

## State Quit Services Pregnancy Program



Our tobacco cessation services are grounded in more than 35 years of physical, psychological and behavioral health science from Optum®, a leading health services and innovation company dedicated to helping make the health system work better for everyone.

### **A clinically proven approach to overcoming nicotine dependence**

Despite a recent decline, tobacco use is still a problem and remains the leading cause of preventable disease in the United States.<sup>1</sup> Many women continue to smoke while pregnant, trying to become pregnant or breastfeeding.<sup>2</sup>

Smoking not only reduces a woman's chances of becoming pregnant, but it can also increase the risk of pregnancy complications and harm babies before and after they are born through exposure to secondhand smoke and nicotine.<sup>3</sup> Smoking during pregnancy has a direct impact on the health of the unborn child and has been linked to low birthweight, premature birth and birth defects.<sup>3</sup>

While 70 percent of tobacco users want to quit, it's difficult on their own.<sup>4</sup> Evidence-based interventions may double or triple their chances of success.<sup>5</sup> Optum Quit Services combine evidence-based strategies with personalized support, robust tools and resources to improve quit outcomes.

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**Babies born to a mother  
who smoked are**

**3x**

**more likely to die from sudden  
infant death syndrome (SIDS)<sup>3</sup>**

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**1 in 14**

**women smoke while pregnant<sup>2</sup>**

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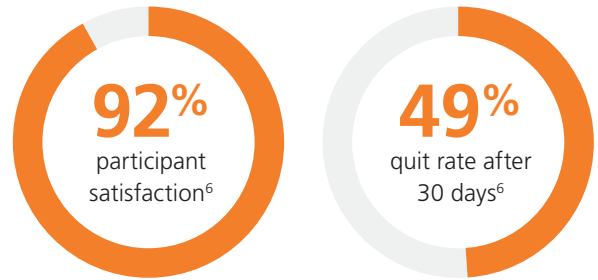
### A model for success

We offer multiple modes of support and a tailored approach to creating a quit plan that includes additional calls and follow-ups. Our tobacco cessation pregnancy program includes:

- ✓ Inbound and outbound calls from a specially trained Quit Coach® — seven calls before pregnancy and three calls after delivery to prevent relapse
- ✓ A web portal with pregnancy-related articles tailored to the needs of this audience
- ✓ Focus on additional pre- and post-natal risks

### Using data to drive better outcomes

We use clinical data to drive better outcomes and continually evolve our approach to align with the needs of nicotine users who are pregnant or have just given birth. In a quality survey, participants reported:



1. Centers for Disease Control and Prevention. Tobacco Use. [cdc.gov/chronicdisease/resources/publications/factsheets/tobacco.htm](https://www.cdc.gov/chronicdisease/resources/publications/factsheets/tobacco.htm). Accessed Sept. 30, 2020.
2. Centers for Disease Control and Prevention. Cigarette Smoking During Pregnancy. [cdc.gov/nchs/products/databriefs/db305.htm](https://www.cdc.gov/nchs/products/databriefs/db305.htm). February 2018.
3. Centers for Disease Control and Prevention. Smoking During Pregnancy. [cdc.gov/tobacco/basic\\_information/health\\_effects/pregnancy/index.htm](https://www.cdc.gov/tobacco/basic_information/health_effects/pregnancy/index.htm). April 28, 2020.
4. BMJ Journals. Estimating the number of quit attempts it takes to quit smoking successfully in a longitudinal cohort of smokers. [bmjopen.bmj.com/content/6/6/e011045](https://www.bmjopen.bmj.com/content/6/6/e011045). Accessed Feb. 26, 2018.
5. Oxford Academic. Linking smokers to a quitline: randomized controlled effectiveness trial of a support person intervention that targets non-smokers. [academic.oup.com/her/article/32/4/318/3953906](https://academic.oup.com/her/article/32/4/318/3953906). Accessed Feb. 26, 2018.
6. Optum South Carolina Tobacco Quitline Year 12 Valuation Report. Sept. 30, 2020.

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**Learn more about Quit Services at:**  
[optum.com/quitservices](https://optum.com/quitservices)

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