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Pregnancy Program Overview

Alere Wellbeing offers a cost-effective, evidence-based tobacco cessation treatment program for pregnant smokers. This program offers pregnant smokers greater intensity of behavioral support – 10 calls instead of 5. The treatment plan is tailored to meet their needs, and for those who quit offers additional postpartum contact to prevent relapse.

Quitting smoking is one of the most important steps a pregnant woman can take. Smoking continues to be the leading cause of poor pregnancy outcomes. The health risks to the fetus alone are significant. Pregnant smokers who quit have a significant risk of relapse during the postpartum period. Our Pregnancy Programs addresses all these topics by using evidence-based treatment practices to help pregnant smoker quit and stay quit.

A specially trained group of Pregnancy Quit Coaches use protocols developed specifically for this program to:

1. Address the health risks of continued smoking to the mother and fetus, and emphasize the health benefits of quitting for both.
2. Take a woman-centered approach, balancing the benefits of quitting for both the fetus and the woman. The Quit Coach will provide tobacco dependence treatment for the woman separate from being an expectant mother.
3. Emphasize the importance staying quit after delivery of her child. While cessation during pregnancy has important and specific health relevance for the fetus, protocols designed to emphasize the importance of remaining quit beyond delivery will be incorporated into the program, with at least two postpartum interventions. Exposure to Second-Hand Smoke (SHS) is a major health risk to the baby (asthma, ear infections, SIDS, etc.) and sustaining cessation beyond delivery is equally important to the health of the mother. To this end, motivational messages and protocols to problem-solve barriers to sustaining abstinence will be incorporated into the intervention content.
4. Quit Coaches provide information about pharmacotherapy options specific to pregnant women. The intervention will seek to educate women interested in using a cessation medication to engage in a meaningful discussion with their physician about the pros and cons of using pharmacotherapy to aid their cessation effort.

5. For women unwilling or unable to quit entirely the Quit Coach will validate efforts to cut down on the number of cigarettes smoked per day, while continuing to emphasize complete abstinence as the ultimate goal.

6. Assess whether the caller has a partner. Factors to be considered in this aspect of treatment includes:
 - a. Not assuming the partner is male
 - b. Assess whether the partner is a smoker
 - c. Not assuming the partner is supportive about the pregnancy
 - d. Not assuming the partner is supportive about her quitting smoking.

7. Importantly, Quit Coaches are supportive and empathetic with pregnant smokers. Pregnant smokers often have some guilt about their smoking and the harm it may cause their babies. Added to the fact that many pregnancies are not planned or perhaps wanted, the pregnant smoker may already be facing significant challenges. Training for Quit Coaches providing treatment to pregnant smokers emphasizes these elements.

8. Quit kit materials designed to meet the needs of pregnant smokers are incorporated into the program design. These materials (*Need Help Putting Out That Cigarette?*) will meet the literacy needs of the target population and are currently being provided to pregnant woman. These materials are available in English and Spanish.

9. Program will include:
 - a. Up to 10 calls with relapse prevention sensitivity. The first 7 calls will be completed within 60 to 90 days of enrollment.
 - b. One call will be delivered 30 days prior to the planned due date.
 - c. Will include two postpartum contacts (15 days and 45 days postpartum) for those women who quit.
 - d. Structured content for pregnant smokers not ready to quit.

This pregnancy program provides pregnant smokers the resources they need to be successful in quitting tobacco. It incorporates best practices for helping pregnant smokers to quit and is consistent with the existing scientific evidence-base. In addition to offering an evidence-based and cost-effective program, we are committed to offering a pregnancy program that is attractive and inviting to pregnant smokers.