUM

It causes damage to the liver, kidneys and brain, and stays in the body for years.

AMMONIA

The tobacco industry says it adds flavour. But scientists have discovered that ammonia helps you absorb more nicotine - keeping you hooked on smoking.

BENZENE

This cancer-causing chemical is used to make everything from pesticides to detergent to gasoline.

Nicotine is one of the deadliest and most addictive drugs we know. Every year, almost 18,000 people in Australia die from smoking. For more info, check out our web site at www.QuitLine.org.au

Quitline 131 848

Visit our web site at www.quit.org.au

The products shown contain chemicals found in cigarettes or cigarette smoke. The products themselves are not added to cigarettes and are used for illustrative purposes only. When used as intended, the non-tobacco products shown are safe.






Supporting People, Programs, & Materials

- Smoke Free for Baby and Me
- Public Health Services Administration
- Scott Thomas, Ph.D., Tobacco Dependence Treatment Consultant/Expert
- UMDNJ Tobacco Dependence Program
- Plan-Do-Study-Act Quality Improvement Model
- Etienne Wenger, Communities of Practice Model
- Anneshia Freeman MBA, CAC-M,
The Lies That Bind – The Legacy of the Locks
- Join Together
- March of Dimes, American Lung Association,
American Cancer Society



House Calls Overview

- Grant funds were received from the American Legacy Foundation
 - *House Calls* is a voluntary program offered to women who are currently receiving services from the Ingham County Health Department (ICHD)
 - This program is designed to decrease the amount of tobacco consumed by pregnant and parenting women in Ingham County
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Life Changing Tool: CO monitor

- Clients like it and there is an accountability to the monitor each visit
- Scientific way to determine the level of incentive
- Other family members like to see what their level is
- Leads to a deeper conversation of how smoking impacts the body

