

FOR CLINICIANS

Recommendations to Help Pregnant Women Stop Smoking

- Incorporate questions about tobacco use as part of the woman's health record.
- Review each woman's smoking history at each prenatal visit.
- Screen all pregnant women for any tobacco use and provide support for smoking cessation efforts.
- The U.S. Preventive Services Task Force (USPTF) found good evidence that extended or augmented smoking cessation counseling (5-15 minutes) using messages and self-help materials tailored for pregnant smokers is beneficial. Compared to brief generic counseling interventions alone, tailored counseling for pregnant smokers substantially increases abstinence rates during pregnancy. There is also evidence that those smokers who receive provider support and advice with smoking cessation are more satisfied with their health care than those who do not receive support or advice (Office of Surgeon General, 2008).

Communication Tips for Helping Pregnant Women to Quit Smoking:

- Provide clear, strong advice to quit with personalized messages about the impact of maternal and fetal risks.
- Provide assistance and avoid giving a lecture.
- Individualize the approach on the topic of smoking cessation with sensitivity towards health literacy, cultural considerations, and the woman's educational level.
- Tailor the assistance to the particular issues faced by women at each life stage.
- Ask open-ended questions to elicit the woman's concerns.
- Encourage family and friends to be supportive and non-judgmental. Communicate to family and friends that if they smoke, avoid smoking around the pregnant woman.

Even a brief patient encounter of less than 3 minutes with provider-delivered interventions can help to promote and increase the likelihood of future attempts to stop smoking.

Use a Framework of the Five A's to Talk to Women Who Smoke about Quitting:

1. Ask about tobacco use at the first prenatal visit and follow up at subsequent visits.
2. Advise the woman to quit through clear, personalized messages.
3. Assess the willingness to quit.
4. Assist the woman in quitting.
5. Arrange follow-up and support to track the progress of the woman's attempt to quit.

Talking Points to Use with Women that Address the Benefits of Smoking Cessation During Pregnancy:

- Your baby will get more oxygen, even after just one day of not smoking.
- There is less risk that your baby will be born too early.
- There is a better chance that your baby will come home from the hospital or birth center with you.
- You will be less likely to develop heart disease, stroke, lung cancer, chronic lung disease, and other smoke-related diseases.
- You will be more likely to live to know your grandchildren.
- You will have more energy and breathe more easily.
- Your clothes, hair, and home will smell better.
- Your food will taste better.
- You will have more money that you can spend on other things.
- You will feel good about what you have done for yourself and your baby.

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