

## SUMMARY STATEMENT

Smoking during pregnancy can result in numerous adverse birth outcomes including preterm birth and low birthweight, birth defects and infant death. In 2017, an estimated 18.1% of women in South Dakota smoked in the three months prior to pregnancy, and 12.6% smoked while pregnant. Among women who are successful in quitting tobacco during pregnancy, relapse after delivery is common. In 2016, the rate of postpartum relapse among SD mothers was 38.0%. Relapse in the postpartum period poses risks to the infant from second and third hand smoke exposure, as well as continued health risks for the mother. The South Dakota QuitLine is available for all South Dakotans aged 13 and older, including pregnant women, and added a Postpartum Program in June 2016.

## ACTIVITIES AND RESULTS

In June 2016, the SD QuitLine launched a relapse prevention program targeting postpartum women. Pregnant women who enroll in the SD QuitLine are invited to enroll in the Postpartum Program during one of the five standard coaching calls. The program consists of four coaching calls (in addition to the five calls offered through the standard SD QuitLine service) completed by a dedicated coach with expertise in postpartum cessation coaching. The additional calls are structured at designated time points based on the woman's due date, including 2 weeks before, and 15, 45 and 90 days after the participant's due date. If at any point while participating in the Postpartum Program, the woman reports a relapse, she is automatically re-enrolled into the standard SD QuitLine Program.

A total of 8,570 tobacco users received cessation services in the SD QuitLine from May 1, 2016 to May 31, 2018. Of these, 147 women (1.7%) indicated they were pregnant, and 46 women (0.5%) were nursing (Figure 1). Of the pregnant women enrolled into the SD QuitLine standard service, 77 (52.4%) also enrolled in the Postpartum Program. Many (60.3%) of Postpartum Program enrollees were not reached, or were no longer interested in participating, at the first Postpartum Program call (2 weeks before due date). Of the 23 Postpartum Program participants, five women reported using tobacco, and opted to re-enroll into the SD QuitLine standard program. Pregnant women enrolled in the Postpartum Program were less likely to be White than the pregnant women who chose not to enroll into the program, and those that enrolled were much more likely to complete at least one coaching session in the SD QuitLine Program (94.7% of Postpartum Program enrollees compared to just 70.4% of non-enrollees). A 31% intent to treat quit rate was calculated, which assumes all participants not contacted for participation in the program are using tobacco.

After seeing early success, the Postpartum Program moved out of the pilot stage in Fall 2018 and expanded to include all pregnant tobacco users who quit during pregnancy, even if they quit on their own. This expanded service has been promoted through Department of Health regional staff, local coalitions, and Medicaid Health Homes providers across South Dakota.