



Tobacco Cessation: Considerations for Pregnant Population

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Andrea Pratt, Ph.D. Clinical Director
Kick It California
University of California San Diego

Smoking & Nicotine in Pregnancy^{1,2}

- How does nicotine affect pregnancy?
 - During smoking, about 4,000 chemicals passed from pregnant person to fetus – including nicotine
 - Nicotine can cause permanent damage to fetal brain and lungs
 - Nicotine causes blood vessels to narrow which reduces oxygen and nutrients to the fetus
- Perinatal Risks
 - Cleft lip
 - Higher rates of colic
 - Fetal growth restriction
 - Placenta previa
 - Abruptio placentae
 - Premature birth
 - Low birth weight
 - Increased perinatal mortality
 - Ectopic pregnancy
 - Sudden infant death syndrome (SIDS)

1. Tong VT, Dietz PM, Morrow B, D'Angelo DV, Farr SL, Rockhill KM, et al. Trends in smoking before, during, and after pregnancy—Pregnancy Risk Assessment Monitoring System, United States, 40 sites, 2000-2010. Centers for Disease Control and Prevention (CDC). MMWR Surveill Summ 2013; 62(SS- 6): 1– 19.

2. The American College of Obstetrics and Gynecology. <https://www.acog.org/womens-health/faqs/tobacco-alcohol-drugs-and-pregnancy>

Smoking Rates Decline During Pregnancy

- About half (54%) quit during or before pregnancy⁴
- US National Center for Health Statistics (2011-2017)⁵
 - 24.3% quit during pregnancy
 - Smoked during 1st trimester then quit = 14.5%
 - Smoked during 1st and 2nd trimester then quit = 6.8%
 - Quit during the 3rd trimester = 39.7%
 - Frequency
 - Almost half of 3rd trimester smokers consumed ≥ 10 CPD
- Tobacco smoking has decreased among pregnant people⁶
 - Smoked at all during pregnancy decreased to 4.6%
 - 36% reduction from 2016 to 2021
 - Declines in all race, age, and states
 - Higher rates in non-Hispanic American Indian or Alaskan Native, non-Hispanic White, pregnancy under the age of 30, 10 states
- Relapse common postpartum – about 30%⁷

General Smoking Cessation Principles Apply

The 5 A's of Tobacco Cessation

Motivational Interviewing

Cognitive Behavioral Interventions

Pharmacotherapy*



The 5 A's of Tobacco Cessation: Ask

ASK the patient about all types of tobacco or nicotine use at the first prenatal visit and follow up with her at subsequent visits. The patient should choose the statement that best describes her tobacco or nicotine use status:

- A. I have never used tobacco or nicotine or have minimal amounts of tobacco or nicotine in my lifetime (for example, less than 100 cigarettes in my lifetime).
- B. I stopped using tobacco or nicotine before I found out I was pregnant, and I am not using tobacco or nicotine now.
- C. I stopped using tobacco or nicotine after I found out I was pregnant, and I am not using tobacco or nicotine now.
- D. I use some tobacco or nicotine now, but I have cut down on the amount of tobacco or nicotine I use since I found out I was pregnant.
- E. I use tobacco or nicotine regularly now, about the same as before I found out I was pregnant.



Screen for secondhand
exposure



The 5 A's of Tobacco Cessation



Ask

Every patient, every visit



Advise

Clear, strong, personalized
message to quit



Assess

Willing to quit at this time?



Assist

Offer treatment options
such as pharmacotherapy
or counseling



Arrange

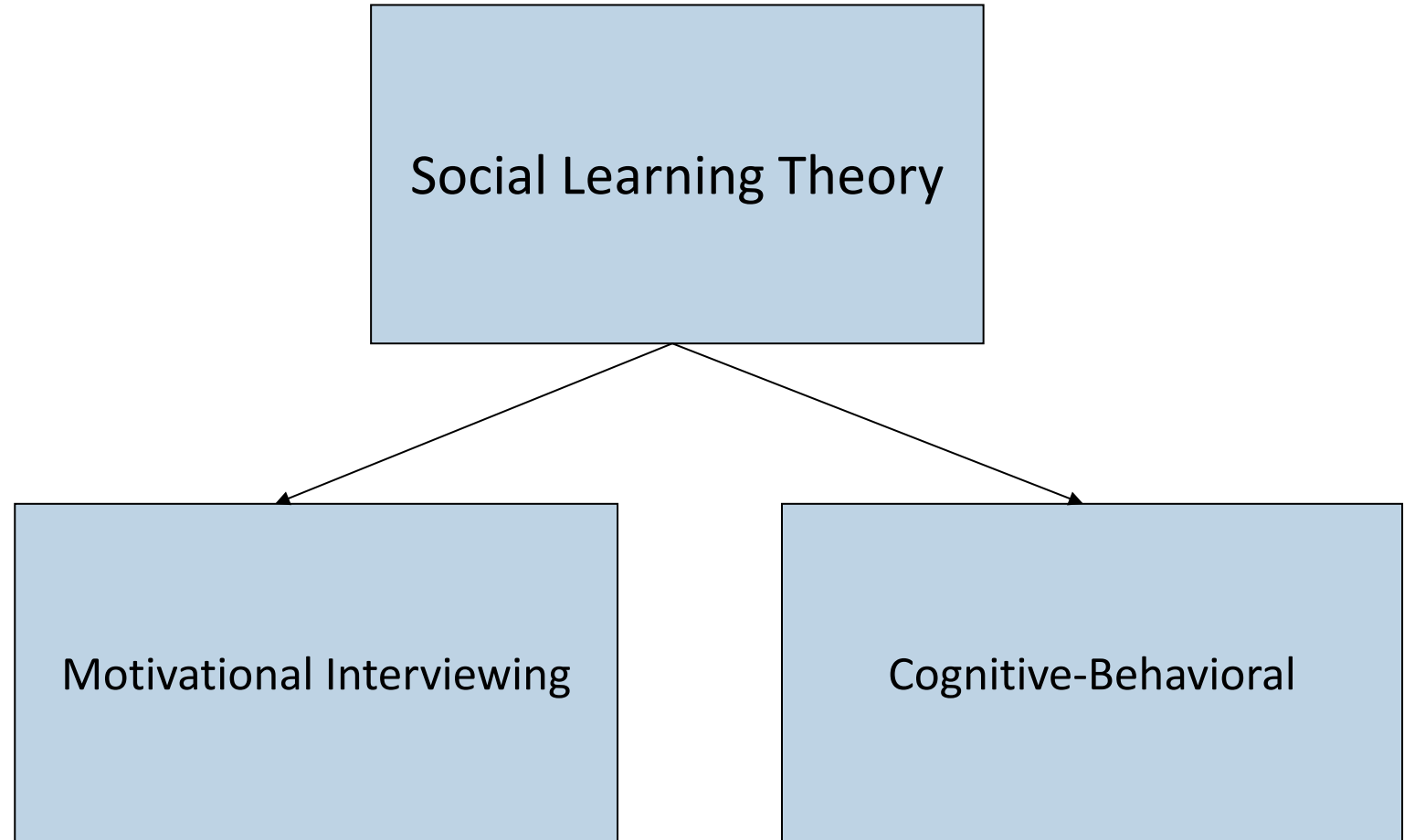
Schedule a follow-up
contact

A close-up photograph of a pregnant woman's midsection. She is wearing a vibrant, multi-colored floral dress with large red, orange, and blue flowers. Her hands are gently cupping her pregnant belly, with fingers spread. She is wearing a silver ring on her left ring finger. The background is softly blurred, showing hints of a kitchen or dining area with a white plate and some greenery.

Psychosocial interventions increase likelihood of abstinence at end of pregnancy⁸

Smoking Cessation for Pregnant Individuals

Theoretical Framework



Motivation

- Having mixed feelings about quitting is normal and it is complicated by pregnancy (ambivalence)
 - Normalize
 - Evoke client concerns about smoking
 - if you don't quit smoking, what concerns do you have? How do you think things will be better after you quit?
 - Picture life when your baby is born. How do cigarettes fit or not fit with that image?
- Misunderstanding health risks
 - Gently provide education, avoid argumentation
 - On one hand you know about cases where smoking didn't harm the baby and think you could get lucky too, and on the other, you told me you want to do whatever it takes to give your baby a healthy start.
- Assess reasons and intention to quit
 - Cost benefit analysis
- Increase confidence
- Discuss developmental milestones to make the baby seem “real”

Cognitive Factors

- Self-Efficacy
 - Past quit attempts are learning experiences = greater self-efficacy
- Deprivation Mentality
- Guilt
- Attribution
- Cognitive shift
 - Risk for postpartum relapse
- Self Image
 - Parent and non-smoker

Behavioral Factors

- Mood & stress management
 - Assess, education, support
- Social support
- Encourage quit attempts
 - Planning for quit attempt
 - Tobacco use triggers
 - Coping strategies
 - Support
- Prevent relapse
 - Self-monitoring
 - Planned follow-up
- Rewards for milestones

Pharmacotherapy and Pregnancy⁴

- Cautioned by manufactures
- Limited research
- Best Practice- refer to medical provider for individual decision making
 - Risk and benefits conversation





How Kick It California Services and Resources Can Help

QUIT SMOKING

■ QUIT VAPING





■ QUIT SMOKELESS TOBACCO

- **FREE** statewide cessation program
- Started in 1992 by UCSD researchers. Since then, we have helped nearly a million Californians
- All services are confidential
- Validated in randomized controlled trials
- Trained counselors help with a tailored plan and offer support
- Open Mon-Fri (7am-9pm); Sat (9am-5pm)
- Multiple languages: English, Spanish, Mandarin, Cantonese, Korean, Vietnamese
- >27,000 registered users in 2021



1million+ people served

120,000 people over the last 3 years

PHONE	CHAT	TEXT	MATERIALS	APPS	VIDEOS	ALEXA
						
LIVE COACHING MON-SAT	LIVE COACHING MON-SAT	AUTOMATED MESSAGES	DIGITAL & PRINT	IOS & ANDROID	8 ONLINE VIDEOS	SKILL - QUIT TIPS
SMOKING	SMOKING	SMOKING	SMOKING	SMOKING	SMOKING	SMOKING
VAPING	VAPING	VAPING	VAPING	VAPING	ENGLISH & SPANISH	VAPING
CHEW	CHEW	ALL SERVICE LANGUAGES*	CHEW	ENGLISH		ENGLISH & SPANISH
ALL SERVICE LANGUAGES*	ENGLISH & SPANISH		ALL SERVICE LANGUAGES*			

* Service languages: English, Spanish, Chinese, Korean, and Vietnamese. (Asian languages not funded under this grant.)

Website: kickitca.org



[Our Program](#)

[Quit Smoking](#)

[Quit Vaping](#)

[Quit Smokeless](#)

[Help Others Quit](#) ▼

[Quit Now](#)

[Call](#)

[English](#) ▼



Welcome to Kick It California

We're a free program that helps Californians kick smoking, vaping, and smokeless tobacco with the help of proven, science-based strategies. Take the first step toward quitting.

[Start Now](#)



Chat

Web Referral

[Our Program](#)[Quit Smoking](#)[Quit Vaping](#)[Quit Smokeless](#)[Help Others Quit](#) ▼[Quit Now](#)[Call](#)[English](#) ▼

Health Professionals

Kick It California provides free tobacco cessation education, training, and technical assistance. We also offer options for you to securely refer your patients and clients to our Quit Services.

[Refer a Patient](#)

How to Submit
Web-based Referrals
to **Kick It California**

STEP 1 Scan QR code for easy access

kickitca.org/patient-referral



STEP 2 Enter ALL fields for Health Professional & Patient

Health Professional Information

First Name*

Last Name*

Email*

Clinic Name*

STEP 3 Enter FULL clinic or community-based organization name

Patient Information

First Name*

Last Name*

Date of Birth (MM/DD/YYYY)*

Phone Number*

Gender



Language



Patient Consent

Obtain patient consent. Quit Coaching is available to those aged 13 or older.

Patient or Patient's Guardian (if under 18) consents to allow the referring organization to share contact information with Kick It California for the purpose of offering cessation services through phone or email.

STEP 4 ☒ Yes, I consent

Verify

☒ I'm not a robot



STEP 5

Submit



A quit coach will call the patient within 2 business days after referral is made.

1.800.300.8086

KICK/IT
California



Thank you!

Resources

- [Kick It California](#)
- [You Quit, Two Quit](#)
- [Smokefree Women](#)
- [ACOG](#)