

BABY & ME – TOBACCO FREE PROGRAM™

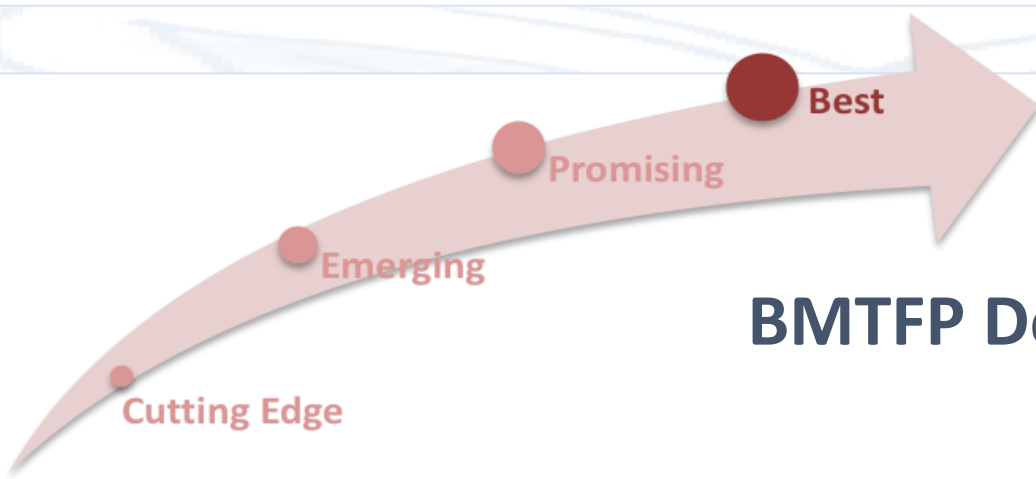
Program Overview

Missouri



Laurie Adams, TTS

Executive Director



BMTFP Designated an AMCHP *Best Practice* Published Results

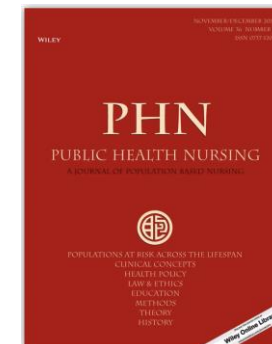
1. Maternal & Child Health Journal

- **Effective Prenatal/Postpartum Cessation Program: New York (2011)**
- **Effective Program to Improve Birth Outcomes: Tennessee (2016)**



2. Public Health Nursing Journal

- **Significant Reduction of Adverse Neonatal Outcomes: Colorado (2019)**



Positive Impact of Treating Tobacco Use

Benefits of Quitting for Baby:

- Improves birth outcomes
 - Born on time, 37 weeks or more
 - Healthy weight, 5.5lbs or greater
- Lower risk of SUID, birth defects
- Less likely to become a tobacco user

Benefits of Quitting for Mom:

- Quality of life increases
- Life expectancy lengthened
- Positive behavioral change for the family

Health Care Providers:

- Improve state/county health outcomes
- Follow best practice for treating health disparities
- Use an evidenced-based approach
- Collaborative, statewide support
 - Unified State/County/City messaging

BABY & ME - Tobacco Free Program (BMTFP)



BMTFP is **FREE** to eligible MO women

Pregnant tobacco users receive:

- Prenatal and postpartum counseling
- CO monitor testing device
- Free diapers and wipes

MO Referring Partners:

- Have an easy referral process
- Need less than 5 minutes refer women
- Are provided follow up status of the women they refer

BABY & ME – Tobacco Free Program

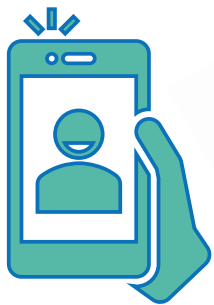
Telehealth Model

Personalized Cessation Counseling



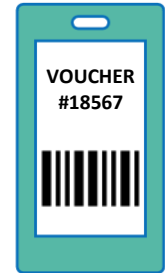
- 4 Prenatal Sessions
- 6 Postpartum Sessions

Individualized CO Monitoring



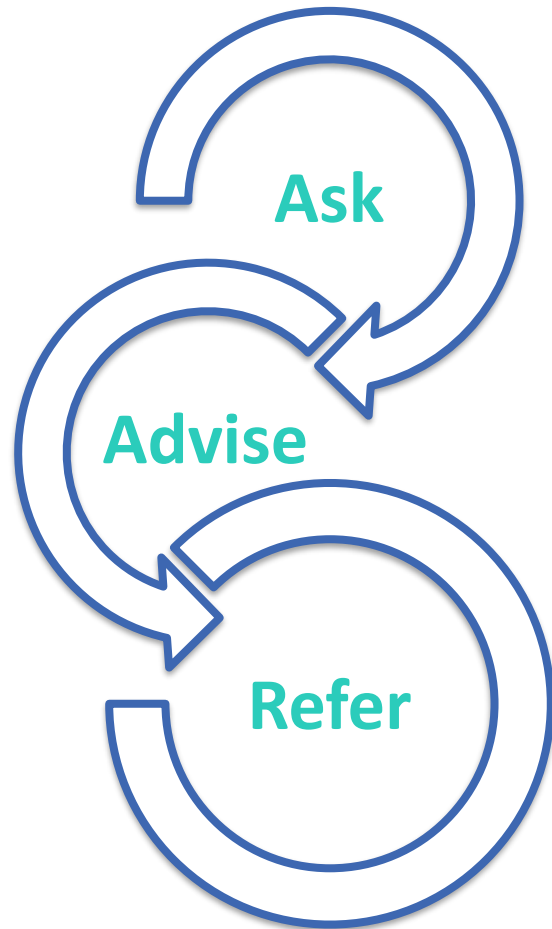
- Receive iCOquit CO monitor
- Individual use only
- Download Smartphone App
- Face Recognition Technology

Incentives (\$25 Vouchers)



- \$25 Restricted Gift card (Voucher)
- Used to purchase diapers & baby wipes
Walmart – in store or online
- Receive **\$25.00 Gift Card** when test tobacco free at:
One Voucher at each **Prenatal Session 3 & 4** = \$50.00
Two Vouchers at each **Postpartum Session 1-6** = \$300.00
- If she lives with a smoker they can enroll and if they quit, the postpartum diaper vouchers are doubled per month (**4 Vouchers - \$100.00 each month**)

We Train Staff on Simple Referral Steps



Ask: “Are you currently, or were you recently, a tobacco user?”

Advise: “I need to let you know that quitting tobacco is the most important thing you can do for your health and the health of your baby.”

Refer: “We can refer you to a program that helps pregnant women quit smoking. After you enroll and stay tobacco free, you will get FREE diapers and baby wipes for up to 6 months after your baby is born!”

Program Eligibility

Participants must be:

1. Pregnant
2. Less than or at 36 weeks gestation
3. Tobacco user and/or Tobacco status:*
A current tobacco user... OR
Quit since becoming pregnant... OR
Quit within 3 months of becoming pregnant.

There are no age, income, or insurance eligibility requirements.

* Can use any form of tobacco: inhalable, e-cigarettes/JUUL, or smokeless.



Step 1

Submitting a Referral is Quick and Easy

Go To BMTFP Homepage:

www.babyandmetobaccofree.org

1. Click on the tab, **'Submit a Referral.'**
2. Select **'Missouri'**
3. Complete the one-page form
4. Click **'Submit'**

BMTFP will respond to referrals within 1-3 business days.
Multiple attempts will be made via phone, text, email



Step 2



Facilitator Login

Submit A Referral

[Program Information](#) | [Active States](#) | [Published Reports](#) | [Contact Us](#)



The BABY & ME – Tobacco Free Program™

Quit Smoking Today

Quitting smoking is the most important thing you can do for your health and the health of your baby

We Provide Closed-Loop Communication

You will receive an email once the referral is complete.

Referral updates will be sent each time there is a client status change.

All emails will contain a Referral ID number instead of the client's name.



Step 3

The BABY & ME – Tobacco Free Program™

**Are you pregnant?
Do you smoke or vape?**

Quit smoking and receive free diapers and baby wipes.

What You Get



Virtual Quit Coach

One-on-One phone or video counseling in the comfort of your home.



Support During & After Pregnancy

A plan to support and help you quit and stay quit.



Free Diapers & Wipes

Earn up to \$350 in gift cards for diapers and baby wipes.



For more info:

Name
Phone Number
Email Address



www.babyandmetobaccofree.org

BMTFP will provide FREE postcards to promote the program

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Refer Yourself to the Program

1. 'Scan' QR code.
2. 'Complete' the form.
3. Click 'Submit'

For more info:

Name
Phone Number
Email Address



www.babyandmetobaccofree.org

Free Postcard Template for Missouri Health Care Providers to print

Free Postcard Template for Missouri Women to self-refer themselves



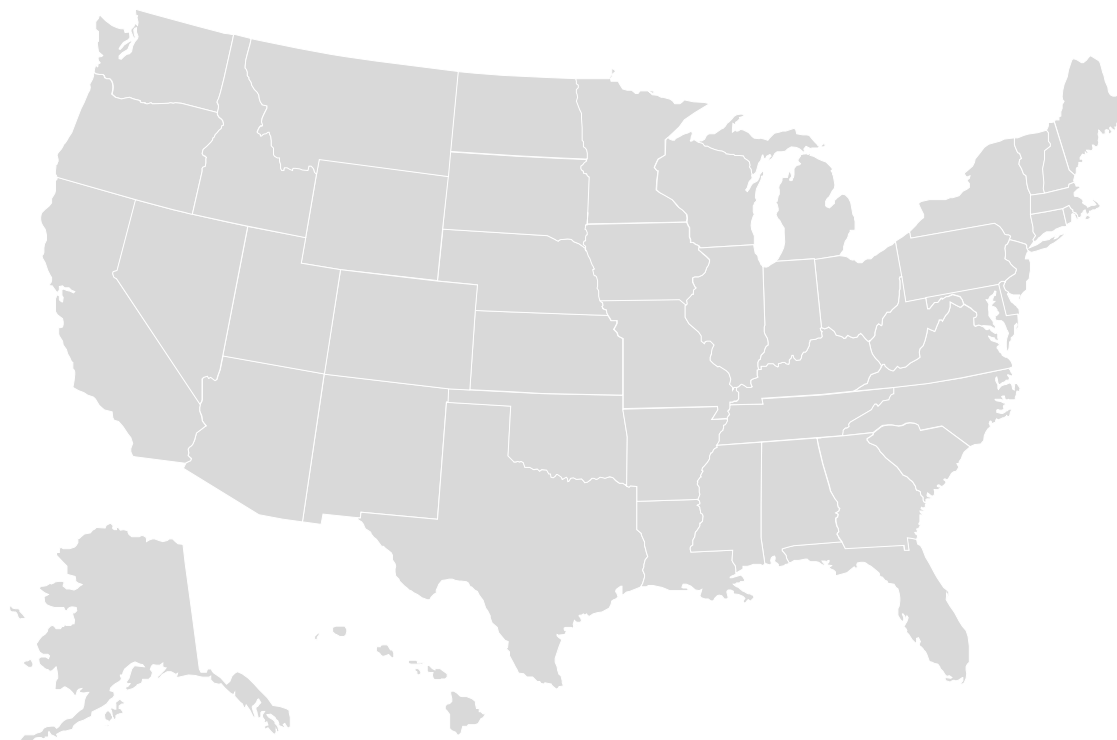
BMTFP Nationwide Success



24 BMTFP States Nationwide



12 Telehealth States Nationwide



1,902
Telehealth
Referrals



805
Women Enrolled



42%
Enrollment Rate



Questions and Feedback

For more questions or to schedule your BMTFP Referral Training, please contact:

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