

Provider Walkabout

Taking Tobacco Programming to the Next Level



Tinsley, Racine



Audra, Menomonee Falls



Deja, Racine



Haydeelyn, Milwaukee



Breanna, Sheboygan

Kristine Alaniz, MPH

Perinatal Health Programs Manager

Wisconsin Women's Health Foundation



Agenda

1. Review key perinatal tobacco data through a hands-on activity
2. Work in small groups to interpret data and brainstorm new approaches, programming, or initiatives
3. Learn about WWHF's initiatives to expand and improve programming in 2017 and beyond

Walkabout



Walkabout Mindset

- “Discovery” walk
- Reflective
- Open to possibility
- Sense of curiosity



Walkabout Goals

Help us find ways to...

Expand

Improve

Engage

5 Walkabout Themes

Review Key Data:

1. Reach of Programming
2. Maternal Smoking Disparities
3. Factors that Impact Success
4. Influence of Social Environment
5. Messaging & Materials

Data Source: First Breath Program Data



Data Source: DHS WISH Birth Counts Module

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of HEALTH SERVICES**

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WISH Query: Birth Counts Module



(Data Updated August 2016)

This module creates statistics on births to Wisconsin residents. It provides data on the number and geographic location of births and selected characteristics of the mother, the infant, and their health care.

This revision adds 2015 birth data to the module.

To define your query, you may focus on certain counties, regions or local health departments for the most recent year or a range of years back to 1989. You may also select specific maternal characteristics, such as mother's age, education, or tobacco use. You may select characteristics of the infant, such as gestational age or birthweight. You

Data Source:

Striving to Quit Research Study

- 5 year, CMS funded study 2011 - 2015
- Investigating impact of financial incentives on Medicaid members ability to quit
- 2 Arms: Quit Line (adults) & First Breath (pg/pp)
- Standard First Breath PLUS Expanded Services
 - *Intensive* cessation and postpartum relapse counseling
 - 10 counseling sessions (4 – 5 home visits, 5 – 6 phone calls) with Health Educator
 - Carbon Monoxide (CO) breath tests
 - Gift cards



Data Source:

Striving to Quit Evaluation

- STQ “Responder” Analysis
 - 672 women who completed post intervention CO test
 - Identified 100 different factors *beyond incentives*
 - Looked at group differences in post-intervention outcomes (smoking amount & smoking status)
- STQ Qualitative Sub-Study
 - 143 women, statewide
 - Participated in a focus group or in-depth interview to better understand maternal smoking

Data Source:

Participant Advisory Groups

- 70 women, statewide
- Reviewed First Breath & Striving to Quit messaging, materials, and tools



Walkabout



Walkabout Overview

- Work in pre-set small groups.
- Back of name tag = red or blue sticker and a number (ex: Blue #3)
- Your group will make a total of 5 stops, one for each theme.
- You will spend 5 – 6 minutes at each stop and then move to the next stop within your section (red/blue). For example: Blue #3 → Blue #4
- At the end = large group discussion

Walkabout Group Instructions

1. Introductions
2. Pick roles: Facilitator, Recorder, Speaker, Active Participant
3. Review key data on poster board
4. Discuss (analyze, speculate, brainstorm)
5. Answer questions on the ***Walkabout Worksheet***

*When Krissy calls *time* move to the next stop on your walkabout*

5 Themes Discussion

Reach of Programming

Maternal Smoking Disparities

Factors that Impact Success

Influence of Social Environment

Messaging & Materials

WWHF New Tools & Initiatives

1. “Streamlined” First Breath Pilot Project
2. First Breath Families
3. Smoke-Free Families Texting Program
4. NEW materials!

Streamlined First Breath Pilot Project

- 2017 - 2018
- Streamlined
- Data collection
- New counseling tools
- Small number of sites

FIRST BREATH



Anthem Blue Cross and Blue Shield Foundation

FIRST BREATH *families*

- Expanded services + family engagement
- Western WI - COG
 - Enrollment closed, results coming soon!
- Dane, Sauk, & Rock - Dean
 - Enrollment OPEN!
- Eastern WI - ICTR Research Grant
 - Translational research grant (IRCT)
 - Outcomes w/smaller financial incentives
 - Enrollment OPEN!

Smoke Free Families Texting Program

SMOKE-FREE FAMILIES

FREE texting program to promote smoke-free families and homes



Program Graduates: Geno, Amber & kids

Is there a child in your life?
Do you smoke?

*You can protect his or her
health by creating a
smoke-free family and home.*

Let us help.

**Text "SFF"
to 97779**

New Materials – Available Soon!

- Risks & Benefits
- Understanding Triggers
- Managing Cravings
- Stress Management
- Social Support
- Smoke-free Home
- Breastfeeding & Smoking
- Mental Health & Smoking
- NRT, E-Cigs, & More!



Breastfeeding & Smoking

If you are still struggling to quit smoking, breastfeeding can be challenging, but it is do-able! Most experts agree *that even if you smoke, the benefits of breast milk can outweigh the risks associated with nicotine in your breast milk.* It's best to discuss your decision with your doctor.

Benefits of Breastfeeding:

+	+
Healthier, happier BABY! <ul style="list-style-type: none">• Baby is less fussy• Lower risk of SIDS• Lower risk for asthma and other respiratory issues• Fewer ear infections• Fewer digestive problems• Fewer allergies, eczema and skin problems	Healthier, happier YOU! <ul style="list-style-type: none">• Stress release• Breaks during the day• Lowers risk of certain cancers• Easier weight loss• Saves money (estimates between \$1,000-1,500 per year)

**Thank you for
ALL that you do!**

Questions?

Kristine Alaniz

(414)902-3192 | kalaniz@wwhf.org