

## SUMMARY STATEMENT

During the past ten years, the pregnancy smoking rate for North Dakota women has steadily declined from 17.0% in 2009 to 11.0% in 2018. Through evaluation from the BABY & ME – Tobacco Free Program (BMTFP) and North Dakota Vital Records data, the average birth weight of babies born to women in the BMTFP compared to the average birth weight for pregnant smokers is statistically significantly higher. In fiscal year 2017, the difference was 8 ounces, and in fiscal year 2018, it was 6.5 ounces.

The BMTFP is an evidence based, smoking cessation program created to reduce the burden of tobacco on the pregnant and postpartum population. By providing counseling support and resources to pregnant women, the program helps women quit smoking and stay quit, resulting in improved birth outcomes and long-term positive outcomes for women, children, and their families. In the postpartum sessions, women receive continued support to maintain their tobacco free lifestyle as well as diaper vouchers when they test tobacco free.

## ACTIVITIES AND RESULTS

Increased education and program outreach had a positive effect on birth outcomes. During the recent year, the North Dakota Department of Health (NDDoH) funded several Tobacco Treatment Specialist (TTS) trainings, which resulted in an additional 90 staff from a variety of healthcare settings with increased tobacco treatment and motivational interviewing skills. Improved documentation of tobacco use and cessation interventions contribute to reducing tobacco use at any age, especially important to women of child-bear age.

The BMTFP increased promotion and outreach within each location's community. BMTFP facilitators shared program information and participants' successes with other local service locations to spread awareness of the resource for pregnant tobacco users. A majority of the BMTFP sites are based in health care systems with additional sites at local public health units and a federally qualified health center. This year, the NDDoH expanded the BMTFP into rural and American Indian locations. Additionally, the BMTFP enrollment increased 45% this year.