

# PATCH Program

Pregnancy And Tobacco Cessation Help

Calvert County Health Department



# PATCH Beginnings

- In 2014, Dr Sharfstein, Health Secretary at the time, was very concerned about smoking during pregnancy and their lack of participation in local health department smoking cessation programs and quitline services.
- He directed MDH to find out what the problem was and do something differently.
- Dr Shell contacted more than a dozen local health department with high smoking during pregnancy rates to convene providers and community partners that worked with pregnant women and women of childbearing age.
- Over a 9-month period, they met with each local health department and their cohort of partners for input.
- The PATCH program was developed to: Incentivize partnerships, provide training, and promote system changes



# Statewide PATCH efforts

**PATIENT HANDOUT**  
**MARYLAND TOBACCO QUITLINE FACT SHEET FOR PREGNANT WOMEN AND NEW MOMS**

The Maryland Tobacco Quitline welcomes all pregnant women and new moms. Services are **FREE**, quit coaches won't judge and will talk to you about:

1. Helping you make a quit plan
2. Why quitting is good for your health
3. Staying smoke-free after giving birth  
Second and third hand smoke can make your baby sick
4. Medicine options to be approved by your doctor
5. Getting support from your family and friends
6. Ongoing support, coaches are available 24/7 and speak English, Spanish, and other languages
7. Local programs if you need more help
8. Free booklets made just for you

Calls usually last 15-25 minutes. Web and text message support are also available for free.

**Call 1-800-QUIT-NOW (1-800-784-8669)**  
It's FREE. It's confidential. It works.

**1-800-QUIT-NOW**  
1-800-784-8669

**ALL SERVICES ARE PRIVATE AND FREE**

**MARYLAND**  
Department of Health and Human Services

**Smoking and Pregnancy**  
Smoking can cause problems for a woman trying to become pregnant or who is already pregnant, and for her baby before and after birth.

**Effects on Women**

- Difficulty getting pregnant.
- Placenta separates from the womb too early, causing bleeding.
- Placenta covers the cervix, causing complications.
- Water breaks too early.
- Pregnancy occurs outside of the womb.

**Smoking causes these health effects.**  
**Smoking could cause these health effects, but more studies are needed to be sure.**

**Effects on Babies**

- Baby born too small
- Baby born too early
- Sudden Infant Death Syndrome
- Stillbirth
- Infant death
- Cleft lip/palate
- Certain birth defects, such as:
  - Clubfoot
  - Gastroschisis
  - Some heart defects
- Attention Deficit/Hyperactivity Disorder (ADHD)
- Miscarriage

**Quitting Smoking Can Be Hard, But It's One of the Best Ways a Woman Can Protect Herself and Her Baby's Health.**  
If you or someone you know wants to quit smoking, talk to your healthcare provider about strategies. For support in quitting, including free quit coaching, a free quit plan, free educational materials, and referrals to local resources, please call **1-800-QUIT-NOW** (1-800-784-8669), TTY 1-800-332-8015.  
For additional resources to help quit smoking, visit [www.cdc.gov/reportsandstatistics/health/TobaccoUse/PregnancyResources.htm](http://www.cdc.gov/reportsandstatistics/health/TobaccoUse/PregnancyResources.htm)

(Updated based on 2014 Surgeon General's Report)

**CDC** U.S. Department of Health and Human Services  
Centers for Disease Control and Prevention

**Start your journey to LIVE TOBACCO-FREE**  
A healthy choice for you and your baby!

The sooner you start living tobacco-free, the healthier you and your baby will be. You can start living tobacco-free:

- ✓ Before pregnancy
- ✓ During pregnancy
- ✓ After pregnancy

**Benefits for you**

- More energy to care for your new baby.
- Better health due to less illness.
- Safer delivery.
- More money to spend on your baby.<sup>1</sup>

**Secondhand Smoke**  
Secondhand smoke comes from tobacco products.

- Avoiding secondhand smoke while pregnant:
  - Helps your baby grow, and
  - Lowers the chance of your baby being born too soon.
- Keeping your baby away from secondhand smoke lowers the risk of:
  - SIDS (Sudden Infant Death Syndrome),
  - Ear infections, and
  - Lung infections.<sup>2</sup>

**Vaping**  
More research is needed to learn how vaping affects pregnancy and babies. Using e-cigarette/vapes while breastfeeding can pass nicotine to your baby. The e-cigarette/vape cloud you breathe out has chemicals that can harm you and your baby.<sup>3</sup>

**Benefits for your baby**

- Lower the risk of SIDS (Sudden Infant Death Syndrome).
- More oxygen for your growing baby.
- Stronger, healthier baby lungs.
- Better chance of a healthy birth weight.
- More likely to bring your baby home when you come home.
- The best start to a healthier future.<sup>1</sup>

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**Maryland Tobacco Quitline**  
We are here to support you!

- The Maryland Tobacco Quitline is free and confidential, available 24/7.
- Talk to a judgement-free Quit Coach when it's right for you.
- Receive gift cards for calling while pregnant and after your baby is born.

**1-800-QUIT-NOW**  
Text "READY" to 34701

**Stopping Tips**

1. Make a list of what causes tobacco cravings. Then, change your routine to avoid them.
2. Remember, cravings will pass. Try a healthy snack, keeping your hands busy, or walking during cravings. Find what works best for you.
3. List how living tobacco-free will help you and your loved ones.
4. Get support from family and friends.
5. Call or text the Maryland Tobacco Quitline. Stopping can take many tries, keep trying.

**More Support**

- Look for classes at your local health department that will support you living tobacco-free.
- Talk to your healthcare provider about living tobacco-free.

**Staying Tobacco-free**  
Keeping your baby away from tobacco products can lower the risk of:

- Colds,
- Lung problems,
- Ear infections, and
- Asthma attacks.<sup>1</sup>

**Breastfeeding**  
Nicotine can be passed from parent to baby through breastmilk. Nicotine is very addictive. Try to breastfeed even if you are still using tobacco products.

- Living tobacco-free while breastfeeding:
  - Helps milk supply, and
  - Keeps your baby healthy.<sup>4</sup>

**If you or a loved one are using tobacco products:**

- Keep your home and car smoke-free,
- Change out of smoky clothes before holding your baby, and
- Wash hands before holding your baby.<sup>1</sup>

Sources:  
1. <https://www.cdc.gov/tobacco/campaign/tips/cessation/pregnancy.html>  
2. <https://www.cdc.gov/tobacco/about/tobacco-and-reproductive-health.html>  
3. <https://www.cdc.gov/tobacco/secondhand-smoke.html>  
4. <https://www.breastfeeding.gov/feeding-and-drug-use-and-smoking>

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**YOUR SMOKE HIS LUNGS**

**2,900**  
CHILDREN  
DIE EACH  
YEAR FROM  
SECONDHAND  
SMOKE.

**PROTECT YOUR CHILDREN. QUIT TODAY. WE CAN HELP FOR FREE. CALL 1-800-784-8669**

**MARYLAND** **QUIT NOW**

**Is something inside telling you it's time to stop smoking?**

Smoking during pregnancy nearly doubles your risk of having a baby with serious health problems such as congenital palate, mental retardation and even death. If you're ready to quit, call 1-800-QUIT-NOW or visit [www.quitnow.org](http://www.quitnow.org). These resources meet parents encouraging along with information about resources in your area. With so many huge reasons to quit, the final reason is the one that counts most.

**MARYLAND** **QUIT NOW**

**SU HUMO EN SUS PULMONES**

**CADA AÑO, HASTA 26,000**  
NIÑOS DESARROLLAN  
ASMA POR EL HUMO  
DE SEGUNDA MANO.

**PROTEJA A SUS NIÑOS. DEJA DE FUMAR HOY. NUESTRO PROGRAMA AYUDARÁ GRATUITAMENTE. LLAMA AL 1-800-784-8669**

**MARYLAND** **QUIT NOW**



# Data

- Across Maryland, 24% of infant cases reviewed for SIUDs, the infants were exposed to secondhand smoke
- 26.6% of women smoked during pregnancy *(2012, Medicaid data)*
- Calvert County is one of 4 counties to continue the PATCH program based on smoking data



# Calvert Snapshot

- Partners:

Calvert County Family Day Care Association  
Calvert County Public Schools Healthy Families program  
3 Pediatric offices  
CalvertHealth OB/GYN Center  
Internally-Reproductive Health clinic and the Healthy Beginnings programs

- Educated/Referrals:

3254 Women of childbearing age  
510 Pregnant women  
116 referrals to Quitline and local program

- Training/Pledges

Healthy Lungs, Healthy Life  
30 pledges to establish rules for smoke free homes

- Campaign Messaging

“No Puffin’ Around Me”, “You Otter Be Smoke Free”



## SECONDHAND SMOKE IS NO JOKE!

Definition: noun Secondhand Smoke is.... smoke that is inhaled involuntarily from tobacco/chemicals being smoked by others.



**1 in 3** households have children that live with smokers in Calvert County.  
(2018 BRFSS data)

### EXPOSURE TO SECONDHAND SMOKE IN CHILDREN LEADS TO AN INCREASE RISK OF:

- › Sudden Infant Death Syndrome (SIDS)
- › Childhood Cancers such as leukemia, lymphoma and brain tumors
- › Asthma with more severe attacks
- › Lung Infections, like pneumonia and bronchitis
- › Ear Infections and increased need for surgery to have tubes put in
- › Hay fever and allergies (runny nose and irritable)
- › Dry Eye which can cause scarring on the surface of the eye
- › Behavior Problems like irritability, ADHD
- › Infant Mortality- rate is 68% higher than the rate of infants of nonsmokers
- › And more!

CHILDREN WHO HAVE PARENTS WHO SMOKE ARE MUCH MORE LIKELY TO BECOME SMOKERS

**FOR HELP QUITTING:**  
**CALL 410-535-5400 x 359 OR**  
**TEXT 'READY' TO 200-400**

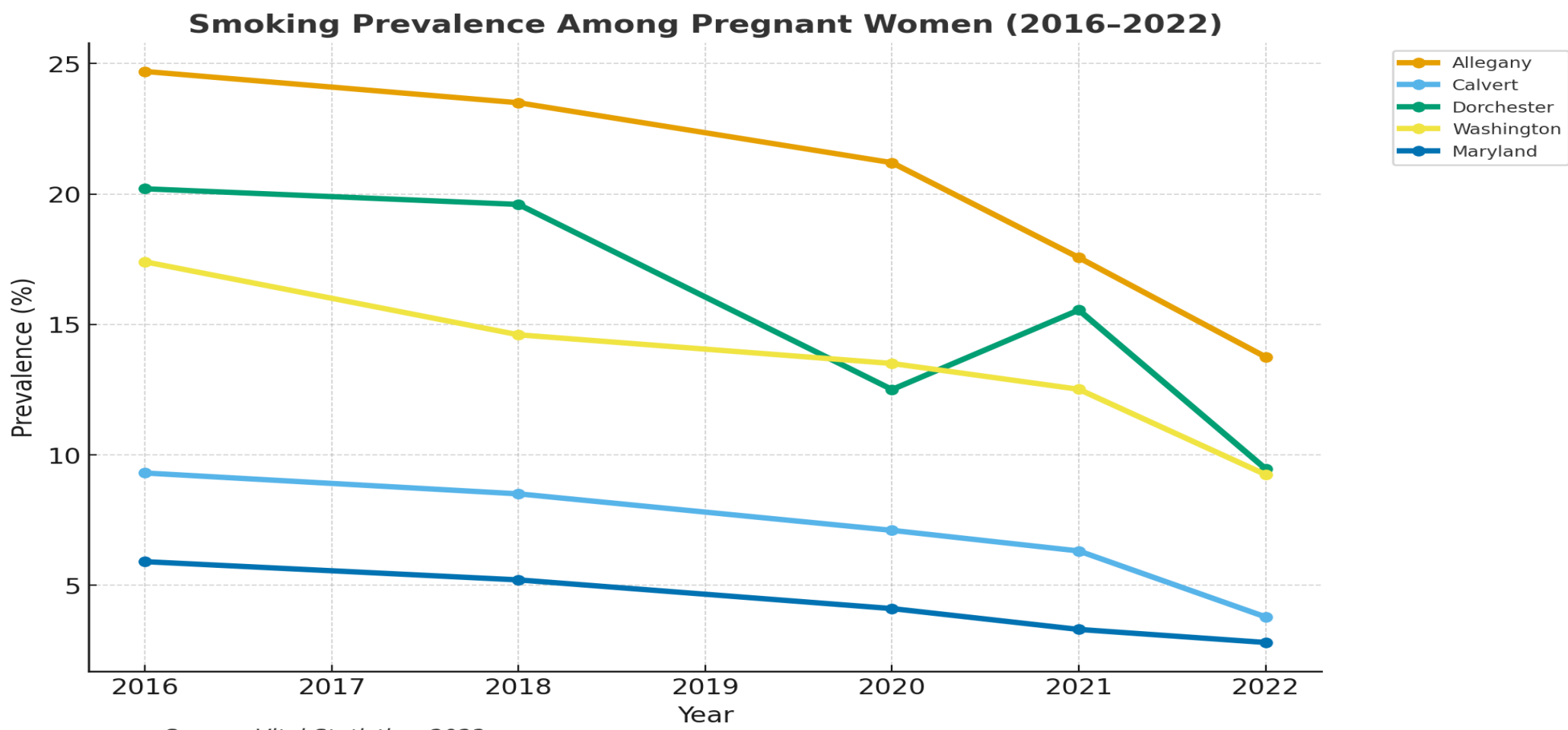


Source: Center for Tobacco Prevention and Control, MDH. - Provided by Maryland Cigarette Restitution Fund

# Theatre Commercial



# Accomplishments



Source: Vital Statistics, 2022

