

FIRST BREATH SITE GUIDE

About First Breath

First Breath is a statewide program that helps people in Wisconsin make positive changes to their tobacco, alcohol, and other substance use during pregnancy and beyond.

Who Should Use This Guide

Health and social service professionals who have successfully completed the First Breath onboarding training, available at providefirstbreath.org.

PROGRAM MODEL

FIRST BREATH PROVIDERS

Trained professionals use the **Ask-Advise-Refer Model** with patients/clients as part of existing care

FIRST BREATH HEALTH EDUCATORS

Provide **comprehensive services** including tobacco, alcohol, and substance use education, early intervention, and referral services

ASK-ADVISE-REFER MODEL

ASK

Use a validated screening tool to ask/assess for tobacco and other substance use

*"Tell me about your tobacco, alcohol, and other substance use in the past 90 days."**

WHEN

Every Visit



WHO

- Pregnant & postpartum people
- Partners and other caregivers
- Any current or recent use

TYPE OF SUBSTANCE

- Tobacco
- Cannabis
- Alcohol
- Opioids
- Prescription misuse
- Illicit substances

ADVISE

Provide brief intervention using a trauma-informed, strength-based approach

Explore participant's goals and readiness to change.

*"What are your goals? How ready are you to change?"**

Explore participant's motivation to change.

*"Why do you want to make this change?"**

Provide a clear, personalized statement as their trusted provider.

*"The best thing for you and baby is to stop completely. Any positive change will benefit you and your baby."**



Your Health



Better Sleep



Baby's Health



Breaking Free From Addiction



Being a Good Role Model



Saving Money

REFER

Complete and submit referral form

*"I'd like to refer you to First Breath, a free program that can help you meet your tobacco and/or substance use-related goals. How does that sound?"**

EXPLAIN FIRST BREATH SERVICES

- Use the referral booklet to explain comprehensive First Breath services

COMPLETE REFERRAL FORM

- Ensure all questions are complete
- Ensure consent box is checked

REVIEW NEXT STEPS OF REFERRAL

- First Breath Health Educator will contact them the following week
- Text 'FIRSTBREATH' to 29669

GIVE REFERRAL GIFT AND BOOKLET



NO JUDGMENT. JUST SUPPORT.

SUBMIT REFERRAL FORM
via online submission, fax, or mail

*Optional Scripting

REFERRAL

A First Breath Health Educator will reach out the week after the referral is received. They will explain the program and offer enrollment into First Breath services, which include:



High Intensity Support



Low Intensity Support



Caregiver/Family Support



Long-Term Engagement

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COMPREHENSIVE FIRST BREATH SERVICES

HIGH INTENSITY SUPPORT

Pregnant and postpartum individuals receive monthly, individualized one-to-one education and counseling sessions from pregnancy through six months postpartum (up to 13 sessions) with their Health Educator. Sessions focus on goal setting and building coping and stress management skills.

	PREGNANCY						POSTPARTUM					
	1ST TRIMESTER		2ND TRIMESTER		3RD TRIMESTER		1ST MONTH	2ND MONTH	3RD MONTH	4TH MONTH	5TH MONTH	6TH MONTH
Enrollment	Start						End					
Check-In Sessions	📱	📱	📱	📱	📱	📱	📱	📱	📱	📱	📱	📱
Face-to-face Sessions		🏠			🏠		🏠					🏠
Data Collection		📄	📄	📄	📄	📄	📄	📄	📄	📄	📄	📄
CO Breath Test*		📱			📱		📱					📱
\$20 Gift Card (per visit)*	🎁	🎁			🎁		🎁					🎁
+ \$20 Gift Card (per passed CO/tobacco-free)*		🎁			🎁		🎁					🎁

*Only applies to tobacco product use

CAREGIVER/FAMILY SUPPORT

Caregivers and family members receive up to two one-to-one education and counseling sessions, text message support, and referrals to the Wisconsin Tobacco Quit Line and other social services.

LOW INTENSITY SUPPORT

Participants can enroll in additional texting support and receive 2-3 texts per week. They can also receive our monthly participant newsletter and engage via First Breath's social media platforms.

LONG-TERM ENGAGEMENT

Following completion of First Breath services, participants are invited to share their story, provide annual updates through baby's 5th birthday, and participate in annual Participant Advisory Groups (PAGs).

