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

11.6% of women **smoked before pregnancy**, **2.5%** of women **smoked during pregnancy**, and **5.7%** of women **smoked after pregnancy**[i]

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.[ii]

Cessation programs for pregnant women save money! **Spending $1 saves $3!**[iii]

Promote Tobacco Cessation

Use the "**Ask, Advise and Refer**" approach to increase cessation rates – it **takes just 3 minutes!**[iv]

4 out of **10** women of reproductive age **who smoke have not been advised to quit** by their health care provider.[v]

Citations:

[i] Maternal and Infant Health Assessment (MIHA) Survey, 2012-2013.

[ii] 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.

[iii] 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.

[iv] 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.

[v] Behavioral Risk Factor Surveillance System - California Adult Tobacco Survey, 2013

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

CDPH
California Department of PublicHealth

Refer Today!

California Smokers' Helpline
1-800-NO-BUTTS
Visit: www.nobutts.org

Text4baby Project
Text: BABY or BEBE to 511411
App: Text4baby
Visit: www.text4baby.org