

# FIRST BREATH 2024 PROVIDER SURVEY SUMMARY



## BACKGROUND

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 trains health professionals called "First Breath Providers" to use the Ask-Advise-Refer model to address perinatal substance use as part of existing perinatal care. They provide a brief intervention and submit a referral to First Breath. From there, First Breath's team of highly trained, locally based Health Educators provide comprehensive, tailored services to help participants reach their goals.

## PROVIDER SURVEY

Providers are a key strength of the First Breath Program. They identify and refer between 800 and 1,600 pregnant, postpartum, and caregiving people to First Breath each year. First Breath conducts a provider survey to better understand their practices, strengths, and needs. In 2024, an online survey was sent to approximately 1,300 First Breath Providers. **121 providers completed the survey.**

## RESULTS (n=121)

### Appropriateness

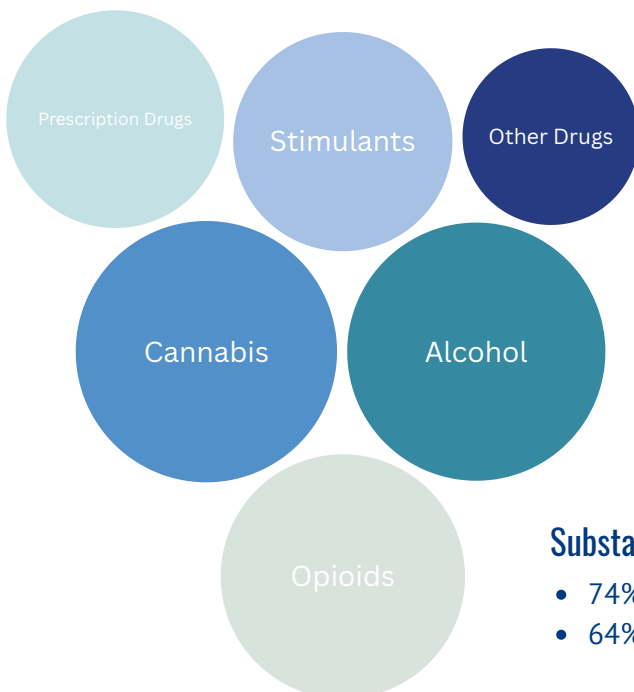
**99%** Say that First Breath materials and services are appropriate for the communities they serve

### Satisfaction

**87%** Are satisfied with the communication, technical assistance, and support from First Breath

## TRAINING NEEDS: 2025 & BEYOND

First Breath will create training modules to increase providers' confidence and impact addressing tobacco and other substance use with their patients and clients. Providers ranked substance - specific modules in order of greatest need:



### Future topic suggestions

- New vape products
- Long-term impacts of vaping
- Coping mechanisms

### Substance Specific Module Preferences

- 74% prefer pre-recorded trainings
- 64% prefer 30 minute modules

### Referrals

**97%** Say they are comfortable referring patients to the First Breath program

## PROVIDER QUOTES

*First Breath is a wonderful program. They are interested and committed to help women and their families to be healthy and supported.*

*It's helpful to have an effective tool to be able to offer clients who are interested in receiving support to achieve their goals.*

*Knowledge is power. Being able to help empower these families by First Breath's support helps to make me a better OBGYN nurse case manager caring for young families.*

*~ First Breath Providers*

To learn more about the First Breath program and its impact visit: [providefirstbreath.org](https://providefirstbreath.org)

Questions? Contact Us! 608-225-1675 ext 125 | [firstbreath@wwhf.org](mailto:firstbreath@wwhf.org)

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