

Tobacco Cessation

1-866-SD-Quits

- Coaches use specific protocols for pregnant women and American Indian populations.
- The 7 month, 30 day point of prevalence evaluation data for 2010 indicates
 - Overall quit rate of 47.8%, for those using medication and coaching.
 - For those using coaching and not using any medication 46%.

SDQuitLine.com-Online cessation services

Local Cessation Services



Cessation and Pregnant Women

The SD-QL recognizes pregnant and nursing mothers who use tobacco as a priority population, and can offer the following assistance to assist this population to quit using commercial tobacco products.

- 70% of smokers report wanting to quit, and smokers cite a physicians advice to quit as an important motivator for attempting to quit.
- The benefits of tobacco cessation medication cease once the medications are stopped.
- The professional advice and relapse prevention tools provided through the coaching sessions help hold the smoker accountable to their commitment to be tobacco free long after coaching sessions are done.
- This population can use SD-QL services as often as they need to help them quit or stay quit.



Providers' Role

Providers can partner with the SD-QL to reach this population by systematically implementing **Ask, Assess** and **Refer** for all patients

- **Ask** about tobacco use at each and every visit: ***Do you smoke cigarettes or use any other tobacco products?***
- **Assess** their willingness to quit: ***As your clinician; I need you know that quitting smoking is the most important thing you can do to protect your health, the health of your unborn baby and the health of other children in your home. Let's discuss your willingness to try to quit in the next thirty days?***
- **Refer** this patient to SD-QUITS for tobacco cessation counseling: ***Are you willing to have someone from the SD-QuitLine call you to help you quit?***



Public Education: Pregnant Women and Secondhand Smoke

- The evidence base
 - What communication interventions can do to support program objectives
 - Emerging evidence
- Qualitative Research
 - Why?
 - What for?



Public Education: Pregnant Women and Secondhand Smoke

- South Dakota Research
 - Key Insights
 - Key Messages
 - Insights from American Indian moms
- Media Placement
 - TV
 - Radio
 - Out-of-home
 - Print
 - Social Media



Public Education: Pregnant Women and Secondhand Smoke

- Media Samples
- Provider Education

