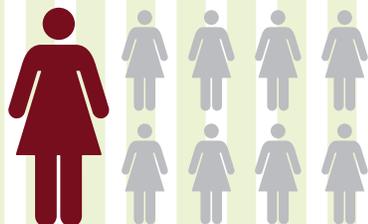


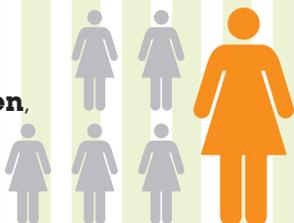
# Smoking: before, during and after pregnancy

## Before



About **1 in 9** women **smoke**

But, among **Black and White women**, about **1 in 6** smoke



## During

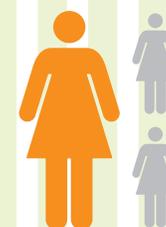
**Smoking** during pregnancy **has not declined** substantially for the past

**6** years



**3/4** of pregnant women who smoke are enrolled in Medi-Cal

## After



About **1 in 3** women who **quit** smoking during pregnancy **relapse** after pregnancy

## Overall



of women **smoked** before pregnancy

**11.6%**



**2.5%**

of women **smoked** during pregnancy and



**5.7%**

of women **smoked** after pregnancy<sup>i</sup>

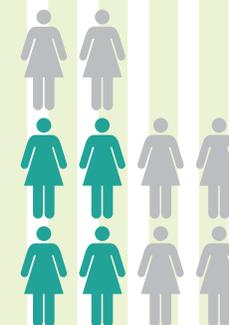
## Did You Know?

**The Affordable Care Act** requires both **Medi-Cal and private insurance to cover comprehensive tobacco cessation** benefits for pregnant women, including counseling and medication.<sup>ii</sup>

Cessation programs for pregnant women save money! **Spending \$1 saves \$3!**<sup>iii</sup>

## Promote Tobacco Cessation

Use the **"Ask, Advise and Refer"** approach to increase cessation rates – it **takes just 3 minutes!**<sup>iv</sup>



**4** out of **10** women of reproductive age who smoke **have not been advised to quit** by their health care provider.<sup>v</sup>

### Citations:

<sup>i</sup> Maternal and Infant Health Assessment (MIHA) Survey, 2012-2013.

<sup>ii</sup> Jennifer Singleterry, MA, Zach Jump, MA, Elizabeth Lancet, MPH, Stephen Babb, MPH, Allison MacNeil, MPH, Lei Zhang, PhD. (2014). State Medicaid Coverage for Tobacco Cessation Treatments and Barriers to Coverage — United States, 2008–2014. *MMWR.*, 63, 12.

<sup>iii</sup> Ruger JP, Emmons KM. Economic evaluations of smoking cessation and relapse prevention programs for pregnant women: A systematic review. *Value in Health* 2008;1(2):180-190.

<sup>iv</sup> Fiore MC, Jaén CR, Baker TB, et al. *Treating Tobacco Use and Dependence: 2008 Update*. Clinical Practice Guideline. Rockville, MD: U.S. Department of Health and Human Services. Public Health Service. May 2008.

<sup>v</sup> Behavioral Risk Factor Surveillance System - California Adult Tobacco Survey, 2013

California Smoking data from Maternal and Infant Health Assessment (MIHA) Survey, 2012-2013.



**Refer Today!**

**California Smokers' Helpline**  
**1-800-NO-BUTTS**  
Visit: [www.nobutts.org](http://www.nobutts.org)

**Text4baby Project**  
Text: **BABY** or **BEBE** to 511411  
App: **Text4baby**  
Visit: [www.text4baby.org](http://www.text4baby.org)