

Bassinets for Smoke Free Babies in Newberry County



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Dean's Rural Primary Care Clerkship

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Newberry Family Health Center Newberry, SC

Special Thanks to:

- Newberry Family Health Center
- Tobacco Intervention and Prevention Strategy (TIPS) project coordinator-- Renee Martin
- Mid-Carolina AHEC: Julie Ghent, Laurie Patenaude
- March of Dimes
- Newberry County Memorial Hospital
- Dr. Timothy Hutchinson
- Dr. Michael Bernardo



Facts on Smoking and Pregnancy

- In SC, 15.1% of pregnant women are smokers
- In Newberry County, 16.3% of pregnant women are smokers
- Prenatal smoking doubles risk of LBW babies, doubles risk of SIDS, and quadruples risk of behavioral and learning problems
- With a LBW rate of 9.9%, Newberry County is ranked 36th out of 46 counties
- A LBW baby (one weighing <5.5 lbs.) is roughly 40 times more likely to die during the neonatal period and 5 times more likely to die later in the postneonatal period
- If a mom quits smoking by 4th month of pregnancy, baby has same health risks as baby of a nonsmoker
- Postnatal ETS exposure increases childhood incidence of Otitis Media and Respiratory Disease



AIMS

Global Aim

- Decreasing incidence of smoking among women who are patients at NFHC through participation in Bassinet Program

Local Aims

- Assess NFHC staff knowledge of effects of smoking on pregnancy
- Educate NFHC staff about dangers of prenatal and postnatal smoking
- Implement means to track eligible participants at NFHC
- Encourage staff to enlist pregnant smokers, smokers planning a pregnancy, and mothers who smoke who have children < 1 year old in Bassinet Program



MEASURES

- Responses of NFHC staff to survey before and after presentation on subject
- A system implemented to track pregnant smokers, smokers planning a pregnancy, and mothers who smoke and have children < 1 year old
- Number of patients identified as possible participants



Possible Changes for Improvement

Encouraging all staff to identify NFHC patients that qualify for Bassinet Program

Drivers

- Funding by March of Dimes
- Free Bassinets
- Enthusiastic project coordinator
- Mothers wanting the best for their baby
- Notebook to track participants
- Project coordinator's willingness to call to check # of eligible pts
- Project coordinator's willingness to meet pts at workplace or public location
- Community need

Barriers

- Addictive qualities of smoking
- Pts' hesitancy to report habit
- Pts' lack of transportation to meetings
- Pts' fear of time commitment
- Pt not establishing communication with coordinator
- Staff forgetting about program
- Lack of incentive for staff to enlist eligible patients
- Adding stress of quitting smoking to a stressful situation



PDSA Cycle # 1

PLAN:

- Assess the needs of the community in regard to a local project
- Review projects done by previous students on topic
- Gather information about the problem in general and in Newberry

DO:

- Meet with Laurie Patenaude of Mid-Carolina AHEC (local site coordinator) to discuss community needs and success of previous projects on smoking cessation and diabetes
- Read over PowerPoint presentations of previous students on topic
- Meet with Renee Martin (TIPS coordinator and project coordinator) to discuss the project's needs
- Read information about program, A Guide for Counseling Women who smoke, SC PRAMS data, and JAMA article
- Watch video entitled "Is your baby smoking? Clear the air you share"



PDSA Cycle # 1

STUDY:

- Bassinet Program needs more participants
- Awareness of Bassinet Program needs to be increased
- A better way to track eligible patients needs to be put in place

ACT:

- Educate staff of NFHC about the dangers of smoking and pregnancy at a staff meeting
- Inform staff of NFHC of Bassinet Program
- Encourage staff of NFHC to enlist eligible patients
- Create a notebook to track eligible patients quickly and easily
- Place notebook in a central location



PDSA Cycle # 2

PLAN:

- Survey staff on knowledge of harmful effects of smoking on pregnancy and on knowledge of Bassinet Program
- Educate staff on smoking and pregnancy topic, dangers of ETS exposure, specifics of Bassinet Program, and location of notebook
- Compile a notebook for recording information about eligible patients
- Explain how to use notebook to record information
- Explain how Renee Martin will call every 2 wks to check for new names
- Encourage staff to enroll pts because of the benefits to mom and baby



PDSA Cycle # 2

DO:

- Create a survey addressing important issues used as pretest and posttest
- Make a presentation at staff meeting including info about steps in smoking cessation counseling and the 5 stages of change
- Make a notebook with a patient roster, info about March of Dimes grant, brochures for patients, and info about who to contact
- Make enrollment of pts by staff easier by using simple pt roster requiring only name, phone number, and date

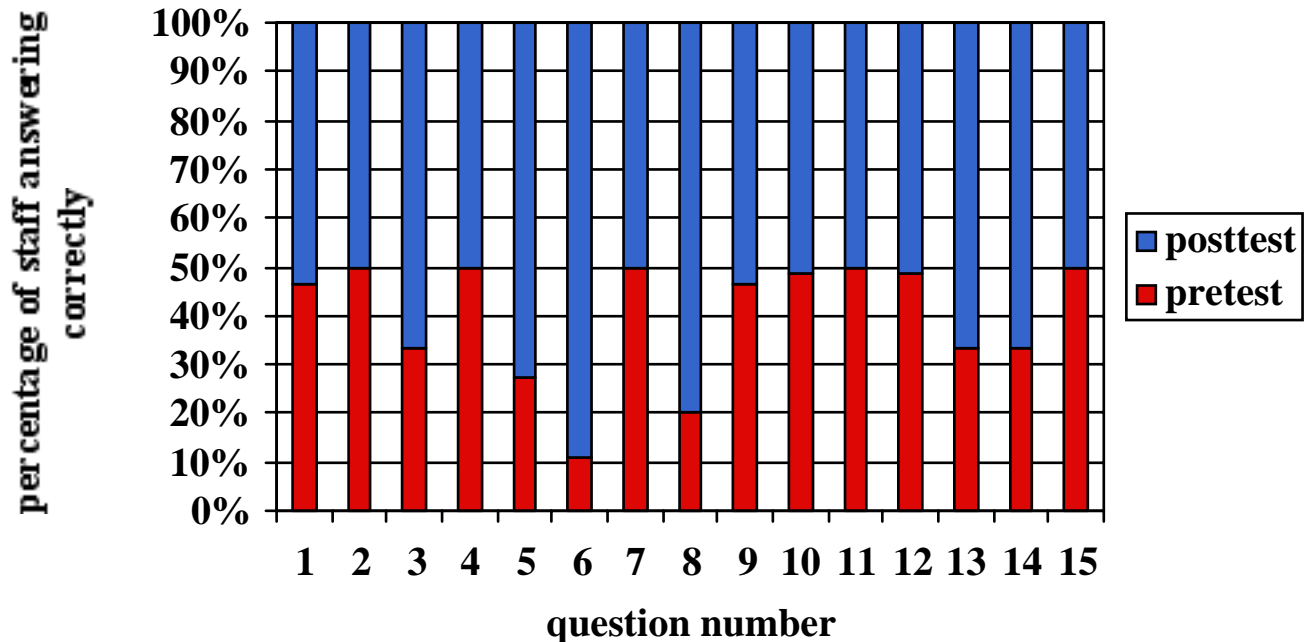


DATA

- 16 staff members attended staff meeting and completed survey
- Staff averaged 72.9% correct on pre-test and 100% correct on post-test.
- There were 5 questions that nobody missed
- Significant deficits of knowledge were noted on the following topics: chronic prenatal ETS exposure, likelihood of LBW babies dying in neonatal or postneonatal period, and when during pregnancy most damage is done to unborn by smoking
- Two patients that I saw later in clinic signed up for program
- Dr. Hutchinson encouraged another pt to enroll who currently smokes and is planning a pregnancy
- One patient encouraged to enroll last week recently called about setting dates for further appointments

DATA

Survey Results of Staff at NFHC



1. SC statistics

2. SIDS

3. Behav/ Learning problems

4. LBW

5. ETS/ LBW

6. LBW problems

7. Postnatal ETS

8. Timing of damage

9. Bleeding/ Miscarriage

10. Relapse

11. Clinical Guidelines

12. March of Dimes

13. Eligibility

14. Notebook

15. Contact person

PDSA Cycle # 2

Act:

- Renee Martin will call NFHC every 2 weeks to check patient roster
- Renee Martin will meet with eligible patients 4-5 times at a convenient location and provide a bassinet if the pt completes the program
- Create means to encourage staff to enroll patients
- Increase awareness of Bassinet Program in pt population
- Create incentives for staff to continue to enlist pts in program
- If the OB charts are ever computerized, make a template to track smoking mothers
- Place a bassinet in the waiting area that contains brochures about the program for patients to take



Lessons Learned

- A ten minute presentation is not long enough to present this topic thoroughly to staff
- Staff members need incentives to take on extra work
- Some patients join the program only for the bassinet and not for help with smoking cessation
- A flexible coordinator willing to meet the patient at a convenient location is crucial
- The optimal time to meet with a patient would be after a doctor's appointment
- Parents of children < 1 year old should be questioned about smoking habits and encouraged to smoke outside
- Each pt enrolled may result in one more big, healthy baby