

Quit tobacco in pregnancy: Using incentives to reduce tobacco use among pregnant women on Medicaid

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TOPIC/TARGET AUDIENCE: Health Promotion, Tobacco Prevention

ABSTRACT: While tobacco use among pregnant women tends to be lower than the general population, women on Medicaid often use tobacco at much higher rates, even through pregnancy. In Lane County Oregon, tobacco use among pregnant women has been documented at as much as 30%. Using incentives to promote cessation among pregnant women is a promising practice that is drawing increased interest. Lane County Public Health has partnered with Trillium Community Health Plan to implement an incentive program, Quit Tobacco in Pregnancy (QTiP), to help women quit during pregnancy and remain quit to six months post-partum. Preliminary results indicate that 30% of women participating in the program are able to quit and remain quit through their pregnancy.

OBJECTIVE(S):

- Describe the Quit Tobacco in Pregnancy (QTiP) incentive program
- Identify expected outcomes of the QTiP program
- List preliminary outcomes from the first year of the QTiP program, including cessation rates, pregnancy outcomes and cost savings

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