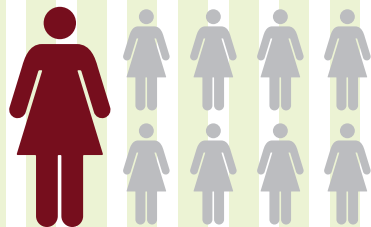


Smoking: before, during and after pregnancy

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**

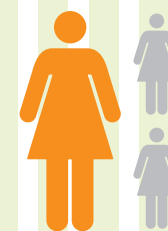
6 years



3/4

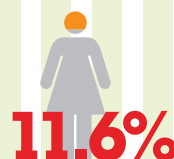
of pregnant women who smoke are enrolled in Medi-Cal

After



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

Overall



of women **smoked** before pregnancy **11.6%**



and **2.5%** of women **smoked** during pregnancy



and **5.7%** of women **smoked** after pregnancyⁱ

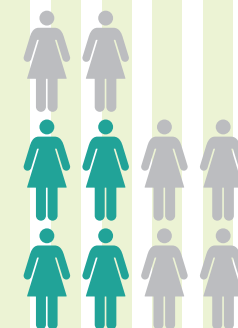
Did You Know?

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.



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