

### Pregnant and Postpartum Tobacco Users

**720**  
Estimated pregnant smokers  
in SD\*



**178**  
Received services from  
the SD QuitLine

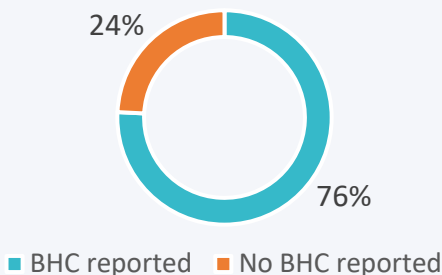
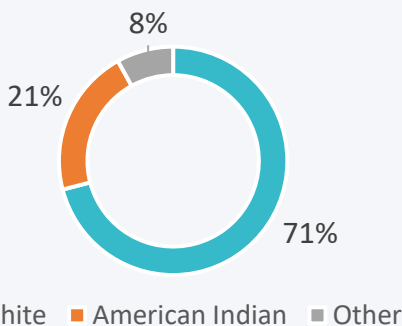
**That's Only  
24.7%  
enrolled!**

#### Characteristics of Pregnant or Postpartum Women Enrollees

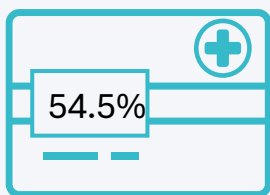
Race

Mean Age

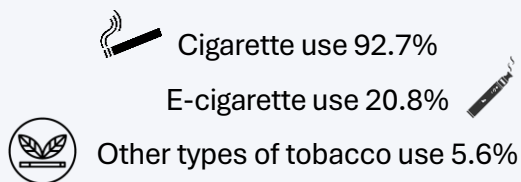
Behavioral Health Condition (BHC)



#### Participants on Medicaid



#### Tobacco Use



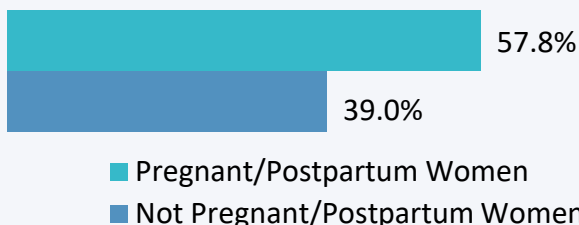
**Phone Service** was the most popular cessation service option among adults with a behavioral health condition in 2023.

PHONE SERVICE  
Had  
**162** Enrollees



KICKSTART KIT  
Had  
**16** Enrollees

#### SD QuitLine Quit Rate Comparisons 2019-2023





**In South Dakota, nearly 1 in 16 women report smoking while pregnant.**

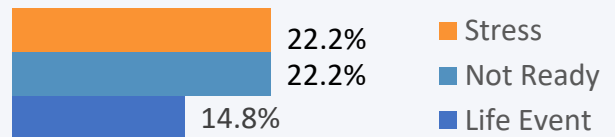


Most enrollees with a BHC using the SD QuitLine enrolled themselves by phone.

**Only 15.2% were referred by healthcare professionals in 2019-2023.**

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.

Factors reported among those who were NOT able to quit



### SD QuitLine FREE Service Options

#### Phone Coaching

- Weekly coaching sessions
- As many as 12 weeks of prescription cessation medication or Nicotine Replacement Therapy (NRT)

#### Kickstart Kit – medication only option

- As many as 4 weeks of FREE NRT

#### 2QuitSD – Coaching via text message

- Approximately 8 weeks of personalized texting with limited phone calls
- As many as 8 weeks of FREE NRT

#### Interactive Quit Guide

- Identify reasons for quitting, better understand addiction, learn techniques and coping mechanisms, set a quit date and more.



### Make a Referral to SD QuitLine Free Cessation Services

- Refer via Fax or Electronic Health Record
- Refer your patient online
- Provide a brochure



*If your patients smoke a pack a day....*

**Quitting could save them \$292.50 in**

**just ONE month!**

**1,009 diapers or 87 bottles of formula!**

**Patients Scan Here to Enroll in the SD QuitLine**



\*Combined 2019 to 2023 data used for quit rate calculation. Tobacco use prevalence among pregnant and postpartum women was calculated using the number of live births (11,170) and fetal deaths (75) in 2023, and a smoking use rate of 6.4% among pregnant women in 2023 (<https://doh.sd.gov/media/uu3ciguu/2023-vital-statistics-report.pdf>). 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.

Cost savings were calculated using average cigarette price by state for South Dakota. Smokers in South Dakota pay an average of \$7.99 per pack. + cigarette excise tax of \$1.53 per pack and a \$0.23 sales tax. Newborn babies typically use 240 diapers in their first month with each disposable diaper costing an average of \$0.29, or \$69.60 per month.

(<https://www.crossrivertherapy.com/research/diaper-facts-statistics>). A newborn baby eating 24 oz total of formula each day (6-4 oz bottles) would cost \$20.28 per day (\$0.54 to \$1.15/oz, avg=\$0.85/oz or \$3.80 per bottle), or \$608.40 per month. (<https://smartasset.com/financial-advisor/the-cost-of-baby-formula>).