

SD QuitLine Participants – Pregnant Women

2018 Outcomes

1,403
estimated number of pregnant smokers in SD in 2017, of which 4.7% called the QuitLine

66
pregnant women **ENROLLED** in the QuitLine service



54
Phone



11

Kickstart Kit



1

Quit Guide

Cost Savings

Smoking is Expensive!

If you are smoking a pack a day....
Quitting will save you



\$197.75

in just one month.



706 diapers

you could pay for just by quitting!



The SD QuitLine now provides support and incentives to moms to quit or stay quit through the Postpartum Program.



Encourage pregnant tobacco users to enroll in the SD Quitline!

Environment

Phone service clients only.



21.4%

report tobacco use is banned inside their vehicle



64.3%

live with someone who uses tobacco



73.8%

report tobacco use is banned inside their home

Dangers of Smoking during Pregnancy and Secondhand Smoke



Known risk factor for Sudden Infant Death Syndrome (SIDS)

There is **no safe level** of secondhand smoke for pregnant women. Infants and young children are especially vulnerable!



for baby's sake
Healthier moms + Healthier babies

For more information on the dangers of smoking and secondhand smoke during pregnancy, visit:

<http://forbabysakesd.com/it-starts-with-you/>



The SD QuitLine offers coaching and cessation medications at no cost to tobacco users interested in quitting.

To enroll visit
www.SDQuitLine.com/enroll
or call 1-866-SDQuits!

Referrals



74.1%

enrolled by phone



9.3%

were referred by healthcare provider



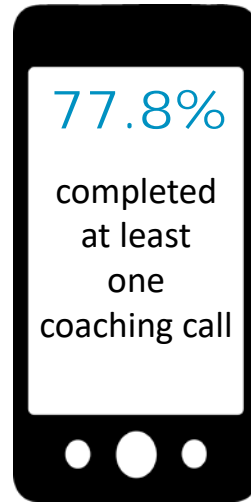
3.7%

enrolled on the website



13.0%

enrolled through a warm transfer



77.8%
completed at least one coaching call

Awareness



33.3%

learned about the QuitLine from a healthcare provider



13.6%

learned about the QuitLine from television ads

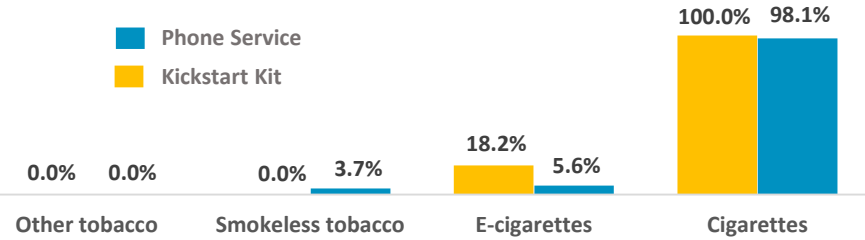


25.8%

learned about the QuitLine from a family member or friend

Tobacco or Nicotine Product Use by Service

Phone Service
Kickstart Kit



The portion of participants reporting use of more than one type of tobacco, e-cigarette or other vaping products is shown below by service.

Use of More Than One Product



Quit Rates

Pregnant and Nursing Women, 2014-2018

Participants are contacted seven months after enrollment to assess tobacco use. Multiple year data combined due to small population. Response rate was 38.2% (n=95)

Medicaid Quit Rates

OVERALL	43.2%
PHONE SERVICE ONLY	42.6%

Other Insurance Type Quit Rates

OVERALL	40.3%
PHONE SERVICE ONLY	41.0%

Quit rates were not statistically different between the pregnant/nursing women and those women not pregnant or nursing. The pregnant/nursing population of the Kickstart Kit service was not large enough for reporting.

Tobacco use prevalence was calculated using the number of live births in 2018 (<http://doh.sd.gov/statistics/2018Vital/Nativity.pdf>) and a tobacco use rate among pregnant women of 11.8% (2018 Vital Statistics Report, <https://doh.sd.gov/statistics/2018Vital/Nativity.pdf>). Cost analysis of SD average cost per pack of \$6.50 and usage of one pack per day (www.tobaccofreekids.org/research/factsheets/pdf/0202.pdf) and usage of one pack per day, resulting in annual cost savings of \$2,373. Cost of diapers was calculated using an average of \$0.28 per diaper. This report was produced in the Population Health Evaluation Center at South Dakota State University through a cooperative agreement with the SD Department of Health. Additional information on the SD QuitLine service is available from the Tobacco Control Program at (605) 773-3737.