



# Tobacco Cessation in Pregnancy & Postpartum

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Note: The term “tobacco” refers to commercially produced tobacco products only and never the traditional tobacco of the Northern Plains American Indians.

# Smoking during Pregnancy

Smoking can cause tissue damage to the fetus – typically in the lung & brain

Can increase risk of miscarriage

Increases risk for pregnancy complications

Increase risk of preterm delivery

Low birth weight

Increase risk of SIDS

# Smokeless Tobacco during Pregnancy

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Increased risk of stillbirth

Low birth weight

Increased risk of preterm delivery

# Vaping during Pregnancy

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Nicotine is dangerous for pregnant women and their developing babies

Can damage a developing baby's brain and lungs



**ASK**



**ADVISE**



**REFER**





# ASK – Pregnant Women

Ask the patient about her tobacco use status

- A. I have **NEVER** used tobacco products, or I have never used tobacco products regularly in my lifetime.
- B. I stopped using tobacco **BEFORE** I found out I was pregnant, and I am not using tobacco now.
- C. I stopped using tobacco **AFTER** I found out I was pregnant, and I am not using tobacco now.
- D. I sometimes use tobacco now, but I cut down on the amount of tobacco products I use **SINCE** I found out I was pregnant.
- E. I use tobacco now and I use about the same as **BEFORE** I found out I was pregnant.

If patient responds to B or C, reinforce her decision to quit, congratulate her on success in quitting, and encourage her to stay quit.

If patient responds D or E, she should be classified as a tobacco user. Document tobacco use status on her clinic chart, and proceed to ADVISE, and REFER.



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## PHONE COACHING

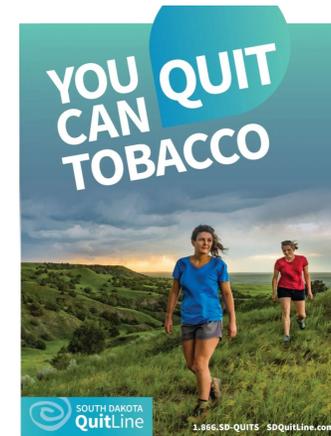
### FREE CESSATION COUNSELING

Up to 12 scheduled phone sessions  
with a quit coach

### FREE CESSATION MEDICATION

Up to 12 weeks of cessation  
medication

### FREE QUIT GUIDE



People who use a coach are 2x as likely to quit



South Dakota QuitLine has one of the best success rates  
in the nation



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## POSTPARTUM PROGRAM

Extra support for people who have quit using tobacco during pregnancy and are at least 2 weeks from their due date

### 4 RELAPSE PREVENTION CALLS

At 2 weeks before due date AND  
15 days after due date AND  
45 days after due date AND  
90 days after due date

### INCENTIVES

Eligible for up to two \$25 gift card  
incentives awarded at milestones  
throughout the program

### RE-ENROLLMENT

Are eligible to re-enroll if they relapse  
and start the coaching program over



Free  
Cessation  
Materials

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