

Title of Intervention: The Stop Smoking for OuR Kids (STORK) Intervention

Intervention Strategies: Individual Education, Supportive Relationships, Provider Education

Purpose of the Intervention: To increase motivation and self-efficacy to quit tobacco use

Population: Pregnant smokers

Setting: Statewide prenatal clinics, hospitals and pediatric clinics in Portland, Oregon; health care facility-based, worksite-based

Partners: Hospital system

Intervention Description:

- Individual Education: The intervention began at the first prenatal visit and continued throughout the pregnancy and after the woman gave birth. The major components of the intervention were: 1) routine assessment and documentation of a woman's smoking status and readiness to modify her smoking behavior, 2) delivery of brief stage-specific, smoking cessation messages and negotiation of actions toward quitting and 3) documentation of which smoking cessation aides were used during the encounter and what actions were negotiated. Aids included stage-specific videos, physician prompt sheets, letters for smoking and non-smoking partners, self-help brochures, tip sheets and pads for recording negotiated action plans. The content of a particular encounter and frequency of discussing smoking were a function of the provider's clinical judgment about the woman's readiness to discuss smoking or change her behavior.
- Supportive Relationships: At subsequent visits, staff discussed success with action plans and negotiated ongoing efforts or revised plans. The prenatal emphasis on quitting shifted to relapse prevention once a woman quit. After delivery, relapse prevention messages were delivered in the hospital by inpatient nurses or at the postpartum visit to the lactation specialist. At pediatric well-baby visits, clinic staff provided messages on relapse prevention and protection of baby from cigarette smoke in the home to work with moms interested in quitting.
- Provider Education: Provider training sessions presented the stages of change construct, modeled brief motivational techniques for conversing with women about their smoking and provided information on strategies used by individuals who have successfully quit. At patient visits, medical assistants assessed and recorded the woman's smoking status on a form incorporated in the medical chart. A laminated card indicating four stages of readiness to quit smoking was used, allowing a woman to quickly indicate her status. The back of the card listed the stage-appropriate brochure, video and provider prompt sheet to be used. The prompt sheets, which suggested stage-specific interview messages to guide conversations with the women about smoking, were inserted into the chart to remind the provider to deliver the intervention.

Theory: Stages of Change Model

Resources Required:

- Staff/Volunteers: Physicians, nurses, medical assistants, lactation specialist
- Training: Not mentioned
- Technology: Not mentioned
- Space: Hospital rooms (assumed because not mentioned)
- Budget: Not mentioned
- Intervention: Smoking cessation aides, videos, physician prompt sheets, letters for partners, self-help brochures, tip sheets, recording pads, laminated cards, assessment forms
- Evaluation: Questionnaires

Evaluation:

- Design: Quasi-experimental prospective cohort design
- Methods and Measures: Questionnaires assessed smoking information received in the each care setting, the extent to which the information received was helpful and their pre-natal, post-natal and

current smoking status. The survey also inquired about household smokers and actions initiated to protect the baby from cigarette smoke.

Outcomes:

- Short Term Impact: Significantly more women in the intervention group than women in the comparison group took actions to protect their infant from cigarette smoke.
- Long Term Impact: Significantly more women in the intervention group than comparison group quit and remained quitters for the duration of the pregnancy. The relapse rates during pregnancy were also significantly lower in the intervention group.

Maintenance: Not mentioned

Lessons Learned: The intervention supports women who want to quit smoking during pregnancy and improves the likelihood of remaining non-smokers for the long term.

Citation(s):

Valanis, B., E. Lichtenstein, et al. (2001). "Maternal smoking cessation and relapse prevention during health care visits." *Am J Prev Med* 20(1): 1-8.