

2020 ANNUAL REPORT



FIRST BREATH

Wisconsin Women's Health Foundation
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Questions or more information?
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**NO JUDGEMENT.
JUST SUPPORT.**

ABOUT FIRST BREATH

First Breath is Wisconsin's program to help pregnant, postpartum, and caregiving individuals become tobacco-free.

First Breath starts with an **Ask-Advise-Refer model**. Trained perinatal healthcare professionals use the model to identify at-risk pregnant, postpartum, and caregiving tobacco users, and refer them to First Breath. From there individuals receive personalized, **evidence-based** tobacco treatment services from First Breath Quit Coaches.

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

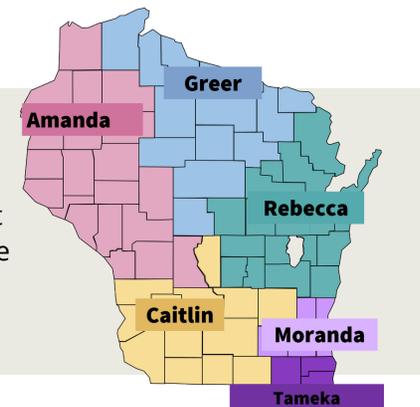
Reach out to referred individuals to provide evidence based tobacco treatment services

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

QUIT COACHES

First Breath Quit Coaches are Certified Tobacco Treatment Specialists who are trained on the unique challenges of the perinatal period. Quit Coaches locally serve all regions of Wisconsin.





COVID-19 RESPONSE

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During 2020, **First Breath continued with minimal disruption** to help individuals in Wisconsin quit or cut back on their tobacco use.

First Breath continued:

- accepting referrals and enrolling new participants in the program
- providing social connection and support
- providing high-quality, evidence-based services to build coping, communication and stress management skills*



First Breath increased:

- screening and referrals for basic needs, breastfeeding, mental health, substance use, and more
- electronic communications to share COVID-19 updates, social needs resources, and to promote a sense of connectedness
- contacts including the "welcome baby" delivery kit with masks, hand sanitizer, COVID-19 safety information, and coloring book (pictured top right)



***For the safety of our participants, their families, and our Quit Coaches, all First Breath services were switched to virtual via video chat, phone calls and texting.**

"We know that respiratory illnesses like COVID-19 cause more severe illness in people who smoke and vape, so it's an even more important time to encourage participants to work towards cutting down or cutting their use of tobacco or e-cigarettes."

- First Breath Quit Coach



PROGRAM UTILIZATION

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1,117 First Breath Providers

268 First Breath Sites

100% county coverage
(at least one site in each county)

2020 Program Growth

105

New First Breath Providers
(9% increase)

12

New First Breath Sites
(5% increase)

REFERRALS

1,114 pregnant, postpartum, and caregiving individuals were referred by First Breath Providers for Quit Coaching services

- 81 caregivers
- 1,033 pregnant and postpartum people

ENROLLMENT

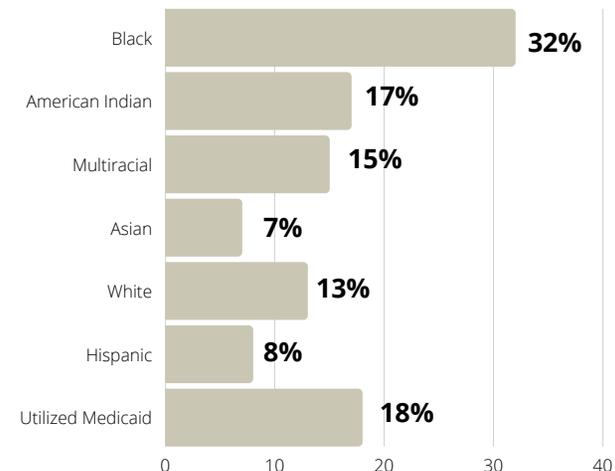
956 of the referred individuals enrolled in First Breath's **text message support**

503 of the referred individuals enrolled in **Quit Coaching services**

- 55 caregivers received educational support and resources
- 448 pregnant women and postpartum women received intensive counseling/support

FIRST BREATH REACH*

- **90% of Wisconsin counties** had a least one person referred to First Breath.
- First Breath reached **16% of all pregnant smokers in WI.**
- First Breath reached the following percentages of statewide smokers by demographic:



*Reach = number of individuals referred (1,033) compared to total number eligible (6,483) based on 2018 WISH Data

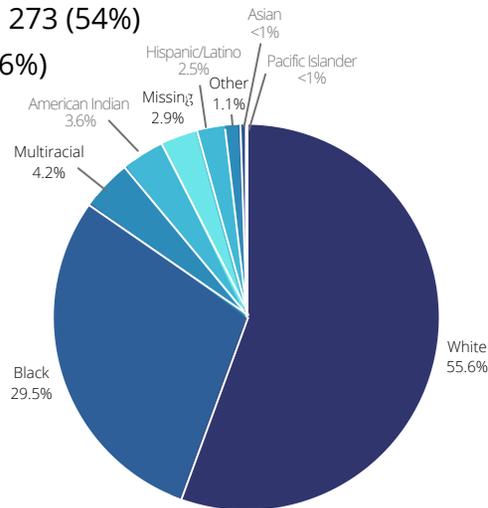


QUIT COACHING

Quit Coaching Participants (n=503)

PARTICIPANT DEMOGRAPHICS

- Average age: 29
- Unemployed: 273 (54%)
- Single: 180 (36%)
- Race:



Special populations:

- Medicaid: 437 (87%)
- Report low social support: 100 (20%)
- Report high stress: 257 (51%)
- Housing insecurity: 101 (20%)
- Mental health disorder diagnosis: 323 (64%)
- Past miscarriage: 84 (17%)

Tobacco exposure & history:

- Exposed to secondhand smoke: 373 (74%)
- Lives with someone who smokes: 275 (55%)
- Average age started smoking: 14 years

OUTCOMES

Quit Coaching Services:



2,046 phone counseling sessions



738 in-person counseling sessions*

Participant Quit Rates:

At 1 month postpartum
(n=215)

- 45% smoke-free**
- 28% cut down

At 6 months postpartum
(n=211)

- 44% smoke-free**
- 26% cut down

At 1 year postpartum
(n=144)

- 32% smoke-free***

At 2 years postpartum
(n=61)

- 34% smoke-free***

*"in-person" includes video counseling offered March 13 - Dec. 31

**self-reported

***not biochemically verified March 13-December 31



77% of families achieved **smoke-free homes**

84% achieved **zero infant exposure to tobacco smoke**





FIRST BREATH FEEDBACK

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ANNUAL PROVIDER SURVEY

In 2020, 177 First Breath Providers completed an annual program survey.

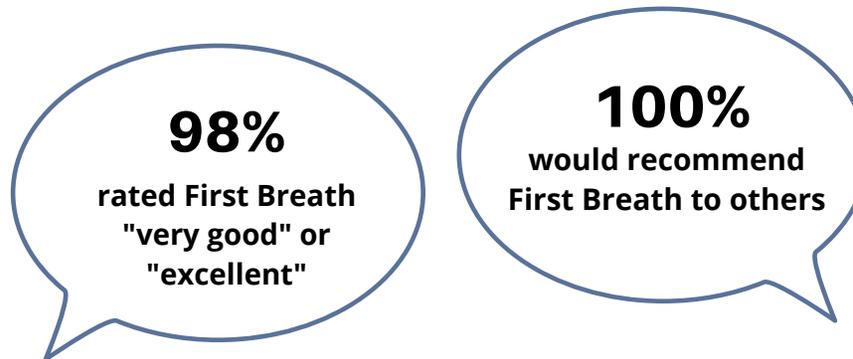


"I feel much more confident in the information I provide to my patients given the expertise of the First Breath staff. They are approachable and knowledgeable. This helps in getting the right information and support to my patients."

- First Breath Provider

PARTICIPANT SATISFACTION SURVEY

56 First Breath Participants completed an annual satisfaction survey.



Participant Quotes:

"I felt no judgement and that I could be 100% honest."

"I really liked how I could text or call my coach whenever. She texted back or called back right away; anytime I needed help."

PARTICIPANT ADVISORY GROUPS (PAG)

2020 PAG focused on **feasibility and appropriateness of an integrated tobacco-alcohol-cannabis education and intervention program.**

- 45 participants who use multiple substances took part in the participant advisory group to provide:
 - in-depth feedback and guidance on content, messaging, and design of educational materials and intervention
 - experiences on perinatal substance use