

934

estimated number of pregnant smokers in SD*

Reasons for Relapse



- 34.2% reported "Stress"
- 15.8% reported "Not Ready"
- 10.5% reported "Others Around Me Use"

2.78%

PHONE SERVICE



26
Enrollees

Up to 12 phone coaching sessions, up to 12 weeks of Nicotine Replacement Therapy (NRT), Zyban or Chantix, and a Quit Guide

KICKSTART KIT



0
Enrollees

A two or four-week supply of NRT with a Quit Guide

26

SD pregnant or postpartum women who smoke enrolled into SD QuitLine services.

The **SD QuitLine** offers a variety of options for quitting.

Phone coaching was the most popular option among pregnant and postpartum women in 2022.

If you are smoking a pack a day....
Quitting will save you



\$292.50
in just **ONE**
month!



Smoking is Expensive!

Cost Savings

That's

1,009 diapers



or

87 bottles of
baby formula



you could pay for just by **QUITTING!**

To enroll, visit www.SDQuitLine.com/enroll or call 1-866-SDQuits!

Pregnant and Postpartum Tobacco Users -2022

KEY ACTIONS FOR HEALTH PROFESSIONALS

In South Dakota, nearly 1 in 10 women report smoking while pregnant.

There were an estimated 934 pregnant smokers in South Dakota in 2022. Of these, 26 pregnant or postpartum women enrolled in SD Quitline services in 2022, for a reach of 2.78% of this population. When asked the type of tobacco used, 38.5% of pregnant and postpartum enrollees report e-cigarette use, 76.9% of enrollees report cigarette use, and 11.5% report other types of tobacco. Use of tobacco during pregnancy can lead to complications for both the baby and the mother. Use of tobacco near an infant can also increase health risks or lead to Sudden Infant Death Syndrome. Among pregnant and postpartum women who use tobacco in SD in 2022, 84.6% reported having a behavioral health condition[^].

The SD QuitLine offers a variety of options for **QUITTING!**

The **Phone Coaching Program** includes up to twelve telephone coaching sessions along with cessation medication and a Quit Guide.

The **Kickstart Kit** includes cessation medication only, as well as a Quit Guide.

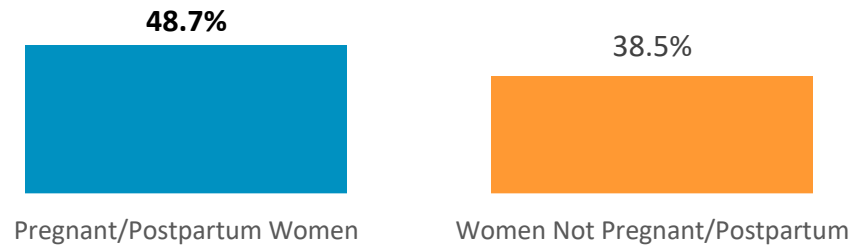
The **2QuitSD** program offers texting with a health coach and up to 8 weeks cessation medication and a Quit Guide.

The **Postpartum Program**, a relapse prevention program for pregnant women, designed to provide support in staying quit after delivery.

The **Quit Guide** only, a self-directed cessation workbook, available for download or order on the SD QuitLine website.

When comparing quit rates, pregnant/postpartum women stay quit at a rate of 48.7% compared to enrollees that are not pregnant/postpartum at 38.5%.

SD QuitLine Quit Rate Comparisons 2018-2022



TAKE ACTION TODAY!

- **Take time to make direct referrals**
Share patient/client information with the SD QuitLine to facilitate enrollment in cessation services. A referral can be made via fax, Electronic Health Record (EHR), or a warm transfers. Visit <https://quittobaccosd.com/quit-tobacco/healthcare-providers/referral-options>
- **Encourage enrollment in phone coaching services**
Enroll pregnant patients in phone coaching services with the SD Quitline to deliver another support system to help them quit and stay quit. Support from a trained cessation coach can help participants develop alternative coping skills as well as deliver another support system to reach out to when daily stressors occur.
- **Enroll patients into the Postpartum Program**
The Postpartum Program is a relapse prevention program for pregnant women, designed to provide support in staying quit after delivery.

Most pregnant and postpartum women using the SD QuitLine enrolled themselves by phone. Only 23.1% were directly referred by healthcare professionals in 2022.

[^]Behavioral Health condition is defined as having a mental health condition, substance use disorder, or both.

*Combined 2018 to 2022 data used for quit rate calculation. Tobacco use prevalence among pregnant and postpartum women was calculated using the number of live births (11,193) and fetal deaths (54) in 2022, and a smoking use rate of 8.3% among pregnant women in 2022. This report was produced in the Population Health Evaluation Center at South Dakota State University through a cooperative agreement with the SD Department of Health. Additional information on the SD QuitLine service is available from the Tobacco Control Program at (605) 773-2891.