



ASSOCIATION OF MATERNAL & CHILD HEALTH PROGRAMS



# Title V National Performance Measure Resource Sheet

## NPM 14: Smoking

A) Percent of women who smoke during pregnancy and B) Percent of children who live in households where someone smokes

### SUMMARY OF STRATEGIES FROM STATE ACTION PLANS

#### 33 jurisdictions selected NPM-14

Common themes → **multi-faceted strategies**

*3 main evidence based interventions:*

- Quit lines
- The Baby and Me-Tobacco Free program
- The Smoking Cessation and Reduction in Pregnancy Treatment program (SCRIPTS)

*Other ways states aim to reduce smoking in pregnancy:*

- Offering nicotine replacement therapy (NRT) within the quit lines
- Adopting systems change in prenatal care environments to screen all women
- Outreach education in reproductive health for women prior to conception
- Distributing tobacco cessation pamphlets to WIC participants

### BEST PRACTICES

**Below are highlights of related cutting-edge, emerging, promising and best practices located in Innovation Station.**

- ***The Missouri Model for Brief Smoking Cessation Training:***  
[http://www.amchp.org/programsandtopics/BestPractices/InnovationStation/ISDocs/Smoking\\_cessation-MO\\_2015.pdf](http://www.amchp.org/programsandtopics/BestPractices/InnovationStation/ISDocs/Smoking_cessation-MO_2015.pdf)
- ***One Tiny Reason to Quit:***  
[http://www.amchp.org/programsandtopics/BestPractices/InnovationStation/ISDocs/One-Tiny-Reason\\_2015.pdf](http://www.amchp.org/programsandtopics/BestPractices/InnovationStation/ISDocs/One-Tiny-Reason_2015.pdf)

## TOOLS / RESOURCES SPECIFIC TO THIS MEASURE

### **Strengthen the Evidence Base for Maternal and Child Health (MCH) Programs:**

[http://www.semch.org/uploads/3/4/9/4/34942022/smoking01\\_27\\_16.pdf](http://www.semch.org/uploads/3/4/9/4/34942022/smoking01_27_16.pdf)

### **Forging a Comprehensive Initiative to Improve Birth Outcomes and Reduce Infant Mortality (A Compendium):**

<http://www.amchp.org/AboutTitleV/Resources/Documents/AMCHP%20Birth%20Outcomes%20Compendium.pdf>

### **Smoking Cessation for Pregnancy and Beyond: A Virtual Clinic:**

<https://www.smokingcessationandpregnancy.org/>

### **Association of State and Territorial Health Officials (ASTHO). (2013). Smoking Cessation Strategies for Women Before, During and After Pregnancy:**

Recommendations for State and Territorial State Health Agencies:

<http://www.astho.org/Prevention/Tobacco/Smoking-Cessation-Pregnancy/>

### **Additional evidence-based program - The Washington State DSHS Division of Behavioral Health and Recovery Parent Child Assistance Program (PCAP):**

[http://www.amchp.org/Calendar/Webinars/Documents/PCAP\\_Brochure.pdf](http://www.amchp.org/Calendar/Webinars/Documents/PCAP_Brochure.pdf)

### **American College of Obstetricians and Gynecologists: Smoking Cessation -- Smoking cessation resources for patients and providers:** <http://www.acog.org/About-ACOG/ACOG-Departments>

### **Centers for Disease Control and Prevention, Division of Reproductive Health -- Highlight of data on tobacco use during pregnancy and resources:**

<http://www.cdc.gov/reproductivehealth/tobaccoUsePregnancy/index.htm>

### **Office of the Surgeon General: Tobacco Cessation Guideline Clinical Practice Guidelines, Treating Tobacco Use and Dependence, is available here.**

The guideline was designed to assist clinicians; smoking cessation specialists; and health care administrators, insurers and purchasers in identifying and assessing tobacco users and in delivering effective tobacco dependence interventions. This site also has clinician resources such as a Quick Reference Guide, tear sheets for primary and prenatal care providers and consumer materials:

[www.surgeongeneral.gov/tobacco/](http://www.surgeongeneral.gov/tobacco/)

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