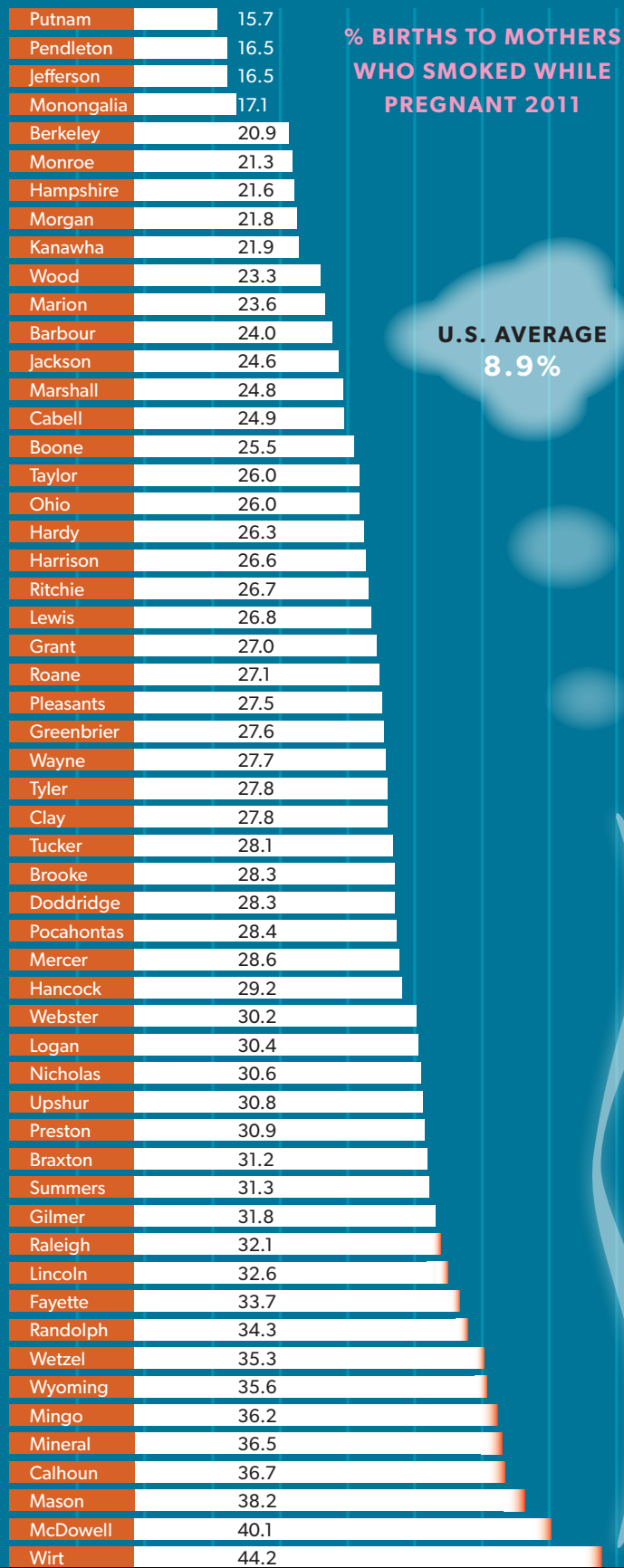


How West Virginia's Perennial "Highest in the Nation" Pregnancy Smoking Rate is Putting Our Babies in Danger. And What We Can Do to Stop It.

A County-By-County Look at Smoking During Pregnancy in WV



West Virginia has the highest rate of smoking while pregnant in the nation. More than 26% of the state's pregnant women smoke, a rate that is almost 3 times the national average. And, smoking is one of the most important, preventable risk factors for unsuccessful pregnancy outcomes.

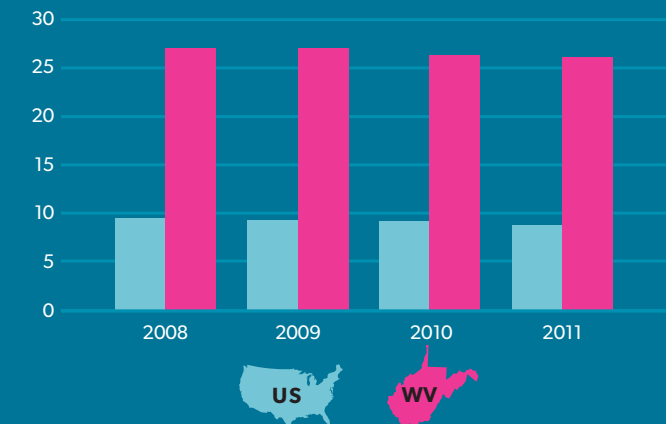
Randomized, controlled trials have shown that **smoking interventions during pregnancy have had limited success. Despite numerous state-wide efforts, the number of WV women who smoke while pregnant has remained virtually unchanged for over 20 years.**

There is a strong correlation between smoking during pregnancy and risks such as low birth-weight and SIDS. West Virginia ranks poorly in all three measures...

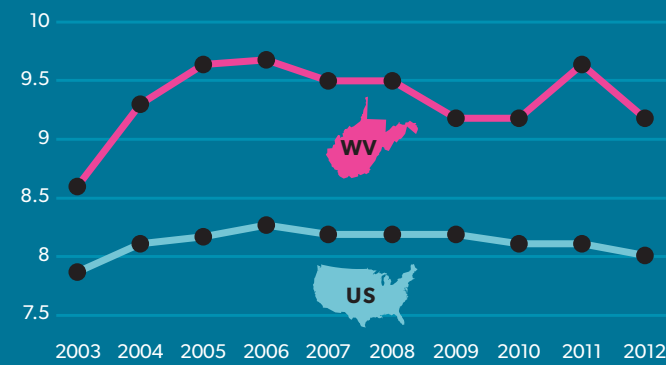
Born Smoking



% Women Who Smoked While Pregnant WV'S NATIONAL RANK: 50



% Low Birth-Weight Babies WV'S NATIONAL RANK: 44



Infant Deaths Due to SIDS WV'S NATIONAL RANK: 43



13 Serious Risks for Babies Whose Mothers Smoke While Pregnant

- Growth Restriction
- Sudden Infant Death Syndrome (SIDS)
- Low Birth-Weight
- Premature Birth
- Preterm Infant Death
- Birth Defects
- Stillbirth
- Colic
- Asthma
- Attention Deficit/Hyperactivity Disorder
- Behavioral & Psychiatric Disorders
- Neurodevelopmental Disorders
- Childhood Obesity

What West Virginia is Doing to Help Pregnant Women Stop Smoking

- Maternal Risk Screening
- Tobacco-Free Pregnancy Initiative
- Tobacco Quitline
- Drug-Free Moms and Babies Project
- Smoking Cessation in Pregnancy Project: Moving the Needle*

*See sources for a full description of each program.

Other Steps We Should Take to Protect Babies from the Harmful Effects of Smoking During Pregnancy

- Fund more teen smoking prevention efforts.
- Study the effectiveness of cessation approaches that combine multiple components.
- Analyze risk factors from the state's Universal Maternal Risk Screening Tool in order to develop a methodology to address them.
- Increase the tax on cigarettes and other tobacco products.

* See Sources section for a full description of each of these recommendations.



1 in 4 WV Women Smokes While Pregnant



West Virginia KIDS COUNT

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1 in 4 WV Women Smokes While Pregnant (26.1%)

West Virginia Health Statistics Center, Vital Statistics System, US – NCHS publications 2011. Women who smoked any time during pregnancy. Only for the states that are using the new form birth certificate. The number of states included varies from year to year. West Virginia switched to the new birth certificate form in 2014. These percentages come from NCHS' annual user guide for natality data.

What West Virginia is Doing to Help Pregnant Women Stop Smoking

Maternal Risk Screening. A universal screening program launched in 2011 that identifies pregnant women at risk for alcohol, tobacco and illicit drug use, depression or domestic violence and therefore more likely to have high-risk pregnancies. The goal is to engage mothers in an educational intervention that will motivate them to make healthy decision for themselves and their unborn children. West Virginia Department of Health and Human Resources, Office of Maternal, Child and Family Health: www.wvdhhr.org/mcfh/

Tobacco-Free Pregnancy Initiative. A project of the Department of Health and Human Resources Division of Tobacco prevention that educates women of child-bearing age, including those who are pregnant, on the dangers of using tobacco; educates providers on the need for face-to-face cessation counseling; and partners with community agencies to provide tobacco cessation educational materials and classes. West Virginia Department of Health and Human Resources,

Department of Tobacco Prevention: www.dhhr.wv.gov/wvdt/cessation/tobaccofreepregnanc/pages/default.aspx

West Virginia Tobacco Quitline. A project of the Department of Health and Human Resources Division of Tobacco Prevention that provides Information, materials and individual phone coaching to help individuals quit tobacco use. 1-877-966-8784.

Drug-Free Moms and Babies Project. A West Virginia Perinatal Partnership project that works to lessen the effects of drug exposure or to deliver drug-free babies, including babies exposed to nicotine. All pregnant women are screened for substance use and get comprehensive medical care, drug and alcohol counseling, recovery coaching, long-term follow up of moms and babies, and home visitation. West Virginia Perinatal Partnership: www.wvperinatal.org

Smoking Cessation in Pregnancy Project: Moving the Needle. A West Virginia Perinatal program that will include a statewide training campaign of evidenced-based smoking cessation programs for prenatal providers and pediatricians to ensure consistent messages about tobacco cessation before, during and after pregnancy. West Virginia Perinatal Partnership: www.wvperinatal.org

Other Steps We Should Take to Protect Babies from the Harmful Effects of Smoking During Pregnancy

Fund more teen smoking prevention efforts. Randomized, controlled trials have shown that smoking interventions during pregnancy have had limited success. That's why it's critical to focus on effective programs, such as West Virginia's teen-led RAZE campaign, aimed at preventing teens from smoking in the first place. From: Cnattingius, Sven. "The Epidemiology of Smoking During Pregnancy: Smoking Prevalence, Maternal Characteristics, and Pregnancy Outcomes." *Nicotine & Tobacco Research*: V6 Suppl 2. S125-S140. April 2004; and <https://www.razewv.com/>.

Study the effectiveness of cessation approaches that combine multiple components, such as provider-based protocols that identify pregnant women who smoke, offer counseling sessions with pregnancy-specific educational materials; provide referrals to a smokers' quit line or other cessation program; and include incentives for quitting. From: "Smoking Cessation During Pregnancy." Committee Opinion No. 471. American College of Obstetricians and Gynecologists. *Obstet Gynecol* 2010; 116:1241-4.

Analyze data from the state's Universal Maternal Risk Screening Tool to gain a better understanding of the risk factors, such as cigarette smoking, in order to develop a methodology to address them. This recommendation was made in: *West Virginia Maternal Risk Screening Legislative Report*. August 2013. West Virginia Department of Health and Human Resources, Bureau for Public Health, Office of Maternal, Child and Family Health.

Increase the tax on cigarettes and other tobacco products. Tobacco tax increases have been proven to reduce youth tobacco use and smoking during preg-

nancy, among a host of other health benefits. From: Coalition for a Tobacco-Free West Virginia: <http://www.tobacco-free-wv.com/tobacco-tax/> accessed 2014.

A County-By-County Look at Smoking During Pregnancy in WV: % Births to Mothers Who Smoked While Pregnant 2011 (bar chart)

West Virginia Health Statistics Center, Vital Statistics System.

% Women Who Smoke While Pregnant – WV's National Rank: 50

Schmidt, Lorna. "Key State-Specific Tobacco-Related Data and Rankings." Campaign for Tobacco-Free Kids. March 5, 2014.

% Women Who Smoked While Pregnant 2008 to 2011 (bar chart)

2011 West Virginia Health Statistics Center, Vital Statistics System, US – NCHS publications. Data collected for women who smoked any time during pregnancy. Only for the states that are using the new form birth certificate. The number of states included varies from year to year. West Virginia switched to the new birth certificate form in 2014. These percentages come from NCHS' annual user guide for natality data.

% Low Birth-Weight Babies

Annie E. Casey Foundation KIDS COUNT Data Center: <http://datacenter.kidscount.org/data#WV/>

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March of Dimes Peristats: <https://www.marchofdimes.com/peristats/>

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West Virginia KIDS COUNT

Making WV a great place to be a kid!

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