Reducing Prenatal and Neonatal Tobacco Exposure in Newberry County

Dean's Rural Clerkship-MUSC

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Many Thanks:

- T.I.P.S: Tobacco Intervention and Prevention Strategies…Renee Martin!
- American Cancer Society
- March of Dimes
- Newberry Family Health Center
- Newberry County Memorial Hospital
- Anna Shuler, Laura Pomeroy, Nick Patel

Tobacco Use in Newberry

- 23% of residents smoke
  - National average: Female-23% Male-27%
- 16.3 % of women smoke during their pregnancy (rank=33/47)
  - SC average: 13.7%
  - National average: 12.9%

Tobacco and Pregnancy: Low Birth Weight

- Maternal smoking accounts for
  - 20-30% of all low birth weight babies
  - 14% of all pre-term deliveries
- Risk of LBW increases 26% for each additional 5 cigarettes per day
  - Average 22 day hospital stay, cost of $50,000
  - 72x↑ risk death in first year
- Newberry County ranked 36/46 counties, with LBW rate of 10%

Tobacco and Infants

- SIDS: #1 cause of death in 1mo-1yr olds
  - 40% of SID could be avoided if all women quit smoking during pregnancy
  - 5 cases of SIDS in Newberry County (1999)
- Asthma: twice as likely if mother smoked >10 cigarettes per day
  - nearly 1M children suffer exacerbations from second hand smoke
- ↑ URI, Pneumonia

Aims

- Improve tobacco awareness in the prenatal and neonatal communities
- Identify OB patients who smoke
- Identify households with smokers and children < 1 year old
- Facilitate enrollment of these smokers in the T.I.P.S. program

Measures

- Patients identified who are pregnant and smoke, or who have a child <1yo in the household and smoke
- Number of patients who commit to the TIPS smoking cessation program
- Number of pamphlets distributed within the clinic and community

Possible Changes for Improvement

- **Drivers:**
  - TIPS framework already in place
  - Financial backing
  - Free bassinets
  - Right thing to do
  - ...Free bassinets
- **Barriers:**
  - Incidence of smoking under-reported
  - Smoking's addictive!
  - 867-5309 ???
  - Incentive to businesses?

PDSA Cycle: Plan

- Meeting with TIPS coordinator to evaluate current status/needs of project
- Identify pregnant smokers at Newberry Family Health Clinic
- Identify households with <1 yo children
- Identify community targets to recruit additional TIPS candidates
- Distribute TIPS pamphlets

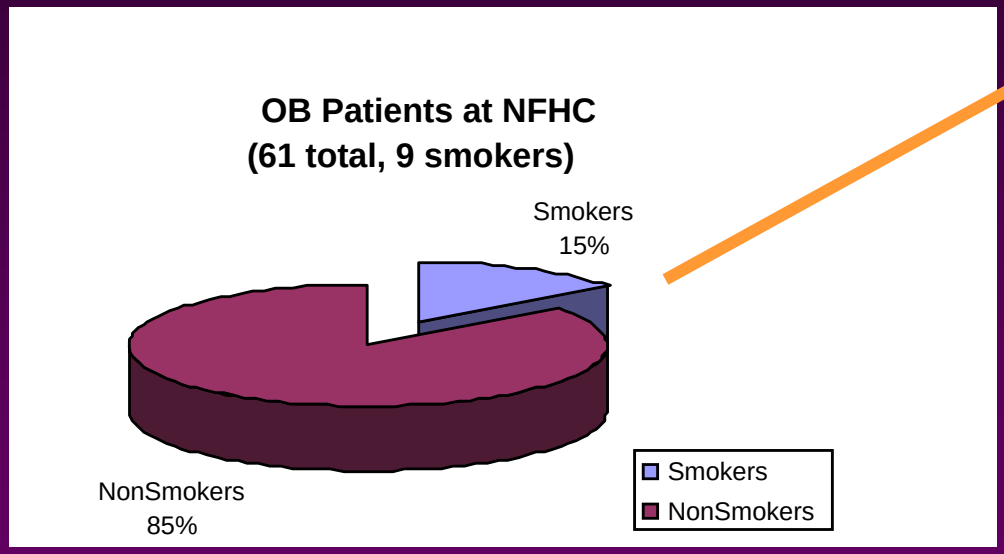
PDSA Cycle: Do

- Discussed project with physicians at NFHC, L&D nurses at NCMH, administrators at Glenwood housing project, and store manager of Newberry WalMart
- Researched prenatal smoking trends at NFHC; facilitated enrollment in TIPS program
- Distributed information packets to all NFHC OB charts
- Set up displays with bassinets and fliers at NCMH and NFHC…???WalMart???

PDSA Cycle: Do (...continued)

- Distributed fliers to hospital, Family Medicine Clinics, Glenwood Housing Project
- Mailed TIPS literature and bassinet offer to all NFHC households with <1yo child
- Recruited patients from clinic and ER

PDSA Cycle: Data Analysis (61 OB Patients at NFHC)



9 Smokers

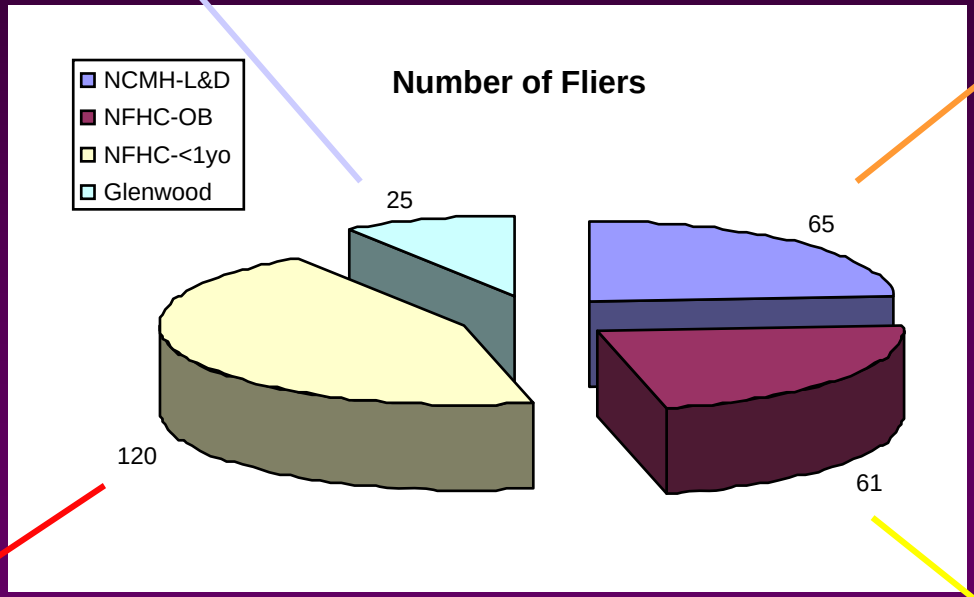
6 Contacted

5 "Enrolled"

PDSA Cycle: Data Analysis
TIPS Flier Distribution

1
Enrolled

2
Enrolled



Zero
Enrolled

2
Enrolled

PDSA Cycle: Act

- Pt education and TIPS flier distribution will be continued by L&D nurses at NCMH, and staff at NFHC
- TIPS coordinator has begun to schedule patients in smoking cessation courses
- Surveys could be used to document patient's attitude/usage of tobacco before and after TIPS classes
- …seek new points of entry into the community at large

Lessons Learned

- Tobacco's ADDICTIVE!!
- 867-5309 is not a valid number in Newberry County
- Physicians aren't too interested in hearing about new community resources available for their patients
- Three and half weeks isn't as long as it sounds