

## PRENATAL TOBACCO CESSATION RESOURCES

### Florida Dept. of Health Infant, Maternal and Reproductive Health

#### Counseling

##### **Make Yours a Fresh Start Family (MYFSF)**

The *MYFSF* model is an effective way for health care providers to counsel pregnant women and mothers to stop smoking. Interventions are based on the person's readiness to change. The *MYFSF* program was developed by the American Cancer Society, American Academy of Pediatrics, and Pennsylvania Department of Health and is consistent with federal smoking cessation guidelines. Florida's Healthy Start coalitions provided training for staff in all of Florida's counties in this model.

The following educational items are available for order through the American Cancer Society. In Florida, materials may be ordered from the Department of Health Distribution Center.

Department of Health Forms Warehouse  
104-2 Hamilton Park  
Tallahassee, FL 32304  
(850) 414-8086

ITEMS ARE TO BE ORDERED PER PACKAGED UNIT OF ISSUE.  
BROCHURES ARE NOT AVAILABLE AS PARTIAL PACKAGES OR SINGLE  
SAMPLES

Target	Title	Publication #	Stock #
Pregnant Women	Make Yours a Fresh Start Family Magazine for Pregnant Women Who Smoke	DH 150-387, 4/98	HMI JH573038701 501 25/Pk
Mothers	Make Yours a Fresh Start Family Magazine for Mothers Who Smoke	DH 150-386,4/98	HMI JH573038601 506 25/Pk
Pregnant Women	Pregnant? Don't Smoke!	DH 150-363, 10/96	5730-363-0150-5 100/Pk
Pregnant Women	Pregnant Woman's Guide to Quit Smoking	DH 150-362,10/96	5730-362-0150-1 90/Cartron
Primary Care Clinicians	Helping Smokers Quit Pocket Guide for Primary Care Clinicians	DH 150-388, 4/98	5730-388-0150-5 25/Pk
Primary Care Clinicians	<u>5A's &amp; 5R's Poster</u>	DH 150-717, 12/02	5731-717-0150-8
Spanish Speaking Pregnant Women	Smoking and Pregnancy (Spanish)	DH 150-894,	5730-894-0150-4 50/PK

Self-help study manuals to train new staff are available from Trish Mann at (850) 245-4465.

## **Clinical Practice Guideline: Treating Tobacco use and Dependence, U.S.**

**Department of Health and Human Services** – The guide is available from the Agency for Healthcare Research and Quality. Call (800) 358-9295 or find online at [www.surgeongeneral.gov/tobacco/default.htm](http://www.surgeongeneral.gov/tobacco/default.htm)

**American Lung Association** - The American Lung Association (ALA) offers Freedom from Smoking clinics. For information about Freedom from Smoking clinics being offered in your community, contact the ALA at 1-800-Lung USA (1-800-586-4872). The ALA also offers Freedom from Smoking clinics on-line. This service is free of charge and available 24 hours per day, seven days per week. To access on-line Freedom from Smoking clinics, go to the National ALA web-site at [www.LungUSA.org](http://www.LungUSA.org).

**Sending an E-card of Support** – The American Legacy's Circle of Friends website <http://www.join-the-circle.org/display.aspx?moduleid=32695012-a016-4537-b27d-1575463baffb&mode=user&page=support>

**Online Training** – Two audio teleconferences on smoking cessation may be heard at <http://www.qnahec.org/tobacco/>. The website also includes handouts on prenatal smoking cessation.

### **Self Help**

#### **By Phone**

**Florida Quit For Life Line** – 1-(877) U CAN NOW, toll free help line provides information and counseling to help Floridians wishing to quit smoking. The hotline provides information in English, Spanish, and Haitian-Creole. Translation services are available for other languages and the hotline has TDD for the hearing impaired. The line is made possible through a grant provided to Department of Health by the Centers for Disease Control. The Department of Health has contracted with the American Cancer Society to staff the lines. The counseling is tailored to the caller's stage of readiness to quit smoking.

Providers may have the patient call the line themselves or have they may fax a referral to the QuitLine.

#### **How Fax To Quit Works**

The health care provider or other professional discusses the free services and how tobacco users can access the QuitLine. If interested, the tobacco user may then complete a Fax to Quit registration form. A QuitLine counselor will follow-up by calling the tobacco user to discuss how to quit. If the tobacco user speaks a language other than English, he or she can indicate the preferred language choice on the enrollment form. A translator will be on the line to greet the tobacco user when the QuitLine counselor calls. Fax forms are available at <http://www.doh.state.fl.us/tobacco/quitline.html#FAX%20TO%20QUIT>.

The provider may obtain information on QuitLine brochures and free promotional items at [http://www.doh.state.fl.us/tobacco/Hlthcare\\_Prov.html](http://www.doh.state.fl.us/tobacco/Hlthcare_Prov.html). The stock numbers follow.

#### Quitline Calling Cards

DH 150-718, 1/03

Stock number: 5733-718-0150-6

#### Quitline Brochure

DH 150-719, 12/02

Stock number: 5730-719-0150-5

Lip Balm - Quitline  
DH 150-722, 12/02  
Stock Number: 5733-722-0150-2

Lip Balm Holders - Quitline  
DH 150-724, 1/03  
Stock Number: 5733-724-0150-1

## Help for stopping tobacco use



- ◆ It's a toll-free telephone-based tobacco use cessation hotline for adults and youth.
- ◆ 5 Pro-active counseling sessions (8 for pregnant women).
- ◆ Self-help materials.
- ◆ Coupons for Pharmacotherapy assistance.
- ◆ Counseling and materials are available in English, Spanish, and Haitian-Creole; translation service for other languages.
- ◆ TDD service is available for hearing impaired.
- ◆ ANYONE living in Florida who is ready to make a quit attempt can use the hotline.

**Quitline assists in quitting all tobacco - including smokeless**

### Second Hand Smoke

**Take the Smoke-Free Home Pledge** – This campaign provides encouragement and pledge cards to reduce second hand smoke exposure. Call 1 (800) 513-1157. Web: [www.epa.gov/iaq/ets](http://www.epa.gov/iaq/ets).

**Report of the Surgeon General on The Health Consequences of Involuntary Exposure to Tobacco Smoke:** You may read the summary or full text of the report online at <http://www.surgeongeneral.gov/library/secondhandsmoke/>.

### Staying Quit

**American Legacy's Circle of Friends** provides online information and support. <http://www.join-the-circle.org/>

**The National Cancer Institute** has awarded the **University of South Florida** and the **H. Lee Moffitt Cancer Center** a grant to develop, distribute, and evaluate self-help materials to aid pregnant and postpartum women in maintaining their tobacco abstinence. Women may call the toll-free phone number (1-877-9-**KICK-IT**) to request the materials. You may call the same number to get posters and cards to give to your pregnant patients who have quit smoking. [http://www.moffitt.usf.edu/cancer\\_research/tobacco\\_research/publications.asp](http://www.moffitt.usf.edu/cancer_research/tobacco_research/publications.asp)

For additional information, you may contact Trish Mann at (850) 245-4465 or at [Trish\\_Mann@doh.state.fl.us](mailto:Trish_Mann@doh.state.fl.us).