

## Smoking Cessation and Reduction in Pregnancy Treatment: A Brief Introduction

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## Smoking During Pregnancy



### CDC Pregnancy Risk Assessment Monitoring System (PRAMS) 2011

- 10% of respondents reported smoking during last 3 months of pregnancy

### SAMHSA National Survey on Drug Use and Health 2013

- 15.4% of pregnant women reported smoking



## Preventable Loss

Active smoking during pregnancy has been defined as the most serious and preventable cause of fetal and infant morbidity and mortality by the U.S. Healthy People Objectives for the Nation.



3



## Dangers



- Adverse effects on maternal, fetal and infant health:
  - Low birth weight
  - Altered fetal development
  - Impaired fetal growth
  - Increased risk of SIDS
  - Complications during pregnancy, such as placenta abruption
  - Decreased lung function of the baby



4



#### Tobacco Use

- Increase the number of women who quit smoking during the first trimester and remain quit for the duration of pregnancy from 11% to 30%. (TU- 6)

#### Maternal and Child Health

- Increase the number of women who report abstaining from cigarettes during pregnancy from 89.6% to 98.6%. (MICH- 11.3)



5

## Overview of Interventions

#### Interventions for helping pregnant women quit smoking can include:

- Patient counseling – 5 A's
- **The SCRIPT Program**
- Telephone quit lines
- Pharmacotherapy



6

## SCRIPT

### Smoking Cessation and Reduction in Pregnancy Treatment

- Designed to be an integrated component of a patient education program for prenatal care providers
- Provides an in-depth look at the evidence-based, “best practice” procedures developed for screening, intervention, and follow-up
- Educates a pregnant woman about why she should quit or reduce her smoking for her health and the health of her baby.



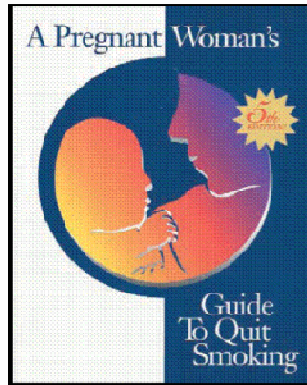
7

## Components



8

## The Guide



- A 36-page, tailored guide that outlines a self-evaluation process to help build women's smoking cessation success over a seven-day period
- Written at a 5-6th grade reading level



## Commit to Quit Video



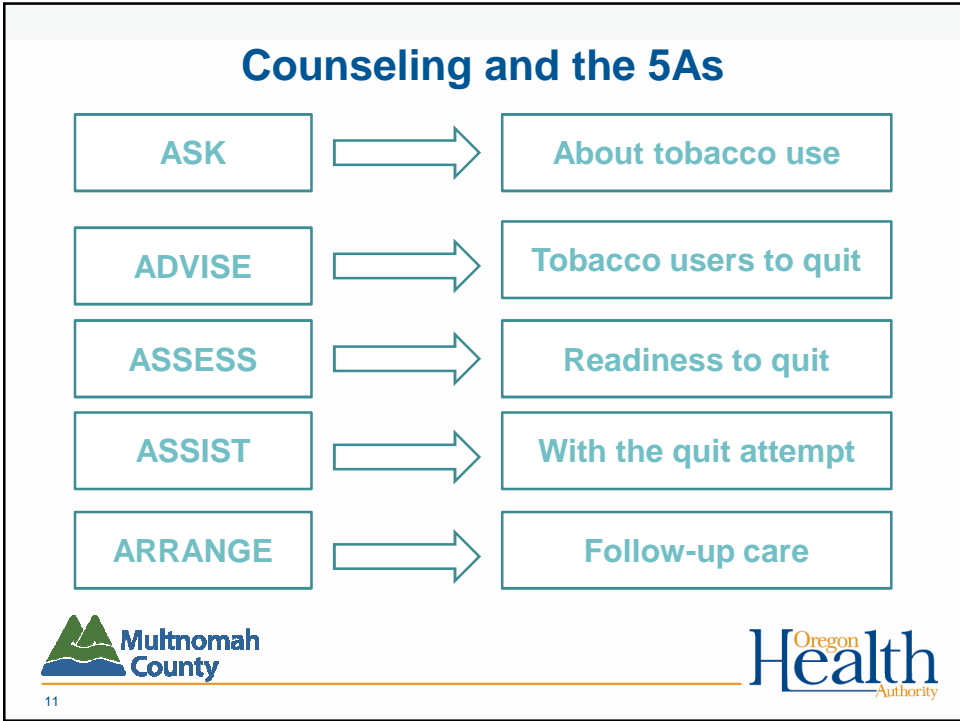
### The video was developed to:

- Enhance the patient's motivation to quit smoking.
- Ensure patient exposure to recommended smoking cessation skills.
- Significantly reduce counseling time.

### The video presents:

- Strong visual and personal verbal messages about maternal, fetal, and infant risk.
- Testimonials of pregnant smokers who had quit smoking.
- The demonstration of behavioral skills to quit smoking.







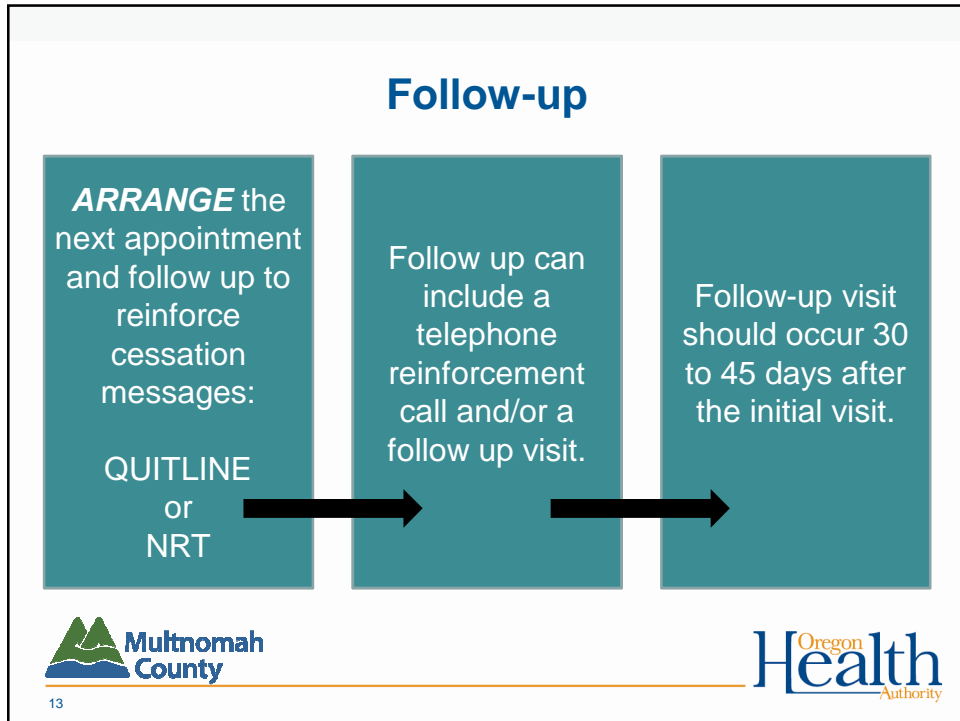
### Biochemical Tests

SCRIPT recommends that as a part of the ASK stage, a biochemical test is used as a part of routine prenatal care.

**WHY?**



12



### An Effective Program

- The effectiveness of the SCRIPT Program has been rigorously demonstrated (1982-2012).
- The acceptability of the program by prenatal clients, the routine delivery by prenatal care staff, and the cost effectiveness of implementing SCRIPT have been demonstrated by independent evaluations in the US and internationally.



14

## Cost Effectiveness

Group	Cost/Patient	% Quit*	Cost Effectiveness
Normal-C Information	\$10.00 (N=100)	6.5%	$(\$1000/6.5) = \$153$
SCRIPT	\$20.00 (N=100)	15%	$(\$2000/15) = \$133$

\*Cotinine or CO confirmed



15



## Smoking Cessation and Reduction in Pregnancy Treatment (SCRIPT)

- SCRIPT program managed by the Society for Public Health Education (SOPHE)
  - Train the Trainer seminars for adopting SCRIPT in your organization:
    - Washington, DC, December 2017
    - Columbus, OH, April 2018
  - Liz Marshall, SCRIPT Program Manager
    - [lmarshall@sophe.org](mailto:lmarshall@sophe.org)
    - 202-408-9804, ext. 160
  - [www.sophe.org](http://www.sophe.org)



16





## Implementing SCRIPT

SCRIPT is a flexible program that can be added to your current care model:

- In clinics
- In home-based care



17



# Questions?



18



## Thank you!

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19

