



The Ohio Partners for Smoke Free Families

A Perinatal Smoking Cessation Program

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Program Background

- Developed in 2006 as a pilot project by the Ohio Department of Health
- Part of a larger effort to improve birth outcomes
- Currently being integrated into different health care settings



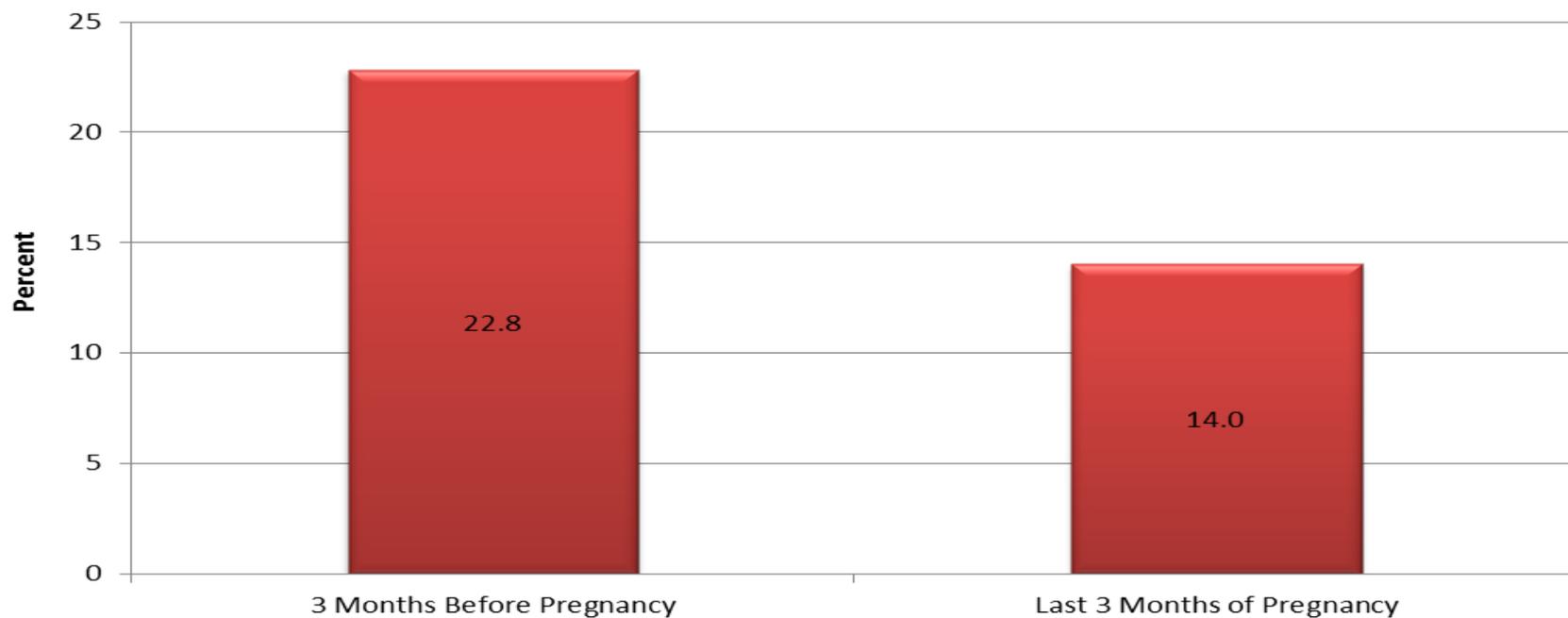
Program Goals

- Reduce the prevalence of smoking among pregnant women and women of childbearing age
- Increase the adoption, reach and impact of evidence-based smoking cessation programs for targeted population



Statistics

Smoking Before and During Pregnancy, Ohio, 2012

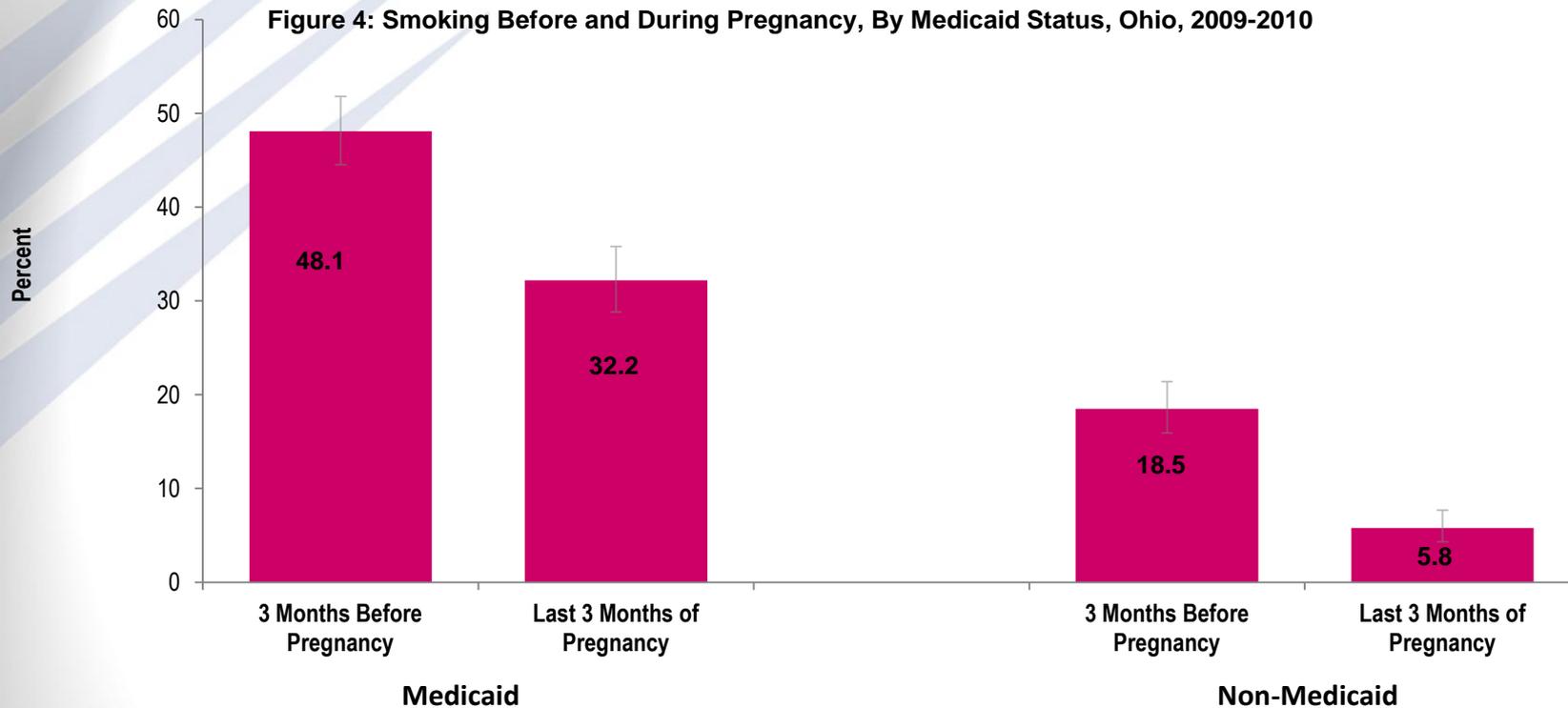


Source: Vital Statistics, Ohio Department of Health



Statistics

Figure 4: Smoking Before and During Pregnancy, By Medicaid Status, Ohio, 2009-2010



Health Impact

- Ohio had the 4th highest infant mortality rate in the U.S. in 2010
- Tobacco smoking during pregnancy is one of the most modifiable risk factors for poor pregnancy outcomes and infant death



Prenatal Smoking Risks

Smoking during pregnancy increases the risk of:

- Placenta previa
- Placental abruption
- Sudden Infant Death Syndrome (SIDS)
- Prematurity
- Low birth weight



Clinical Practice Guidelines (2008)

- Pregnancy is a good time to intervene
- Brief intervention (<10 minutes) with self-help materials increases cessation rates by 30% to 70% compared with only advice to quit
- Intervention works best for light to moderate (<20 cigarettes a day) smokers



The 5A's Model

- **ASK** the client about her smoking status
- **ADVISE** her to quit smoking with personalized messages for pregnant women
- **ASSESS** her willingness to quit
- **ASSIST** with self-help materials, problem solving, skills training, and social support
- **ARRANGE** to follow-up during subsequent visits



The 5A's Model

Every healthcare provider should be prepared to ask clients about their smoking status at each clinic visit

- The 5A's program can be used in clinics, hospitals, and home visiting programs



Stages of Change

- **PRE-CONTEMPLATION**-Not yet thinking about change
- **CONTEMPLATION**-Considering change
- **PREPARATION**-Decision that change is necessary and possible
- **ACTION**-Actively working toward behavior change
- **MAINTENANCE**-Sustaining



Where we are now...

- 5A's is currently implemented in 14 local Women, Infant and Children (WIC) projects
- 5A's is currently implemented in 10 local Child and Family Health Services (CFHS) perinatal direct care sites
- 5A's currently implemented in 88 Help Me Grow (HMG) programs



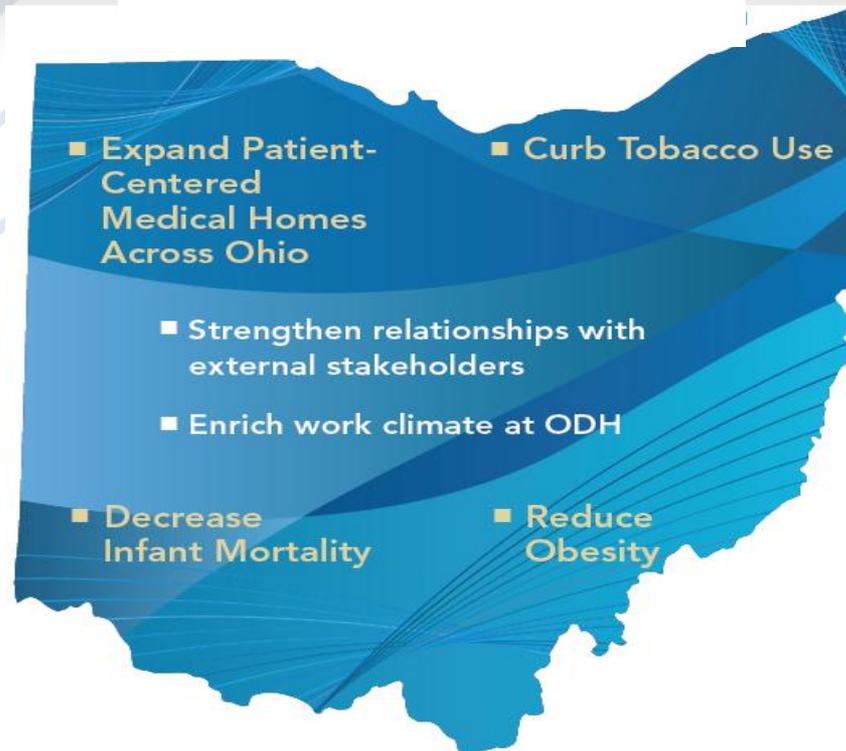
Where we are going...

In July 2013, ODH was allocated funding from the state's general fund to address infant mortality, including \$1 million for immediate use to reduce perinatal smoking

ODH aims to expand the quality and reach of the 5A's intervention for high-risk women served by publicly funded health programs



ODH Priorities and Cross-Cutting Strategies



VISION:
Optimal health for all Ohioans

MISSION:
Protect and improve the health of all Ohioans by preventing disease,
promoting good health and assuring access to quality care



Epi-Aid

- On September 3, 2013, ODH requested CDC assistance to conduct a rapid evaluation of smoking cessation programs in publicly funded clinics in the state
- CDC, ODH and additional subject matter experts from the Office on Smoking and Health and the Division of Reproductive Health participated in the evaluation

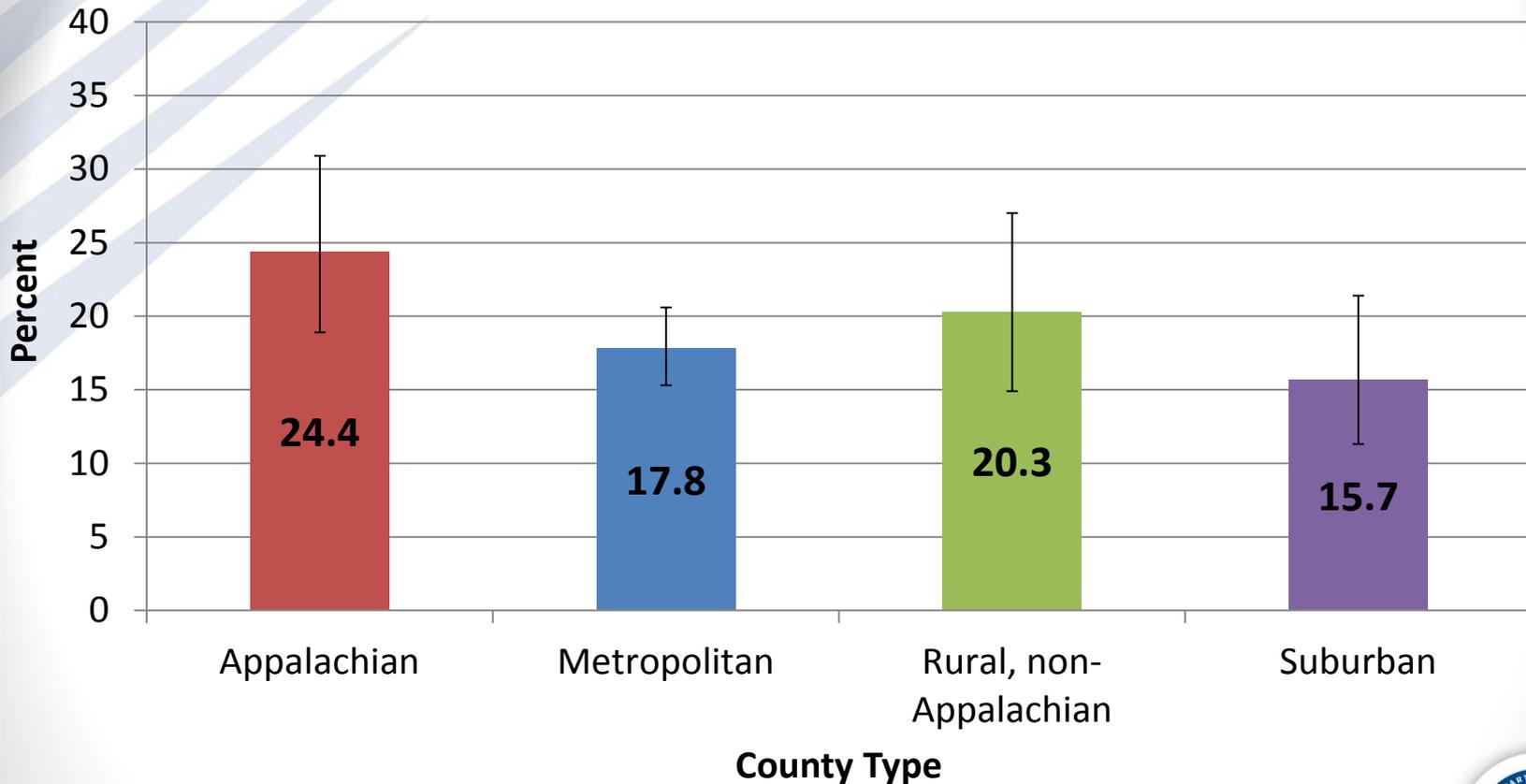


Expansion plans...

- 100% of Child & Family Health Services (CFHS)- reinforce
- 100% of Help Me Grow (HMG) programs – reinforce
- 100% of Ohio Infant Mortality Reduction Initiative (OIMRI)
Add all 14 OIMRI agencies
- 50% Reproductive Health & Wellness (RHWP) programs-
Add 25 RHWP agencies
- 50% Women, Infants & Children (WIC)-increase participation
by adding at least 25 new WIC projects



Mothers Who Smoked During Pregnancy, By County Type, Ohio, 2009-2010



Source: Ohio Pregnancy Risk Assessment Monitoring System, Ohio Department of Health



Ohio University 4-County Saturation

- ODH contracted with Ohio University in 2013 to saturate 4 southeast Ohio counties with perinatal smoking cessation messaging
- Lawrence, Gallia, Scioto and Ross counties were targeted for saturation of the 5A's to all providers, both public and privately funded
- Ohio University partnered with renowned subject matter expert Dr. Ilana Chertok to assure quality implementation



Media

- Focus groups were held throughout the 4-county saturation area
- Messaging, media themes and photos were selected based on the feedback from the focus groups



Media

**Quitting Smoking is tough, make the choice
for you and your child**

**Call 1-800-QUIT-NOW!
1-800-784-8669**

800.525.8762 **ALLOVER MEDIA** www.AllOverMedia.com



Ohio
Department of Health



Tobacco Use Prevention and Cessation Program (TUPCP)

- Dedicated to reducing the prevalence of tobacco use in Ohio and the associated health effects
- Funding for TUPCP comes from the Centers for Disease Control and Prevention's Office on Smoking and Health

<http://www.healthy.ohio.gov/healthylife/tobc2/tobintro.aspx>



Ohio Tobacco Quit Line

Served populations

- Pregnant women
- Uninsured
- Medicaid fee-for-service
- Members of Ohio Tobacco Collaborative

Services delivered

- Intake call
- Five outgoing coaching calls
- Unlimited inbound calls
- Two week course of nicotine patches or lozenges (if eligible)
- Pregnancy Protocol
- Text messaging
- Online cessation program: Quitlogix
- Warm transfers



Pregnancy Protocol

- A free program to help pregnancy women quit smoking
- Offers special awards to pregnant smokers
- Online counseling and individual, telephone counseling
- Offers a healthy, tobacco-free future for pregnant women and their babies



Ohio Tobacco Quit Line

Pregnancy Program

Quitting smoking is best for you and your baby.

You've tried to quit and would like help...

 OHIO TOBACCO
QUITLINE CALL IT QUILTS.
1-800-QUIT-NOW
OHIO DEPARTMENT OF HEALTH 1-800-784-8669
<http://ohio.QuitLogix.org>

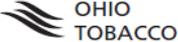
A FREE program to help pregnant women quit smoking.

The program offers special rewards to pregnant callers, including:

- A \$5 rewards card after your first call



Quit Line Fax Referral Form


QUITLINE CALL IT QUILTS.
800-QUIT-NOW
800-784-8669

OHIO TOBACCO QUIT LINE REFERRAL

FAX: **800-261-6259**

Ohio Department of Health Quit Line Referral

ODH Grantee ID: *if available*

Referring provider

Use stamp, label or write in information below.

Name		Phone ()
Clinic/Facility		FAX* ()
Address		
City	State	ZIP

*Required in order to receive confirmation of referral.

Participant information

Name	Date of birth / /
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Smoke-Free Pledge



 **Smoke-Free Home Pledge**

I _____, on _____, pledge
(Name) (Date)
to protect my children from the health risks from secondhand smoke
by making my home and car smoke-free.



 www.epa.gov/smokefree 

Smoke-Free Homes Program
Provided at no charge to you

Medicaid Billing for Tobacco Cessation Treatment

Medicaid Billing for Tobacco Cessation Treatment

Smoking rate was 48.8%.¹ This is more than double the overall adult smoking rate in Ohio of 23%. Reducing tobacco use by asking your patients if they smoke and providing even brief counseling can save lives. Use the following resources.

To determine if tobacco cessation treatment for patients enrolled in Medicaid fee-for-service or a Medicaid Managed Care Plan is covered, use the following chart to assist providers.

Medicaid Fee-for-Service		Medicaid Managed Care Plan (Providers are encouraged to check with each MCP with questions about billing instructions)			
Reimbursed Amount	Buckeye Community Health Plan	CareSource	Molina Healthcare of Ohio	Paramount Advantage	
\$9.43	Yes	Yes	Yes	Yes	
\$19.00	Yes	Yes	Yes	Yes	
\$14.52	Yes	Yes	Yes	Yes	
FDA Approved		FDA Approved			
Unlimited access to Ohio Tobacco Quit Line (1-800-Quit Now)	Plan pays for access to Ohio Tobacco Quit Line (1-800-Quit Now) for pregnant women and parents of children with asthma	Warm transfer to CareSource QL for all members who call Ohio Tobacco Quit Line (1-800-Quit Now)	Plan offers smoking cessation counseling through the Molina Health Education Department	Plan pays for unlimited access to Ohio Tobacco Quit Line (1-800-Quit Now)	
Prior authorization for Chantix, Nicotrol inhaler	Prior authorization required for Chantix, Nicotrol inhaler	Prior authorization for Nicotrol inhaler	Prior authorization required for Chantix, Nicotrol inhaler	No restriction	



Creating Healthy Communities (CHC)

- Committed to preventing and reducing chronic disease statewide
- Works to assure tobacco-free living where Ohioans live, work and play

<http://www.healthy.ohio.gov/healthylife/createcomm/chc1.aspx>



Quality Improvement (QI)

- ODH contracted with OSU Government Resource Center (GRC) to implement a quality improvement (QI) project to assure fidelity and improve quality in the implementation of the 5A's brief counseling intervention at participating Ohio Department of Health (ODH) funded program sites



Resources

2008 Tobacco use and Dependence Clinical Guidelines

(http://www.aafp.org/dam/AAFP/documents/patient_care/clinical_recommendations/TreatingTobaccoUseandDependence-2008Update.pdf)

Smoking Cessation for Pregnancy and Beyond: A Virtual Clinic

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

ODH Perinatal Smoking Cessation Program

(<http://www.odh.ohio.gov/odhprograms/cfhs/psmok/presmoke1.aspx>)

Ohio Smoking Quit Line

(<http://www.healthy.ohio.gov/healthylife/tobc2/cessation/quit.aspx>)

Program Promotion Materials Available-Order Form Coming Soon

