

*Helping pregnant women quit smoking by training healthcare providers  
to deliver tobacco cessation counseling.*



Participant, Tinsley, of Racine

### **2016 HIGHLIGHTS:**

- 1,843 women served
- 83% of participants abstained, quit, or cut back on tobacco use while pregnant
- 507 enrolled in First Breath texting support service (Text.Connect.Quit)
- 16 new sites added to total 145 active sites statewide

### **PROGRAM OUTCOMES:**

#### **Providers:**

##### **145 total First Breath sites**

- 16 new sites established
- Serving 65 of Wisconsin's 72 counties
- 99% of new providers felt the First Breath training increased their knowledge on the topic of tobacco use during pregnancy

#### **Comments from First Breath Providers:**

*"This training was awesome. The presenter knew every subject to the letter. Look forward to working with you in the near future".*

*"Excellent program ... well organized and easy to implement".*



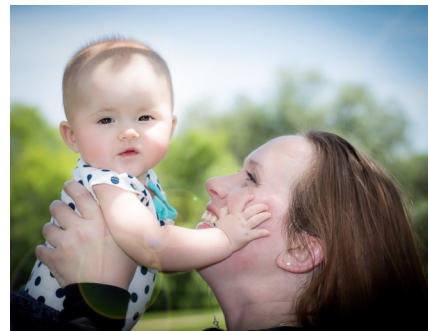
Providers at the 2016 Annual Statewide Meeting

**PROGRAM OUTCOMES:**

**Participants:**

A total of 1,843 women received First Breath program services

- 852 were enrolled in 2015, and completed a prenatal or postpartum follow-up in 2016
- 991 women enrolled into First Breath
- 507 women took advantage of the text message support service (Text.Connect.Quit)



Participant, Audra, of Menomonee Falls

**Table 1. 2016 First Breath Enrollee Demographics**

Age	#	%	Race	#	%
>18	43	4.3%	American Indian/Alaskan Native	43	4.3%
18-24	341	34.4%	Asian	4	0.4%
25-34	501	50.6%	Black or African American	240	24.2%
35-44	103	10.4%	Native Hawaiian/Pacific Islander	7	0.7%
45 and above	3	0.3%	White	627	63.3%
<b>Ethnicity</b>			Multiracial	32	3.2%
Hispanic/Latina	62	6.3%	Unknown	38	3.8%
Non-Hispanic/Latina	885	89.3%	<b>Education</b>		
Unknown	44	4.4%	Less than high school	36	3.8%
<b>Employed</b>			Some high school	176	17.8%
Yes	437	44.1%	High school or GED	449	45.3%
No	511	51.6%	Some college/2-yr	263	26.5%
Unknown	43	4.3%	College	29	2.9%
<b>Enrolled in Medicaid</b>			Post-college education	4	0.4%
Yes	820	82.7%	Unknown	32	3.2%
No	156	15.7%			

**83%** of participants abstained, quit, or cut back on tobacco use while pregnant:

- **36%** remained smoke-free or quit
- **47%** reduced their tobacco usage

**What do participants say is their favorite part about First Breath?**

*“No judgment when talking to them about smoking even if I slipped and smoked. Having someone to hold you accountable.”*

*“The area I come from lacks certain things, but the information I received from First Breath gave me information I was not getting from [anywhere else].”*

**Thank You**

First Breath would not be possible without the dedication of prenatal care providers at First Breath sites across the state. Thank you for sharing your time, expertise, and talents!