

Pregnancy and Postpartum Tobacco Cessation Program

Quitting tobacco during pregnancy or postpartum is hard, but it's one of the best ways a woman can protect herself and her baby's health.

National Jewish Health developed the first tobacco Quitline program dedicated to pregnant and postpartum women. For nearly a decade, our Pregnancy and Postpartum Program has given new and expectant moms the support they need to stop using tobacco while they are pregnant and help to prevent relapse after giving birth.

Participants receive:

- Nine telephone coaching sessions (five during pregnancy and four postpartum) with a dedicated female Tobacco Cessation Coach. Our Coaches are specially trained to provide coaching during the sensitive physical and emotional times of pregnancy and the postpartum period.
- Nicotine replacement therapies (NRT) with physician consent (if offered by the state).
- A personalized Welcome Packet including special educational materials and the industry renowned *My Quit Journey*® workbook.
- A suite of eHealth services to supplement telephone coaching including customized email and text messages specific to pregnant and postpartum stages, chat and interactive online resources.
- Incentives for all pregnancy and postpartum completed calls (if offered by the state).



Outcomes from this program have been positive. Women remain engaged in care for longer and a far greater number of women remain tobacco-free after delivery when compared to pregnant women who do not enroll in the program. As many as 68% of women who receive evidence-based counseling during pregnancy and postpartum report staying quit long term.

Why National Jewish Health?

National Jewish Health is the nation's leading respiratory hospital. As one of the most established tobacco cessation programs available, we have helped more than 1.5 million people as they quit tobacco. By developing individualized quit plans and providing true person-to-person connections, we consistently achieve one of the highest tobacco quit rates in the nation.

