

*Helping pregnant women, new moms, & their families quit smoking*

## FIRST BREATH SITE

*Trained clinic or organization that serves pregnant and postpartum women, children, and families*

### **BRIEF INTERVENTION & REFERRAL**

1. **ASK** – “Tell me about your tobacco use.”
2. **ADVISE** – Give strong, personalized advice. “The best thing you can do for your health – and the child’s health - is to quit.”
3. **REFER** – Submit First Breath Referral form (fax, online, or mail) to the Wisconsin Women’s Health

Referral
✓ -----
✓ -----
✓ -----



#### **RECOMMENDED: FOLLOW-UP BRIEF INTERVENTIONS**

Address smoking at every prenatal and postpartum visit.

*The Wisconsin Women’s Health Foundation offers training, tools, and technical assistance to First Breath sites.*

## WISCONSIN WOMEN’S HEALTH FOUNDATION

### **FIRST BREATH QUIT COACHING**

#### **Pregnant Women & Women with Babies up to 6 months old**

##### **FREE Quit Coaching Services Available:**

- ✓ Monthly contacts with a First Breath Quit Coach (Certified Tobacco Treatment Specialist) from pregnancy – 6 months postpartum
- ✓ Home visits, phone calls, & text message support
- ✓ Personalized counseling sessions & quit plans
- ✓ Gifts and educational materials

#### **Partners, Grandparents, Caregivers, & Women with Babies > 6 months old**

##### **FREE Quit Coaching Services Available:**

- ✓ Education session with a First Breath Quit Coach (Certified Tobacco Treatment Specialist)
- ✓ Text message support
- ✓ Smoking assessment
- ✓ Referral to the Wisconsin Tobacco Quit Line (counseling and quit smoking medications)

# First Breath Provider Cheat Sheet

## REQUIRED Initial Session

- SAY** Tell me about your tobacco use.
- SAY** The best thing you can do for you and your baby is to quit smoking completely/stay quit.
- SAY** We offer a free program called First Breath. First Breath offers text message support, individualized counseling (phone and home-based), and gift cards.
- COMPLETE** Participant or provider completes: **Referral Form**  
Participant MUST sign. Provider submit to WWHF via mail, fax, or online.
- REVIEW** Review contents of **First Breath Booklet**.
- SAY** Congratulations on taking this first step. A First Breath Quit Coach will call you in about a week. I will also follow-up with you on DATE. Please bring your First Breath Booklet along with you.
- GIVE** Give **First Breath Referral Gift**

## Follow-Up Session #1 – Risks & Benefits (Recommended)

- SAY** How have things been going since we last met? Have you met with your First Breath Quit Coach?
- SAY** There are so many benefits to quitting smoking – for you and your baby.  
Would it be ok if I shared some information about some of the risks and benefits of tobacco use?
- REVIEW** Review “Risks & Benefits” Section of **First Breath Booklet**. Give new copy if needed.
- SAY** Do you have questions about any of this information?
- COMPLETE** Participant and Provider jointly complete “Action Plan” in **First Breath Booklet**.
- SAY** I’m looking forward to hearing about your progress at our next visit. In the meantime, I encourage you to take advantage of First Breath Quit Coaching and/or Wisconsin Tobacco Quit Line.

## Follow-Up Session #2 – Managing Cravings (Recommended)

- SAY** How have things been going since we last met? Have you met with your First Breath Quit Coach?
- SAY** One important step to quitting/staying quit is managing your cravings.  
Would it be ok if I shared some information about managing your cravings?
- REVIEW** Review “Managing Cravings” Section of **First Breath Booklet**. Give new copy if needed.
- SAY** What HAS worked – and what HASN’T worked for you in the past?  
What are 3 new things that you are willing to try?
- COMPLETE** Participant and Provider jointly complete “Action Plan” in **First Breath Booklet**.
- SAY** I’m looking forward to hearing about your progress at our next visit. In the meantime, I encourage you to take advantage of First Breath Quit Coaching and/or Wisconsin Tobacco Quit Line.

## Follow-Up Session #3 – Smoke-Free Baby (Recommended)

- SAY** How have things been going since we last met? Have you met with your First Breath Quit Coach?
- SAY** When baby arrives – it is still important to focus on quitting smoking/staying quit. Would it be ok if I shared some information about ways to keep your baby safe from tobacco smoke?
- REVIEW** Review “Smoke-Free Baby” Section of **First Breath Booklet**. Give new copy if needed.
- SAY** What steps are you taking to make sure baby isn’t exposed to tobacco smoke?
- COMPLETE** Participant and Provider jointly complete “Action Plan” in **First Breath Booklet**.
- SAY** I’m looking forward to hearing about your progress at our next visit. In the meantime, I encourage you to take advantage of First Breath Quit Coaching and/or Wisconsin Tobacco Quit Line.