

Helping Pregnant Smokers Quit Gives Kids a Healthy Start

Smoking during pregnancy remains a preventable contributor to infant sickness and death.

Too Many Wisconsin Moms Are Still Smoking

- At least 13% of women smoke during their pregnancy.¹
- One third of women who quit smoking while pregnant start again shortly after giving birth.¹

Moms Need Help to Quit

- Some barriers to quitting smoking include:
 - Not having access to financial and medical resources to quit.
 - Support needed from family and friends to overcome the addiction.
 - Stress

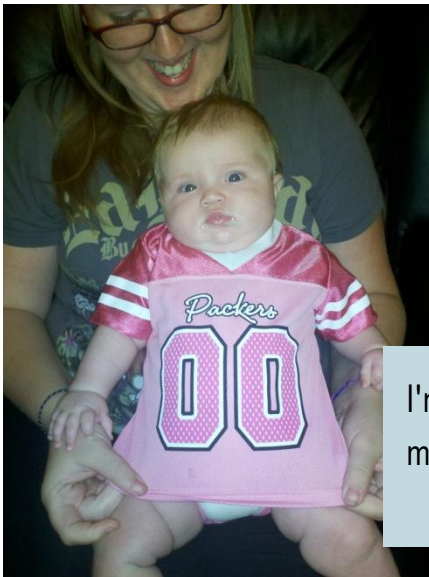
Smoking During Pregnancy Carries Many Preventable Risks²

- Problems with the placenta
- Miscarriage
- Stillbirth
- Low birth weight
- Birth defects
- Increased risk of Sudden Infant Death Syndrome (SIDS)

Wisconsin Has a Program That Works

- The First Breath program incorporates smoking cessation into prenatal visits.
- This proven model has helped thousands of moms quit and generated cost savings of \$3 million to Medicaid alone.³

All Pregnant Women in Wisconsin Who Smoke Deserve Access to First Breath



- First Breath is not available in every county in Wisconsin.³
- Only 42% of new moms who reported needing services to help them quit smoking during pregnancy said they received them.¹
- Decreased public health funding prevents the expansion of First Breath services.

I'm very grateful to First Breath for the support and education I got, my daughter and I are healthier thanks to it.

-Brittany Parker

¹ Wisconsin Pregnancy Risk Assessment Monitoring System (PRAMS) 2009-10, Division of Public Health, Department of Health Services. <http://www.dhs.wisconsin.gov/births/prams/>

² Centers for Disease Control and Prevention, Tobacco Use and Pregnancy, <http://www.cdc.gov/reproductivehealth/tobaccousepregnancy/>

³ Wisconsin Women's Health Foundation First Breath Program 2011 Annual Report, <http://www.wwhf.org/wp-content/uploads/2012/03/FULL-FINAL1.pdf>