

FIRST BREATH

Implementation Cheat Sheet

Ask:

"When are you exposed to tobacco?"

When

Every Visit



Who



- Pregnant Women
- New Moms
- Other Caregivers & Household Members
- Current Tobacco Users or Recently Quit

Type of Tobacco

- Cigarettes
- E-Cigarettes/Vape Pens
- Other Tobacco Products



Advise:

"The best thing you can do for your health - and the health of your family - is to quit."

Give strong, personalized advice by connecting to what is important to that individual.

- Baby's Health
- Mom's Health
- Saving Money
- Breaking Free From Addiction
- Being a Good Role Model

Refer:

"I'd like to refer you to First Breath. They can help you reach your tobacco-related goals."

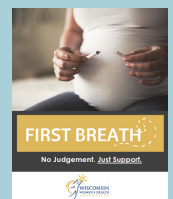
1) Educate on Available Services

- One-on-one counseling with a First Breath Quit Coach
- Support via in-person visits, phone calls, and text messages
- Up to \$140 in gift cards
- First Breath will call next week

2) Complete Referral Form & Submit to First Breath

- **Online Form:** Select your site and your name in the drop-down. Once submitted, check out the downloadable summary.
- **Paper Form:** Individual to each First Breath provider. Submit via fax or mail.

3) Give Referral Gift & Booklet



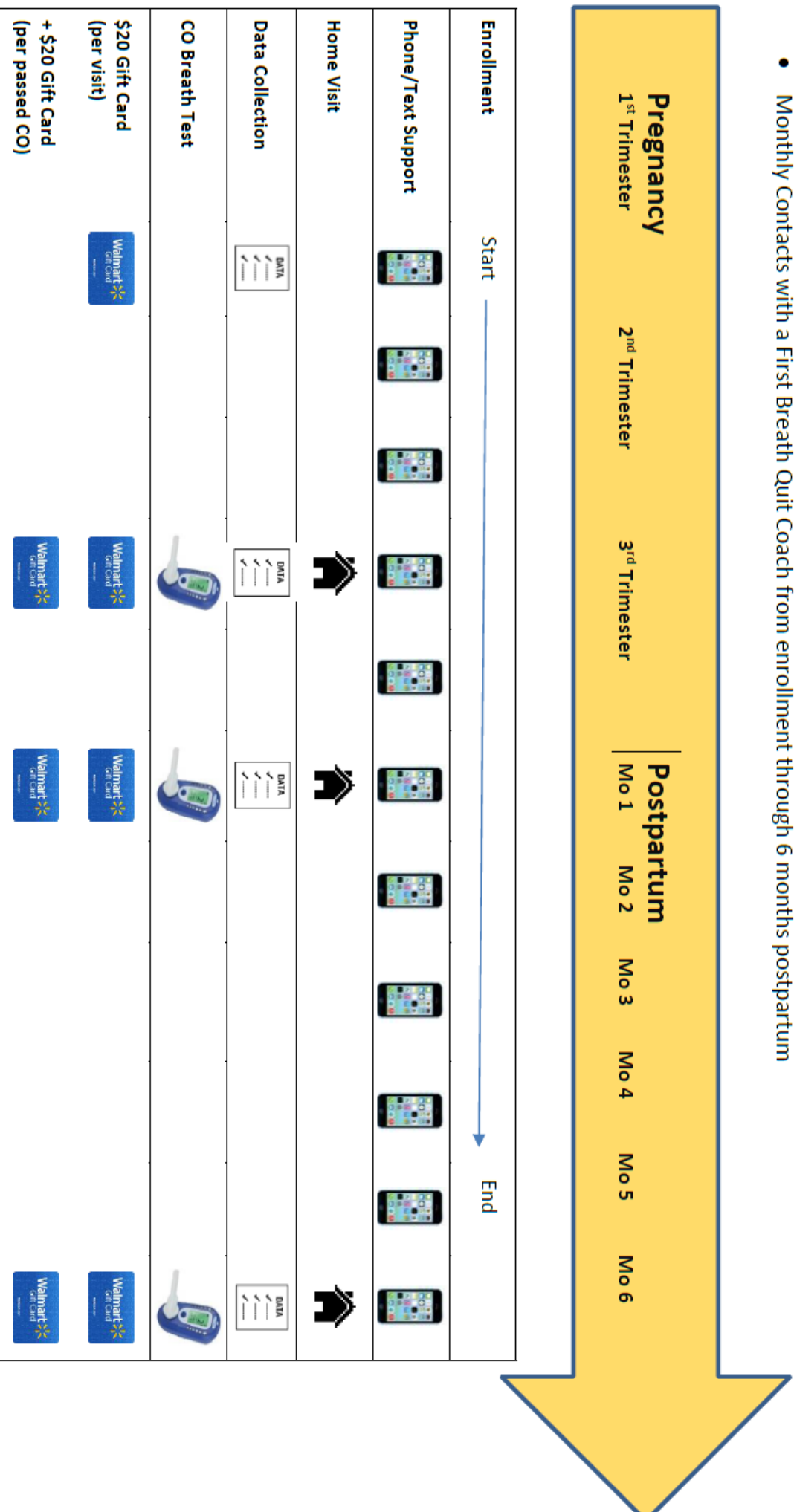
Visit the First Breath Provider Portal at providefirstbreath.org to access:

- **Online Forms:** Referral, Material Order, Participant Updates
- **Downloadable Tools:** Educational and Counseling Handouts
- **Online Training:** Implementation & Continuing Education

FIRST BREATH Quit Coaching Timeline

Intervention:

- Enrollment can occur anytime during pregnancy or early postpartum
- Monthly Contacts with a First Breath Quit Coach from enrollment through 6 months postpartum



Any questions, please contact:

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