

National Partnership to Help Pregnant Smokers Quit Impact Evaluation

Leah M. Ranney, PhD

University of North Carolina at Chapel Hill

National Conference on Tobacco or Health 2007

A coalition of diverse organizations that have joined forces to improve the health of this and future generations by decreasing the number of pregnant women who are addicted to tobacco.



Mission of the National Partnership

- To ensure that all pregnant women in the United States will be screened for tobacco addiction, and that all pregnant and postpartum smokers will receive best-practice cessation counseling as part of their usual care
- To reduce the prevalence of smoking during pregnancy to one percent or less by 2010, in accordance with the Healthy People 2010 goal



The National Partnership

- Greater than 60 diverse organizations
- Provides an organizational structure
 - Five working groups
 - Staff support and facilitation
- Tracks progress and process

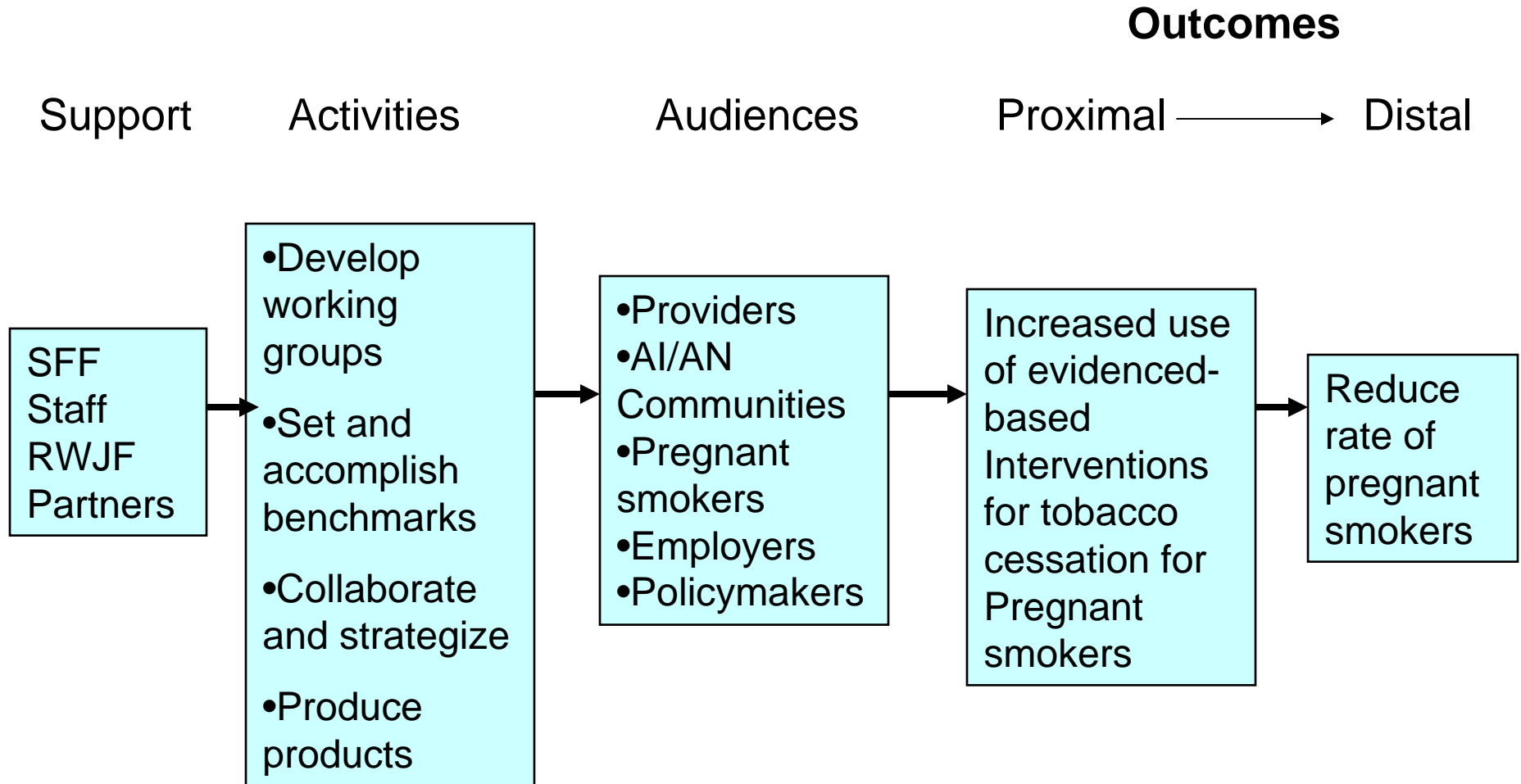


Working Groups

- Offering Help through the **Healthcare System**
- Harnessing Resources in **Communities and Work Sites**
- Capitalizing on State and Federal Funding and **Policies**
- Promoting **Research**, Evaluation and Surveillance
- Encouraging **State Outreach** and Assistance

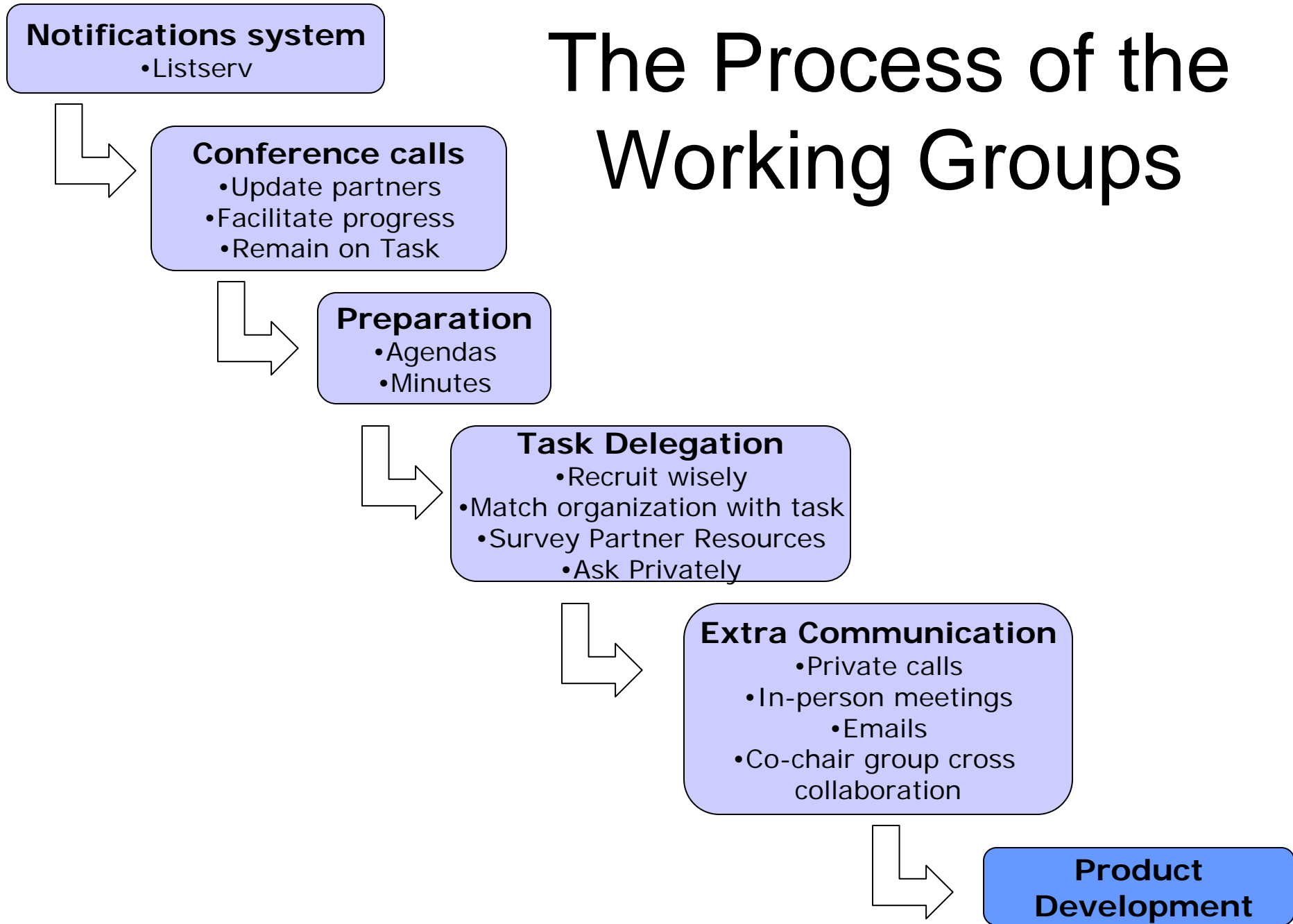


National Partnership Logic Model





The Process of the Working Groups





Enter Call Data

Date: 6/8/2004 Call/Meeting: Call

Group_type: Research

Representatives

Representative ID	Organization's Name
Cahill-Krause, Anne	American Association of Health Plans
Rivera, Carole	Centers for Disease Control and Prevention
Albrecht, Susan	Association of Women's Health, Obstetric and Neonatal N
Gaffney, Cece	Norris Cotton Cancer Center
Dolan, Siobhan	March of Dimes
Matthews, TJ	Centers for Disease Control and Prevention
Melvin, Cathy	Smoke Free Families
*	

Record: 1 of 7

Staff

Staff ID	Organization's Name
Raney, Leah	Smoke Free Families
Williams, Bobbi	Porter Novelli
Wolff, Lisa	Porter Novelli
*	

Record: 1 of 3

Activities

Activity_ID: 317

Activities: The Research group is updating the benchmarks and will send the final copy to the entire group.

Add_info: Cece is working on the new benchmarks.

Activity_ID: 318

Activities: Partnership members will be sent a copy of the NTR supplement via mail.

Add_info:

Record: 1 of 4

Products

Product ID: 77

Product Name: The NTR supplement on the issues fo pregnancy and smoking was released in April and sent to the partners.

Objectives: Research1

* Objectives:

Record: 1 of 1



Data Collection

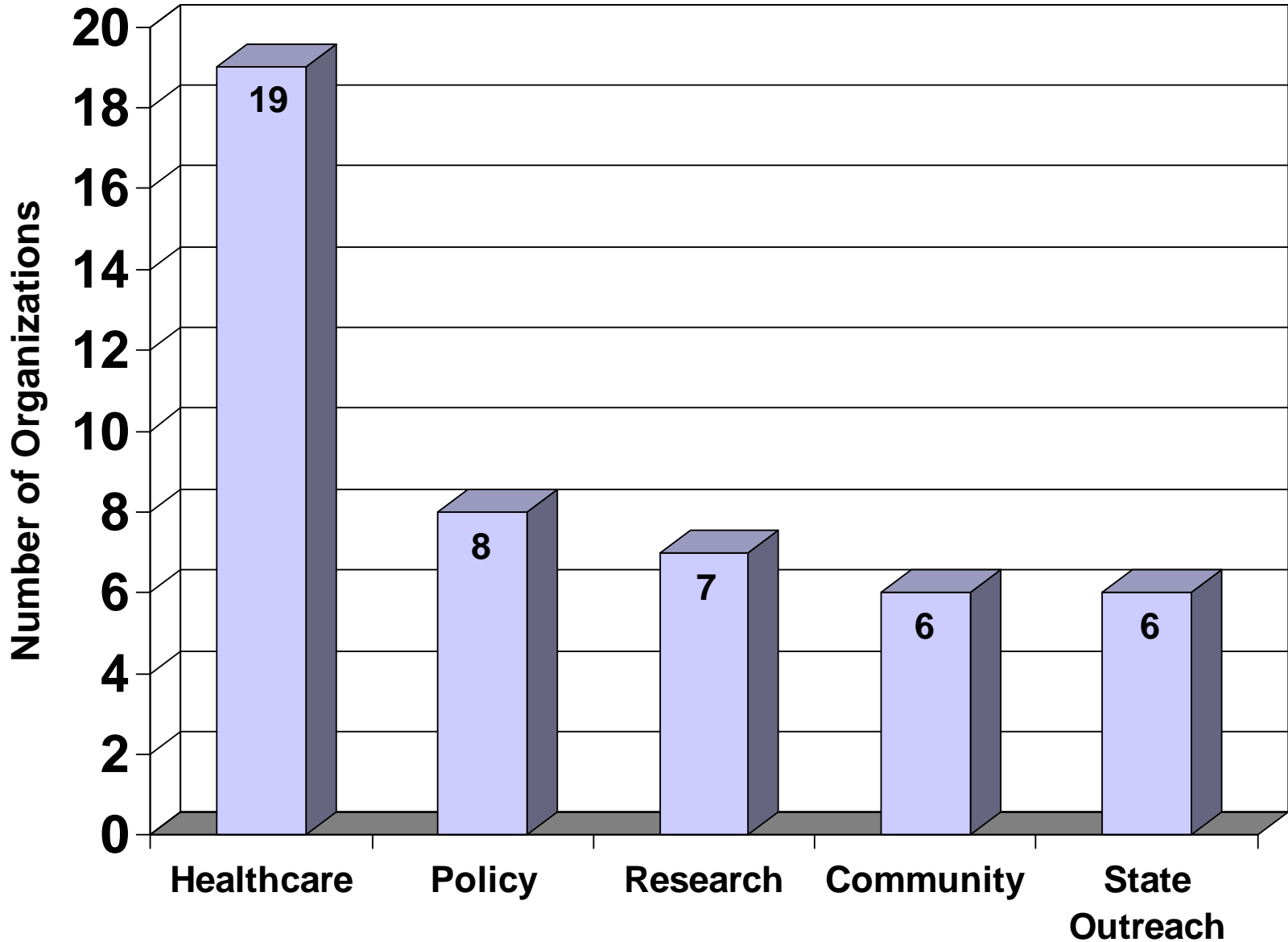


Quantitative Data

- 64 Partner Organizations
- 173 conference calls since May 2002
- Developed 65 products such as:
 - Posters
 - Fact Sheets
 - Brochures
 - Technical Assistance Calls
 - Resources or Toolkits

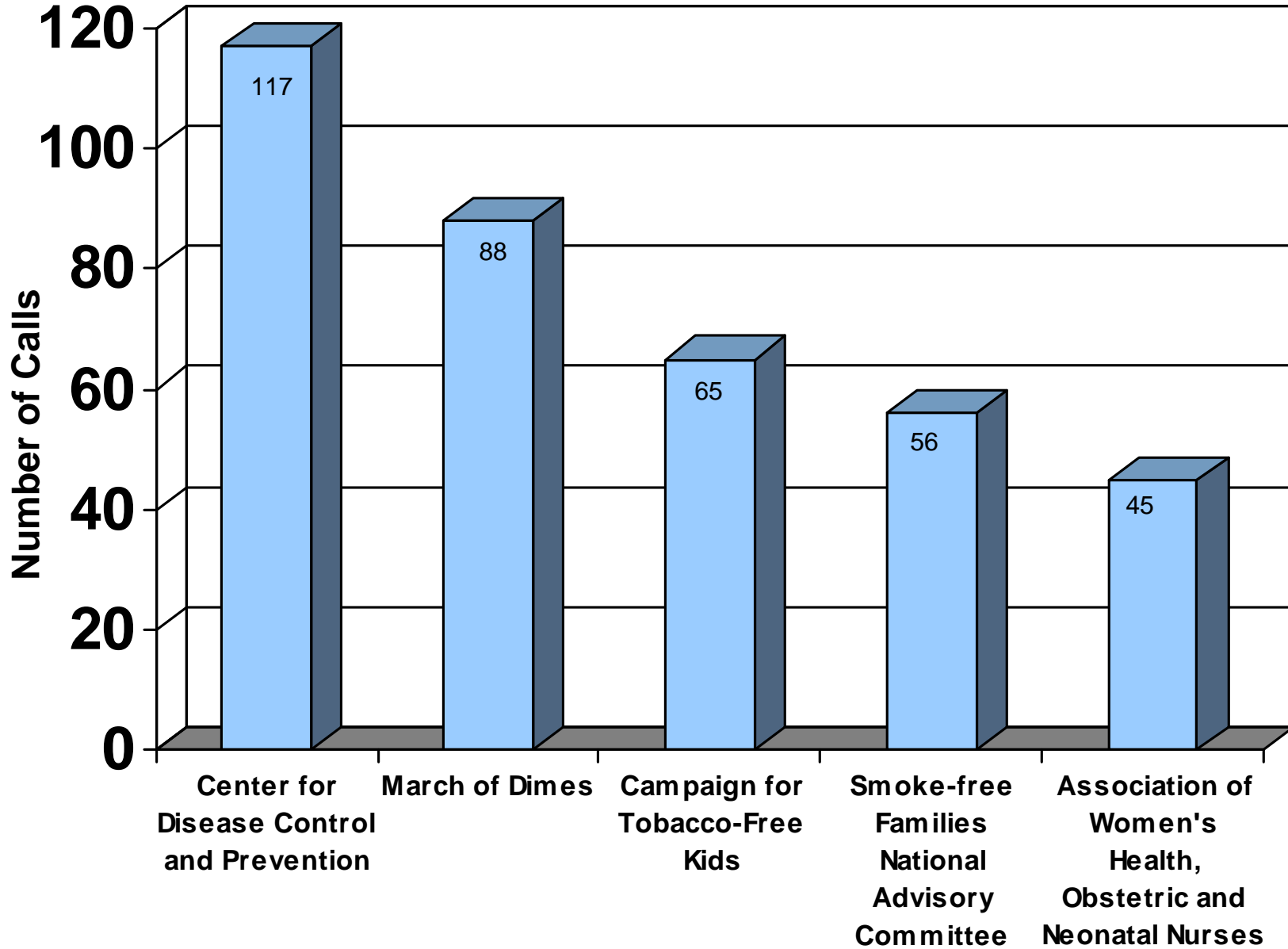


The Number of Organizations that Participated on Working Group Calls Last Year





Top 5 Participating Organizations





Policy, Research, & Healthcare Working Group Accomplishments



Policy Working Group

● Objective

- Maintain and/or increase the number of states with Medicaid coverage of smoking cessation services for pregnant women

● Accomplishments

- Medicaid Tool Kit
- Medicaid Policy changes in Targeted States



Impact of Policy Working Group

- Increased Medicaid coverage of smoking cessation services for pregnant women in 8 states

State	Initial Coverage ¹	Status After Policy Group Efforts
Alaska	No treatment	Starting May 2006 offered beneficiaries drug coverage and counseling with limitations
Connecticut	No treatment	State considering administrative action to adopt smoking cessation
Iowa	Pregnancy specific counseling only	Negotiating with pharmaceutical industry for rebates on pharmacotherapy and planning on connecting Quitline Iowa with covered benefits
Kentucky	Pregnancy specific counseling only	State continues to consider legislation to expand tobacco cessation coverage to entire Medicaid population
Massachusetts	Pregnancy specific counseling only	Legislation adopted comprehensive coverage to all Medicaid beneficiaries in 2005
Oklahoma	Pharmacotherapy for general pop.	Increased Medicaid coverage for individual counseling for tobacco treatment and reimbursement for using the 5 As
Tennessee	No treatment	Electronically disseminated Medicaid coverage data to legislators and the Departments of Health to advocate for increased coverage.
Wyoming	No treatment	Legislation passed in 2006 provides \$50,000 for cessation services but benefit allocation still to be determined.

¹ Halpin H. A., McMenamin, S. B., Cella, C. A., (2005). MMWR 2006;55(44); 1194-1197.



Research Working Group

- **Objective**

- Improve monitoring of the prevalence of smoking and the use/provisions of proven cessation services during pregnancy

- **Accomplishment**

- Successfully lobbied for the addition of 4 new PRAMS Questions



Impact – “*Improved Surveillance Data*”

- Q4 (AK, OK) During pregnancy, # hrs in same room with smoker
 - **59.5% never in room with smoker**
- Q5 (NJ, VT, WA) Rules for smoking in the home during pregnancy
 - **91.7% No one allowed to smoke in home**
- Q7 (NJ, VT, WA, AR, MA, OR) Rules for smoking in home now
 - **92.5% No one allowed to smoke in home now**
- Q8 (NC) # of smokers (excluding self) that live in home during pregnancy
 - **69.8% no smokers lived in the home**



Healthcare Working Group

- **Objective(s)**

- Collaborate with American Indian and Alaska Native organizations to increase outreach, training and intervention capacity for providers who work within those communities.
- Increase the availability, accessibility and use of pregnancy-specific quitline resources

- **Accomplishment(s)**

- Native American Poster
- Quitline Toolkit

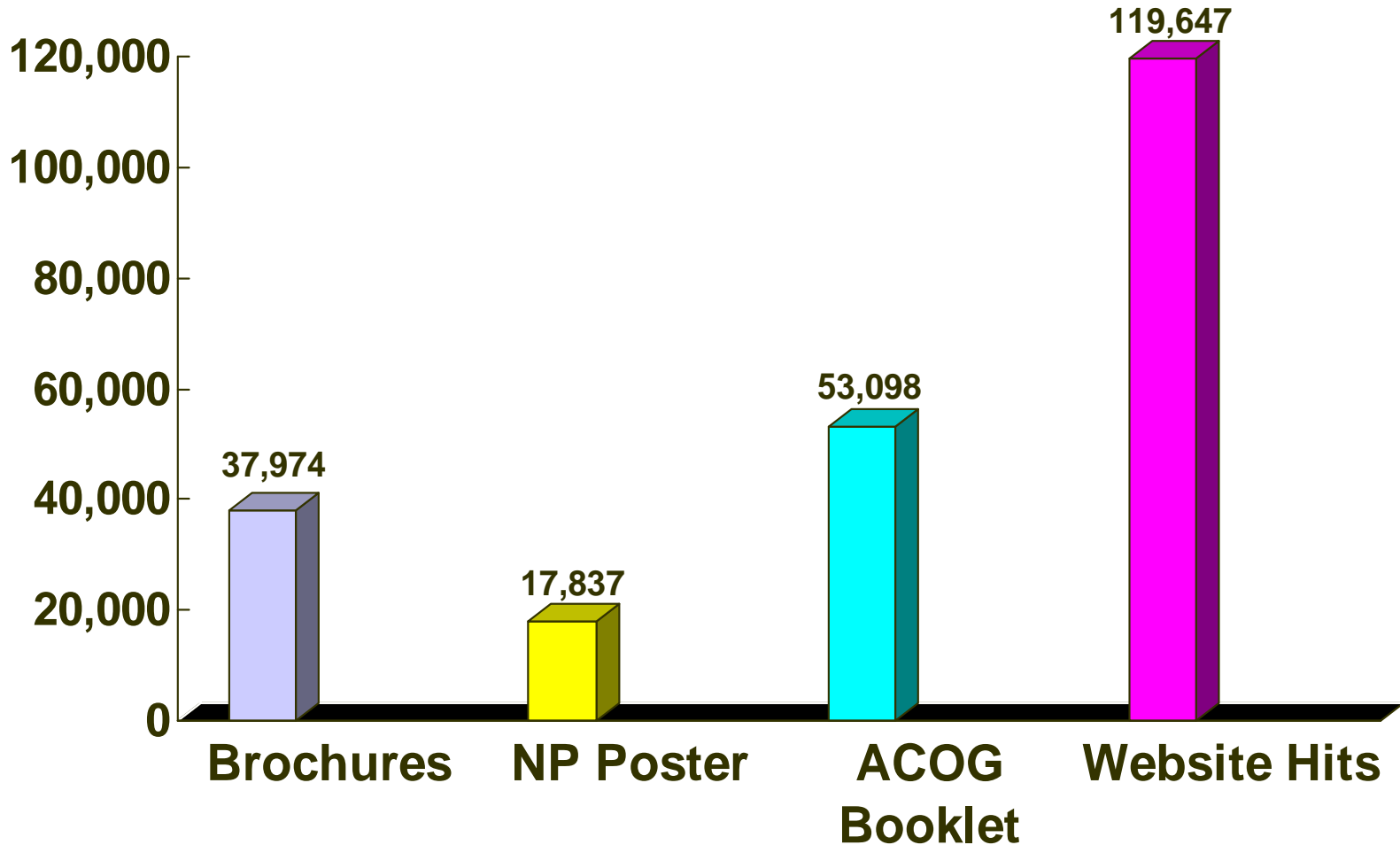


Impact

- 3,561 Native American Posters have been distributed nationwide
 - 50% of these have been sent to the 6 states with the highest Native American populations (AK, AZ, MT, ND, NM, OK)
- Pregnancy and Postpartum Quitline Toolkit
 - Electronic version available to all 50 states
 - Hard copies sent to each state's tobacco coordinator



National Partnership Product Dissemination



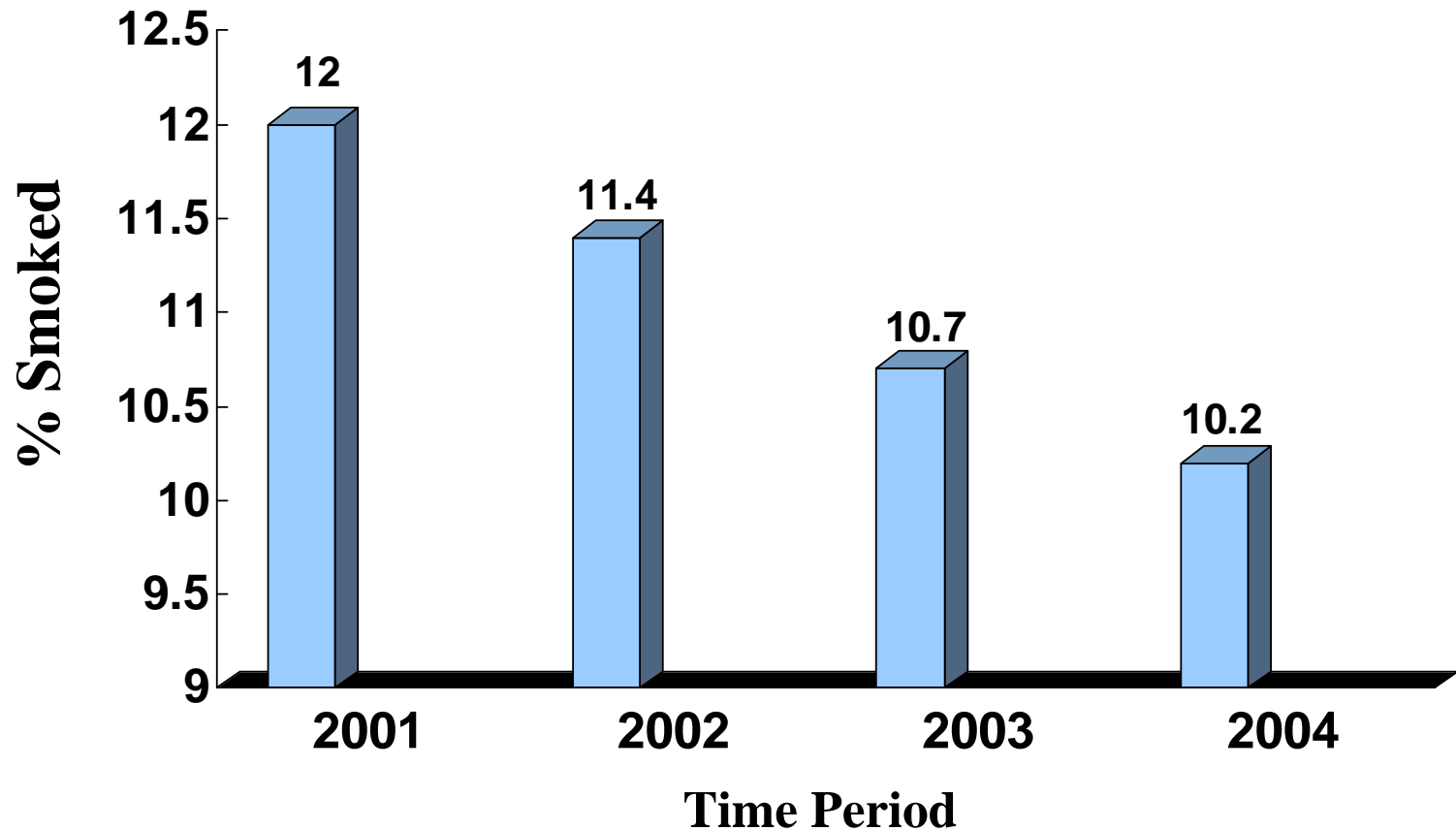


National Partnership Media Campaign

- 2002 -National Partnership PSA to drive traffic to Great Start
 - 700 TV Stations (est. audience reach 3.2 million)
- 2003 –RWJF Television Health Series focus on the National Partnership
 - 86 TV Stations (est. audience reach 2.8 million)
- 2004/2005 – Radio Media Tour For Pregnant Smokers
 - 9 radio stations (est. audience reach 1.6 million)



Mothers who smoked during pregnancy¹



¹National Vital Statistics Reports, Vol. 55(1), September, 29, 2006



The National Partnership
exemplifies what can be achieved
through a large, national
collaboration with shared goals.



www.SmokeFreeFamilies.org