



Making an Impact Through Health Care Provider Partnerships That Help Pregnant Women Who Smoke

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Health Care Providers Can Play a Key Role in Smoking Cessation



Conditions/Occurrences Linked to Smoking Cigarettes during Pregnancy

- Delayed conception
- Infertility
- Stillbirths
- Preterm delivery
- Preterm premature rupture of membranes
- Low birth weight (<2500 grams)
- Perinatal mortality
- Placenta previa
- Placental abruption
- Altered lung development
- Neurotoxicity
- Auditory processing
- Sudden Infant Death Syndrome
- Orofacial clefts
- Ectopic pregnancy

USDHHS. The Health Consequences of smoking—50 Years of progress: A Report of the Surgeon General. Atlanta, GA: USDHHS, CDC, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health; 2014.

Tips From Former Smokers™ Campaign

Si te sientes asqueada a tus cigarrillos, sólo espera a que tengas que andar con un tanque de oxígeno.

Let your kids inspire you to quit.

18 years in the military and my biggest battle was against cigarettes.

If you want free help to quit smoking, CALL 1-800-QUIT-NOW.

For free help to quit smoking, call 1-800-QUIT-NOW.

Amanda's Story



ATIP FROM A FORMER SMOKER

Some of the reasons to quit smoking are very small.

Amanda, age 30, Wisconsin

Amanda smoked while she was pregnant. Her baby was born 2 months early and weighed only 3 pounds. She was put in an incubator and fed through a tube. Amanda could only hold her twice a day. If you're pregnant or thinking about having a baby and you smoke, please call **1-800-QUIT-NOW.**

U.S. Department of Health and Human Services
Centers for Disease Control and Prevention
CDC.gov/tips
#CDCTips

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Health Care Provider Partnership Objectives

- Extend the reach of the *Tips*™ campaign.
- Develop and disseminate tobacco prevention and cessation resources to help patients quit smoking or not start.

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American College of Nurse Midwives Outreach

- Twitter chat/social media promotion
- Director's letter of support
- Article in *Quickening*, ACNM's professional journal
- Homepage promotion on midwife.org
- Amanda's story on *Our Moment of Truth* public-facing website
- 2015 Exemplary Partner Award



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Partner Resources

Tip From Former Smokers CDC • [Tip From Former Smokers](#) • [Feedback](#)

Health Care Providers: How You Can Help Patients Quit

In its first year, the *Tip From Former Smokers* campaign motivated 1.6 million smokers to try to quit. As the campaign continues, many of your patients will hear the messages from former smokers about the toll that smoking-related disease can take. These messages may cause some of your smoking patients to think about quitting. They may seek your professional advice on how to get started. For those patients who are ready to quit, you can be the motivation they need to become former smokers themselves.

Health Care Providers

- Dental Professionals
- Health Care Professionals
- Mental Health Professionals
- Pharmacists
- Vision Professionals

DENTAL PROFESSIONALS

HEALTH CARE PROFESSIONALS

MENTAL HEALTH PROFESSIONALS

PHARMACISTS

VISION PROFESSIONALS

I'm Ready to QUIT! FREE resources provided by [smokefree.gov](#)

www.cdc.gov/tipshcp

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In Summary

- Health care providers are trusted sources of information and play a key role supporting their patients' cessation efforts.
- Cigarette smoking causes several adverse pregnancy and perinatal health outcomes, including preterm birth.
- CDC partnered with national women's health organizations to promote cessation among pregnant women and those of childbearing age using free tools and resources from the *Tips From Former Smokers*TM campaign.
- Free CDC resources remain available for all providers who are encouraging their patients to quit smoking.

www.cdc.gov/tipshcp

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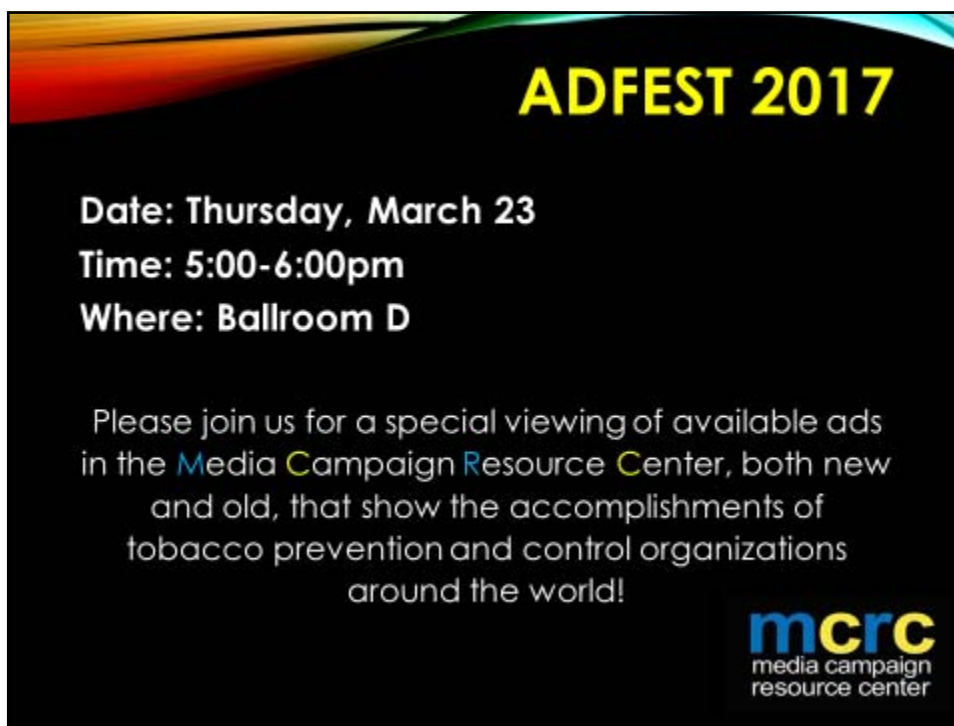
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Monika Ellis, MA

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A poster for ADFEST 2017. The top has a colorful wavy header. The title "ADFEST 2017" is in large yellow letters. Below it, the date, time, and location are listed in white. A paragraph of text describes the event. The MCRC logo is in the bottom right.

ADFEST 2017

Date: Thursday, March 23
Time: 5:00-6:00pm
Where: Ballroom D

Please join us for a special viewing of available ads in the Media Campaign Resource Center, both new and old, that show the accomplishments of tobacco prevention and control organizations around the world!

mcrc
media campaign
resource center

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For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

