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# Tobacco Cessation Resources for Pregnant Smokers

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# WV Tobacco Quitline

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- Free services which includes enrollment, four coaching calls and 8 weeks of nicotine replacement therapy (patches, gum or lozenges)
- Pregnant women can enroll unlimited times
- Immediate Families are eligible for ALL services too.
- Specific protocol for pregnant smokers



# Healthcare Provider Training

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- Free three hour training for healthcare providers.
- Free CEU's and CME's for Dentists, Dental Hygienists, Pharmacists, Nurses and Physicians
- Specific module addressing pregnant smoker cessation
- Faculty from the Marshall University School of Medicine
- Facilitated by WV Hospital Association



# Tobacco Free Pregnancy Advisory Council

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## Mission Statement:


The West Virginia Tobacco Free Pregnancy Advisory Council is a group of community leaders and professionals committed to improving the health of WV women, infants, and children by reducing the rate of smoking among pregnant women and eliminating children's exposure to secondhand smoke.



# Tobacco Free Pregnancy Advisory Council

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The Advisory Council provides recommendations to the WV Division of Tobacco Prevention in:

- Increasing public awareness of the negative impacts of maternal smoking on the developing fetus; and post-partum smoking on infants and children.
  - Development of cessation programs and interventions for women of child bearing age, pregnant and post-partum women.
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# ‘Mommy Quit For Me’

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- Two thirty second ads for television
- Radio ads
- Long format video to be distributed through physician offices, health departments, primary care and rural health clinics, and others
- Specific website for the distribution of the “Mommy Quit For Me” video and collateral materials  
[www.mommyquitforme.com](http://www.mommyquitforme.com)

# “Mommy Quit For Me”

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- New video and 30 second spots will be ‘unveiled’ early in 2012.
- Limited number of DVD’s available today
- Evaluation form – fill out and return to DTP



# Contact Information

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