

# 2021 ANNUAL REPORT



## ABOUT FIRST BREATH

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

First Breath starts with an **Ask-Advise-Refer model**. Trained 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 Health Educators.

### 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

### First Breath Health Educators

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

### Services with a First Breath Health Educator Include:

- Monthly contact with a First Breath Health Educator 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



Wisconsin Women's Health Foundation

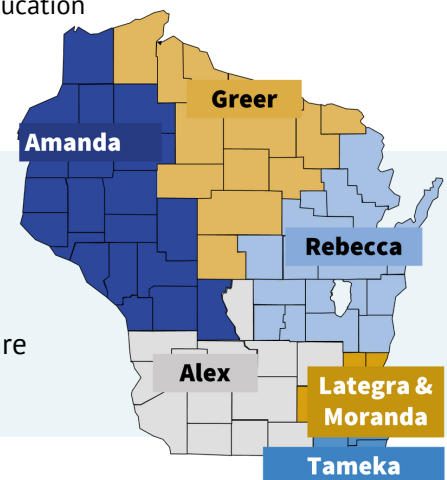
2503 Todd Drive

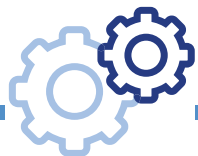
Madison, WI 53713

[wwhf.org](http://wwhf.org) | [joinfirstbreath.org](http://joinfirstbreath.org)

## HEALTH EDUCATORS

First Breath Health Educators are Certified Tobacco Treatment Specialists who are trained on the unique challenges of the perinatal period. Health Educators are based locally and serve all regions of the state.





# UTILIZATION & REACH

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## PROVIDERS



117  
New

## SITES



281  
Total

100% county coverage

(at least one site in each county)



20  
New

## OUTREACH



34  
Total

Virtual Community  
Presentations

## REFERRALS

**862** pregnant, postpartum, and caregiving individuals were referred to First Breath by healthcare professionals.

- 68 caregivers
- 794 pregnant and postpartum people

## ONE-TO-ONE SERVICES

**331** of the referred individuals received tobacco treatment services.

- 28 caregivers received 1:1 education sessions
- 303 pregnant and postpartum people received intensive 1:1 services

## TEXTING PROGRAM

**852** new pregnant and postpartum people joined the texting program.

- At year end, 2403 pregnant and postpartum people were subscribed.

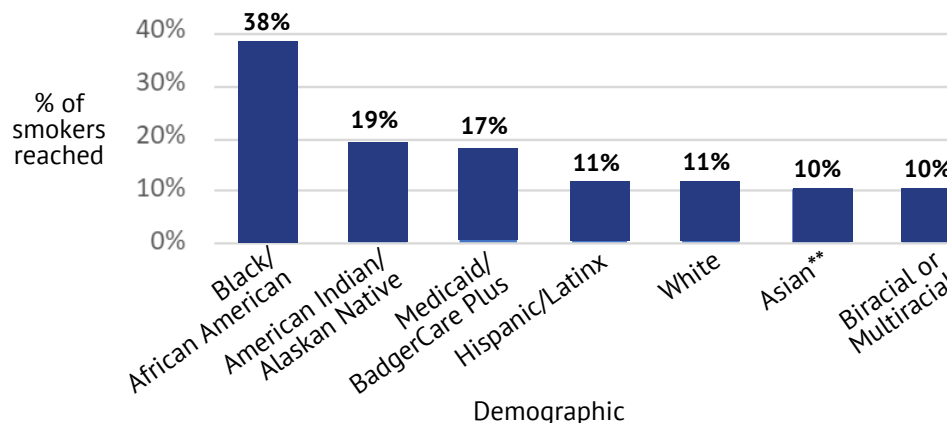
**51** new caregivers joined the texting program.

- At year end, 266 caregivers were subscribed.

## FIRST BREATH REACH

- **87.5% (63/72) of Wisconsin counties** had at least one person referred to First Breath.
- First Breath reached approximately **16% of all pregnant smokers in WI\***.

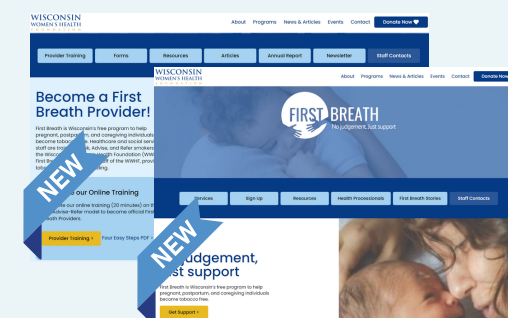
First Breath reached the following percentages of statewide smokers by demographic:



\*Reach = number of individuals referred (794) compared to total number eligible (5,080) based on 2020 WISH Data

\*\*including native Hawaiian or Pacific Islander & Laotian or Hmong

The Wisconsin Women's Health Foundation launched a **new website** containing new First Breath webpages for perinatal healthcare providers and pregnant, postpartum, and caregiving individuals.



[providefirstbreath.org](https://providefirstbreath.org) | [joinfirstbreath.org](https://joinfirstbreath.org)



# TOBACCO SERVICES

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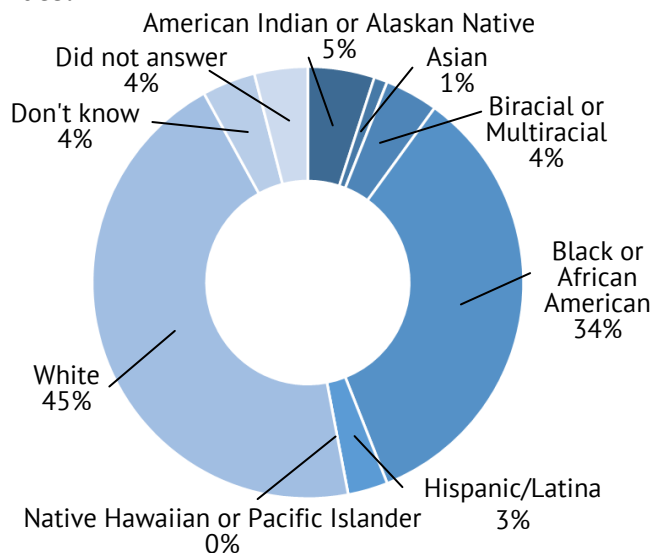
## First Breath Participants (n= 331)

For the safety of our participants, their families, and our Health Educators, all First Breath services were offered virtually via video chat, phone calls, and texting.

## PARTICIPANT DEMOGRAPHICS

Average age: 31

### Race:



Unemployed: 57%

Single: 36%

### Special populations:

- On Medicaid: 86%
- Receive WIC: 65%
- Report low social support: 22%
  - extremely low: 12%
  - fairly low: 10%
- Report high stress: 34%
  - extremely high: 17%
  - fairly high: 17%
- Has a mental health disorder diagnosis: 63%
- Has a substance use disorder diagnosis: 31%

### Tobacco exposure & history:

- Exposed to secondhand smoke: 78%
- Average age started smoking: 15
- Want to "quit for good": 82%



## OUTCOMES

 **1,561**  
check-ins

 **80%**  
achieved smoke-free homes

 **544**  
virtual counseling sessions

 **82%**  
achieved zero infant exposure to tobacco smoke

### Participant quit rates

	PRENATAL		POSTPARTUM			
	7 MONTHS	1 MONTH	6 MONTHS	1 YEAR	2 YEARS	
SMOKE-FREE	45%*	54%*	57%*	37%*	38%*	
CUT-DOWN	18%	33%	14%	-	-	



# FEEDBACK

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## ANNUAL PROVIDER SURVEY

212 First Breath Providers completed an annual program survey.



68%

report implementing the Ask-Advise-Refer model



50%

report COVID has impacted their ability to implement First Breath

*"First Breath has helped many of my pregnant moms and their family members to quit or decrease their tobacco use. I tell all my families who have people who are close to them that smoke about this program. It is fabulous. The quit team coaches [health educators] are amazing at what they do and help so many people with their support and guidance."*

- First Breath Provider

## PARTICIPANT SATISFACTION SURVEY

50 First Breath Participants completed a satisfaction survey.



92%

rated First Breath as "very good" or "excellent"



97%

would recommend First Breath to others

Participant Quotes:

*"It [quitting] was pretty hard, so I talked to a girl from first breath and she was amazing. She was super joyful and made our convos fun. Now that it's been over a year I feel more energetic and awake."*

*"I love that I had support and someone to understand what I was going through"*

## PARTICIPANT ADVISORY GROUPS (PAG)

67 current and past participants took part in the virtual participant advisory group and provided:



feedback and suggestions about First Breath's new branding kit (logo and tagline)



feedback and suggestions on a series of patient education handouts

## PUBLISHED ARTICLES

[Wisconsin State Journal Article](#)

**UW study: Incentives help pregnant women stop smoking, save Medicaid money**

David Wahlberg | Wisconsin State Journal - Oct 11, 2021



[Publication in Preventive Medicine](#)

Mundt P, Fiore M, Piper M, Adsit, R, Kobinski K, Alaniz K, Baker T. Cost-effectiveness of stop smoking incentives for Medicaid-enrolled pregnant women. Preventive Medicine, 153 (106777).