



Jackson County Department of Public Health

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INFANT MORBIDITY DECREASES WITH THE BABY & ME- TOBACCO FREE PROGRAM'S INCENTIVE BASED PRENATAL TOBACCO INTERVENTIONS

Local efforts to protect low-income women during their pregnancy through incentive-based smoking cessation interventions have been replicated across the United States. A new study from the Colorado School of Public Health at the Anschutz Medical shows a significant reduction in infant morbidity due to the program. The study, [Impact of an Incentive-Based Prenatal Smoking Cessation Program for Low-Income Women in Colorado](#), published in *Public Health Nursing*, examines the results of the interventions provided by the BABY & ME – Tobacco Free Program (BMTFP) throughout Colorado.

“Young women, especially when raised in low-income households, are a vulnerable target for tobacco use,” said Tessa Crume, PhD, MSPH, associate professor at the Colorado School of Public Health, and lead researcher in the study.

In Colorado, smoking in the third trimester of pregnancy is three to four times higher among women who live in poverty relative to women with higher incomes, according to Colorado Pregnancy Risk Assessment Monitoring System 2012-2014. Smoking during pregnancy is the most substantial modifiable risk factor for infant morbidity and mortality in the United States.

“The problem of prenatal smoking will not go away, especially when tobacco products target a younger generation, and nicotine addictions begin before becoming pregnant. This study is important because successful interventions improve the health of mothers and children, disrupt familial propagation of tobacco use while also saving Coloradans millions in healthcare costs,” Crume said.

The BMTFP intervention includes counseling (based on motivational interviewing) provided throughout the pregnancy and postpartum period, biomonitoring feedback via carbon-monoxide breath testing and financial incentives in the form of diaper vouchers contingent on cessation-status. A partner or a family member who also smokes and lives with the pregnant woman can participate in the program, reducing the exposure to secondhand smoke and doubling the incentive.

Key findings from the study include:

- **Reduction in infant morbidity:** BMTFP participants had a 24% to 28% reduction in the risk of preterm birth and a 24% to 55% reduction in the risk of neonatal intensive care unit (NICU) admissions.
- **Significant cost savings:** Cost savings per participant in BMTFP compared to the birth certificate population is \$6,040 and Pregnancy Risk Assessment Monitoring System (PRAMS) reference PRAMS is \$2,182. Total annual cost savings for Colorado associated with the BMTFP intervention was \$4,144,118 and \$1,497,299 compared to the birth certificate and PRAMS reference populations, respectively.



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For More Information

The findings demonstrated in this evaluation are further confirmation that the BMTFP is effective and important. For more information about enrolling or referring a woman to your local BMTFP, please contact the Jackson County Department of Public Health at 828-586-8994.

To learn about the program nationwide, please visit the BABY & ME-Tobacco Free Program website at www.babyandmetobaccofree.org

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