

**TITLE:** Using incentive to reduce tobacco use in pregnancy: a collaborative effort between local public health and a coordinated care organization

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**STUDENT SUBMISSION:** No

**TOPIC/TARGET AUDIENCE:** Local Health Departments Students Health Systems

**ABSTRACT:** Tobacco use among pregnant OHP members is estimated to be 35-40% in Lane County (about 5% higher than OHP members across Oregon), which results in an estimated expenditure of \$1 million annually on preventable medical costs. To address tobacco cessation needs of pregnant OHP members, Lane County Public Health developed Quit Tobacco in Pregnancy (QTiP) in collaboration with Trillium Community Health Plan. QTiP is a graduated incentive program that aims to reduce tobacco use during pregnancy and prevent postpartum relapse. Participants earn incentives for using cessation resources (such as the Quit Line, or visits with a Tobacco Treatment Specialist), and for abstaining from tobacco use. Abstinence is confirmed via carbon-monoxide monitoring at three points during pregnancy and three points postpartum. Since 2015, over 1,000 pregnant OHP members have been referred to QTiP and 55% have enrolled in the program. About 30% of enrollees succeed in earning three pregnancy incentives and remaining abstinent through 3 months postpartum. Since QTiP began, tobacco use prior to pregnancy has remained stable, but smoking in the third trimester of pregnancy has decreased in the Lane County OHP population. QTiP is a successful example of how public health can partner with Coordinated Care Organizations to impact priority health outcomes in the OHP population.

**OBJECTIVE(S):** Describe a successful partnership between a local public health department and a Coordinated Care Organization Discuss the impact of a graduated incentive program on tobacco use in pregnancy Explain the potential benefits and barriers to successful implementation of a graduated incentive program for pregnant OHP member

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