

INFORMATION FOR HEALTH AND SOCIAL SERVICES PROFESSIONALS

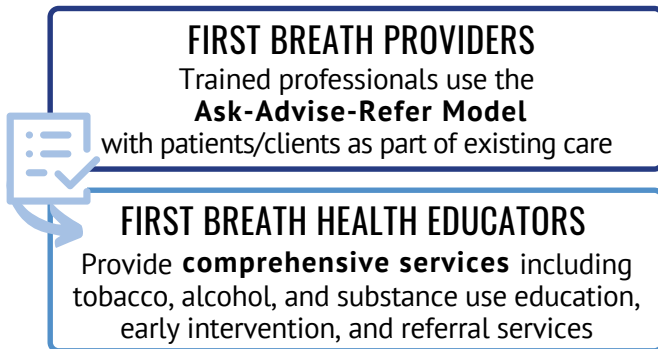
First Breath is a program that **helps people make positive changes** to their tobacco, alcohol, and other substance use during pregnancy and beyond. First Breath started in 2001 as an evidence-based tobacco treatment program. Over the past **20+ years**, the program has grown and adapted to meet the needs of pregnant people and families throughout Wisconsin. After many years of development and testing, First Breath expanded its services to address all perinatal substance use.



HOW DOES FIRST BREATH WORK?

First Breath trains health professionals to use the **Ask-Advise-Refer model** to address perinatal substance use as part of existing care. Providers use a validated tool to assess for use, provide a brief intervention, and then submit a referral to First Breath.

PROGRAM MODEL



First Breath's team of **highly trained**, locally based Health Educators follow-up to offer enrollment in comprehensive tobacco, alcohol, and substance use education, early intervention, and referral services.

These services include:

- ✓ Individualized one-on-one education and counseling (up to 13 sessions)
- ✓ Text message support
- ✓ Caregiver/family support
- ✓ Long-term engagement

Services are **participant-centered** and use a trauma-informed, strength-based approach.



HOW TO GET INVOLVED

Professionals who provide direct services to pregnant and postpartum people

MDs, Nurses, MAs, Social Workers, Case/Care Managers, Health Educators, Home Visitors, and More!

- We strongly encourage you to **become a First Breath provider**. The training is online and takes **less than one hour** to complete.


Visit providefirstbreath.org to learn more or visit [HERE](#) to get started.


Professionals who DO NOT provide direct services to pregnant and postpartum people


- Start by watching our First Breath Overview Video. The video is online and takes **less than 30 minutes**. Visit wwhf.org/firstbreath/resources to learn more or visit [HERE](#) to get started.
- Request a **virtual** group presentation [HERE](#)




LEARN MORE AND STAY CONNECTED

 [Quarterly e-newsletter](#)

 [Free resources](#)

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