

FIRST BREATH 2018 ANNUAL REPORT

First Breath is a statewide program that helps pregnant women, new moms, and their families become smoke-free.

WHY FIRST BREATH?

Maternal tobacco use and exposure to tobacco smoke have adverse health outcomes, including:



Pregnancy/Birth Risks:

- Ectopic Pregnancy
- Placental Abruption
- Placenta Previa
- Miscarriage & Stillbirth
- Low Birth Weight
- Premature Birth



Additional Risks:

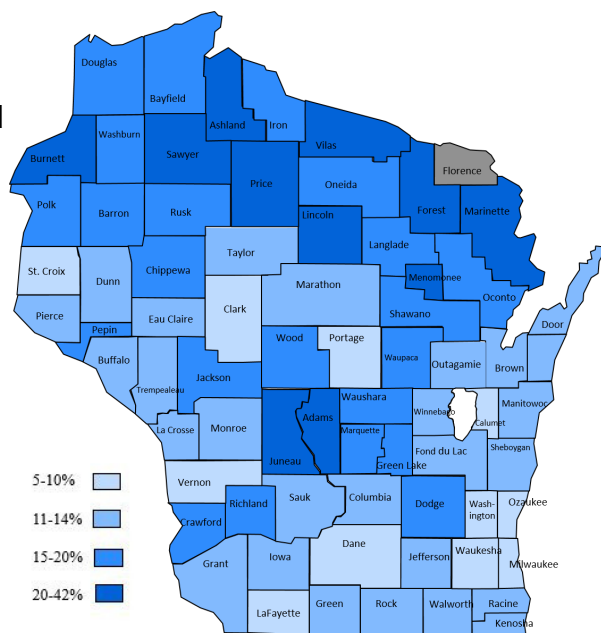
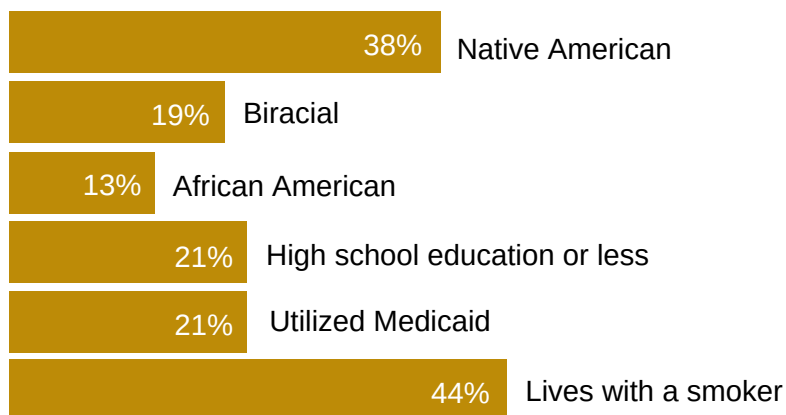
- Sudden Infant Death Syndrome (SIDS)
- Pneumonia, bronchitis, ear infections
- Asthma
- Learning and attention problems
- Future tobacco use

In Wisconsin:

Maternal smoking rate (2016)

11%* of women used tobacco during pregnancy compared to the national average of 7%**

Greater prevalence among disparate populations



Maternal smoking prevalence by county (2016)*

Infant mortality rate (2016)***

9.4 deaths per 1,000 live births among women who smoked vs. **6.2 deaths** among women who didn't

*Wisconsin Dept. of Health Services, Division of Public Health, Office of Health Informatics. Wisconsin Interactive Statistics on Health (WISH) data query system, <http://dhs.wisconsin.gov/wish/>, Birth Counts Module, accessed 3/29/2019

**Drake P, Driscoll AK, Mathews TJ. Cigarette smoking during pregnancy: United States, 2016. NCHS Data Brief, no 305. Hyattsville, MD: National Center for Health Statistics. 2018.

***Wisconsin Dept. of Health Services, Division of Public Health, Office of Health Informatics. Wisconsin Interactive Statistics on Health (WISH) data query system, <https://www.dhs.wisconsin.gov/wish/index.htm>, Infant Mortality Module, accessed 3/29/2019.

FIRST BREATH MODEL: ASK-ADVISE-REFER

To address the needs of Wisconsin communities and to adapt to a changing healthcare landscape, First Breath implemented a streamlined Ask-Advise-Refer model in 2018. The model quickly identifies at-risk pregnant, postpartum, and other household smokers, connecting them with personalized, evidence-based tobacco treatment services through First Breath.

First Breath Site

Uses Ask-Advise-Refer model to address tobacco use and refer for support

Ask each person at every visit about tobacco use with open-ended questions

Advise that the best thing to do for their health (and their family's) is to quit

Refer individuals for additional support with a one-page referral form

First Breath Quit Coaches

Reach out to referred individuals to provide evidence based tobacco treatment services

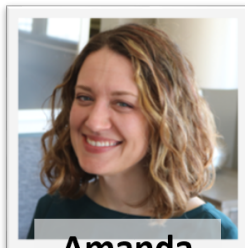
Services with a First Breath Quit Coach Include:

- Monthly contact with a Certified Tobacco Treatment Specialist from pregnancy to six-months postpartum
- One-on-one counseling and support via in-person visits, phone calls, and text messages
- Personalized quit plans and education
- Incentives and gifts



Felicia

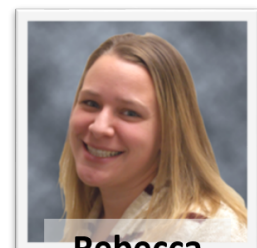
First Breath Enrollment Specialist



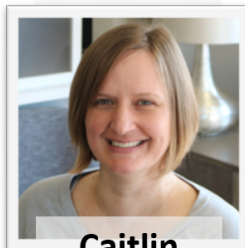
Amanda



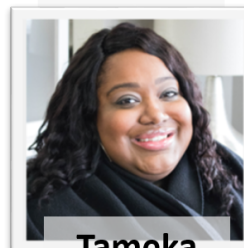
Greer



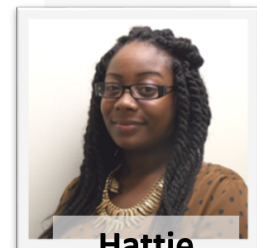
Rebecca



Caitlin



Tameka



Hattie

First Breath Quit Coaches

2018 PROGRAM GROWTH

"This new model helps me to be more confident in the process." - First Breath Provider

	2017	2018	Results
# of First Breath sites	157	236	50% increase in number of sites
# of WI counties served	62 of 72	70 of 72	13% increase in county coverage

FIRST BREATH PARTICIPANTS & QUIT COACHING OUTCOMES

2018 REACH

First Breath Participation

2017	2018
986 pregnant women 0 support people	1,326 pregnant and postpartum women 180 support people



34% increase in pregnant/postpartum women reach

53% increase in individual reach

2018 PARTICIPANTS

1,506 pregnant women, postpartum women, and caregivers were **referred** by First Breath sites for Quit Coaching Services

- 180 caregivers
- 1,326 pregnant women and postpartum women

670 of the referred individuals chose to receive **Quit Coaching services**

- 91 caregivers received educational support and resources
- 579 pregnant women and postpartum women received intensive counseling and support



First Breath Graduates



Demographics:

- **Average age:** 28
- **First time pregnant:** 25%
- **Unemployed:** 59%
- **Race:** White (64%), African American (21%), Native American (4%), Biracial (4%), Unknown (4%), Hispanic (3%), Asian (1%)
- **Relationship status:** Divorced (2%), Married/committed (62%), Single (36%), Widowed (4%)

Tobacco Exposure & History:

- **Live with a smoker:** 52%
- **Average age of first cigarette:** 15
- **Type of tobacco product used:** Cigarettes (21%), E-cig/vape (11%), Cigarettes/cigars (11%), Smokeless (1%)

Mental Health Concerns:

- **Mental health diagnosis:** 59%
- **Substance use disorder:** 32%
- **Previous pregnancy outcomes (n=84):** Miscarriage (31%), Still-birth (2%)

QUIT COACHING OUTCOMES

"The encouragement that I could quit was a tremendous help... I haven't smoked for 3 months now!" - First Breath Participant

Quit Rates

At six months (n=206)

- 29% smoke-free (biochemically verified)
- 23% cut down

One year postpartum (n=38)

- 37% smoke-free (self reported)

Family Health Outcomes

- 80% achieved smoke-free homes
- 75% achieved zero infant exposure to tobacco smoke
- 61% felt confident they would be smoke-free a year from now

CONTINUED DEVELOPMENT

To provide First Breath sites with the resources and information they need to confidently address tobacco use, First Breath offered regular continuing education opportunities, including: annual conference, quarterly trainings, monthly e-newsletters, and ongoing technical assistance.

2018 Highlights:

- New online training for revised First Breath model launched
- 104 providers attended the Statewide Meeting in Johnson Creek on "**Difficult Conversations: How to Get Through Them and Why They are Important.**"

*"Great day of learning. Thanks for always putting forth another wonderful platform of leaning."
- First Breath Provider*

- Eight regional training sessions completed in Ashland, Balsam Lake, Fond du Lac, Madison, Milwaukee, Prairie du Chien, South Milwaukee, and Wisconsin Rapids.

65% of providers strongly agreed that they learned something new to apply with patients



Health Equity Assessment

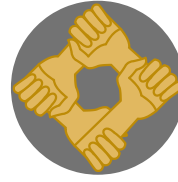
A **Statewide Health Equity Assessment** was conducted to identify population-related needs and gaps in tobacco-related services. 167 program participants, providers, and partners from around the state participated. **Focus areas for 2019 include:**



Increase Access



Improve Engagement



Focus on Health Equity



Address Mental Health

Of these individuals, 54 current and former First Breath participants were also involved in **Participant Advisory Groups (PAGs)**. They reviewed program materials and offered valuable suggestions for program improvement.



Wisconsin Women's Health Foundation
2503 Todd Drive
Madison, WI 53713
www.wwhf.org
LLotter@wwhf.org

First Breath is funded in part by the Wisconsin Tobacco Prevention and Control Program & Maternal and Child Health (MCH) Program, Division of Public Health, Wisconsin Department of Health Services