

# Maternal Smoking Goals

## **Maternal Smoking:**

**NW Maternal Smoking Group Team Members:** Munson Community Health (MCH), Healthy Futures (HF), Benzie/Leelanau Health Department (BLHD), Grand Traverse County Health Department (GTCHD), Health Department #10 (HD10), Health Department of Northwest Michigan (HDNWM), Traverse Bay Great Start Collaborative (TBGSC), Wexford/Missaukee/Manistee Great Start Collaboratives (W/M/MGSC), Charlevoix-Emmet-N. Antrim Great Start Collaborative (Char-Em GSC)

**Introduction:** Maternal smoking is defined as ever having smoked while pregnant even if someone quit prior to the birth. In addition to all the harmful effects of smoking in general, smoking during pregnancy can lead to prematurity, low birth weight, and has ties to childhood obesity. The 2013 Munson Community Health Needs Assessment (covering five counties Antrim, Benzie, Grand Traverse, Kalkaska, Leelanau) showed high rates of maternal smoking and it was designated as an area priority health need requiring intervention. Since the initial assessment, new data has shown an increased percentage of maternal smoking, with all five counties having a rate higher than the State of Michigan 19.3%. Further examination of 11 and 21 county northern Michigan data sets also show high rates of maternal smoking.

**Objective 1: Gather data to determine a profile of the maternal smoker. Data collected will help us determine a targeted intervention regarding maternal smoking.**

Secondary data shows the maternal smoking profile- age 15-29, unmarried, limited socioeconomic status, with 12th grade or less education. Currently collecting primary data on women's attitudes and knowledge about the effects of prenatal and postpartum smoking on health and quitting strategies via a survey at health departments. Will also be conducting focus groups for authentic voice.

**Objective 2: Develop training sessions on motivational interviewing, stages of change, and readiness for change.**

Training session will first be held with nurses from the health departments then expanded to possibly include physicians, other nurses, early childhood professionals, nurse practitioners, social workers and others through a variety of partners (NW MI Infant Mental Health Training Consortium, Head Start, Northern Physicians Organization).

**Objective 3: Collect and distribute local/regional resources for providers to use to assist a woman to quit smoking.**

Resources may be apps, peer support, phone numbers and will be located in a user friendly place (web based)