

Smoke Free Moms

Sarah V. Childers, BS, CHES

HealthNet, Inc.

Tobacco Treatment Program

Smoke Free Moms

- Program evolved out of recognizing a need for prenatal smoking cessation services in Marion County
- \$5,000 was funded by March of Dimes
- Five objectives were written with corresponding activities to serve as a timeline for the program
- Two phases of the grant; focus groups and developing an intervention
 - Six focus groups were held with varying dates, times, and days of the week.
 - The intervention was scheduled to be held at three different locations, but due to low enrollment one was terminated.

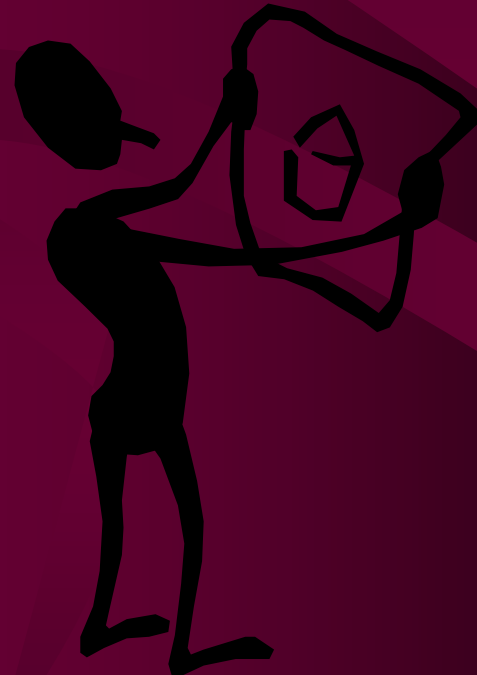
Project Objectives

- Objective #1: By June 2005, HealthNet will recruit 60 pregnant women who currently smoke or quit smoking within the last six months to participate in the focus groups.
- Objective #2: By September 2005, HealthNet will hold six focus groups with pregnant women who currently smoke or quit within the last six months.
- Objective #3: By December 2005, HealthNet will implement a prenatal tobacco cessation program in three OB sites.
- Objective #4: By December 2005, HealthNet will have a 20% increase in the number of pregnant smokers who attend tobacco cessation classes.
- Objective #5: By December 2005, at least 30% of pregnant women who complete the tobacco cessation classes will quit smoking.



Activities

- The *Smoke Free Moms* Planning Committee was established shortly after signing the Chapter Grant Agreement Form.
 - This committee was comprised of the Tobacco Control Program Coordinator, the Health Education Manager, a Center Manager, a Midwife, and a Medical Assistant.
- The Program Coordinator met with the two focus group facilitators from the IU School of Medicine Continuing Medical Education Department. Together they finalized the questions and format of the six focus groups.
- The two contracted facilitators would facilitate the focus groups and help collect the results. Several consistent themes were identified.



Activities cont.

- The Program Coordinator orchestrated the logistics of each focus group and acted as the recorder during each session. Additionally, the Program Coordinator wrote transcripts for all six focus groups.
- A case study was used to guide focus group discussions. The case study was modeled after one of the Smoking Cessation Program participant's life experiences. Additional questions were added, depending on the flow of conversation between focus group participants.



Activities cont.

- Marketing materials were made, approved by the Committee, and then distributed to all centers including BIBs/Healthy Families.
- The Program Coordinator met with the Information Services Department to create a referral process within Entity, HealthNet's tracking system for patients and referrals.
 - Referrals were made through a referral form or self-referrals via phone.
- Childcare, food, and transportation were provided. Pre-calls were made the day before each session to ensure attendance and confirm transportation and/or childcare were needed.
- An account was established between Yellow Cab and HealthNet, in order to bill for their services. Transportation and childcare were utilized extensively throughout the *Smoke Free Moms* program.
- Boxed lunches for the focus groups were ordered from Indy Anna's Catering. Refreshments for the Intervention were purchased at Sam's Club.

Activities cont.

- Each focus group participant received a nursery care kit that came in a zip-up travel case from Babies R Us. Intervention participants received a \$25 gift card to Wal-Mart. Additionally, BABES coupons were awarded.
 - For the Intervention, incentives were awarded to all women who completed the support group, which meant they had to attend three of the four scheduled classes.
- All participants were asked to complete a Registration Form and Satisfaction Survey. The Intervention participants also completed carbon monoxide (CO) testing.
- Attendance, CO readings, session notes and tobacco use status were all recorded and then entered in an Access database at the end of each cessation class.
- Phone follow-up were based on quit dates and requests for follow-up.

Participants



- The intention was to reach a total of 80 prenatal women who smoke.
- The expectation for the focus groups was to reach 60 prenatal women who smoke, which meant 10 participants at each session. On average, three to four participants attended each focus group.
 - 31 registered and 21 actually completed the focus group sessions.
- The intervention intended to increase enrollment and program retention.
 - 15 women registered for *Smoke Free Moms* and 7 actually enrolled; however, only 4 committed to completing the program.
 - This resulted in 25% of program participants quitting.

Barriers to Implementation

Focus Group

- Marketing the program
 - Materials went out late because an in-kind donation fell through
 - Cessation Counselor resolved the problem by personally creating the materials
- Recruitment
 - Referrals were low
 - Providers and staff complained about having little time to discuss program
 - Outside referrals were sought out

Intervention

- Recruitment
 - Best to team up with Centering Pregnancy Prenatal Class
 - The Centering Pregnancy Program is a supportive approach to prenatal care for adults and teenagers.
 - Each month an engaged group of prenatal women will learn about tobacco use during pregnancy, second hand smoke, and nicotine replacement therapy (NRT)
- One support group cancelled due to lack of interest
 - No one had registered for this particular class, so by the second schedule class time the Cessation Counselor terminated it.

Major Successes



- Created awareness within Marion Co. about specific prenatal cessation services that are available through HealthNet, Inc.
- Opportunity to educate community members about HealthNet's Tobacco Treatment Program and make new networks
- Established a Support Group for women, so they are able to overcome guilt

Major Successes cont.

- Enhanced provider education
- Identified consistent themes as areas for improvement
- Establish relationship with *Yellow Cab* and IU School of Medicine



Summary of Results

- Ripple affect – community members and professionals are aware of *Smoke Free Moms*.
- Providers have been motivated, educated, and reminded about the importance of HealthNet's Tobacco Treatment Program.
- Presentation for HealthNet's OB/GYN Providers was conducted on February 15, 2006 with Dr. Stephen Jay



Summary of Results cont.

- A need for more staff trainings
- Establishing a schedule in Entity
- Sharing chart audit results with providers
- Women like having support groups
- Offering food, transportation, and childcare to group participants is necessary – when available

Areas for Improvement

- Motivate, educate, and remind providers
- Create awareness regarding HealthNet's Tobacco Treatment Program services
- More marketing and education regarding the use of NRT during pregnancy

Thank you.

Smoke Free Moms full report is
available upon request.

Please contact Sarah Childers at
(317) 781-4869 or sarah.childers@clarian.org