

Perinatal Programs Regional Practice Session

“Improving Resilience: Incorporating A Trauma-Informed Care Mindset
into Perinatal Programming.”

Agenda

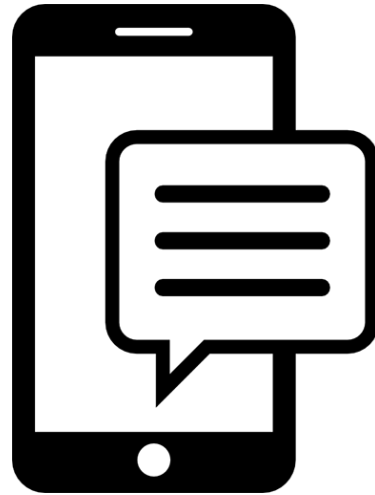
- **Welcome & Program Updates**
- **Trauma-Informed Care Overview and Incorporation**
- **Lunch & Group Photo**
- **Improving Resilience**
- **Closing & Evaluations**

Session Objectives

1. Identify ways in which trauma impacts tobacco and alcohol use among pregnant women
2. Examine how current practices can incorporate a Trauma-Informed Care mindset
3. Learn skills to improve participant resilience

Housekeeping

- Cell Phones
- Bathrooms
- Lunch
- Group Picture
- Sign-in



Introductions

- Name
- Agency & Role



HELLO
my name is

- **First Breath Sites:**

- In 2017, 13 new sites
- Currently, 158 First Breath sites & over 1,000 trained providers offering services

- **First Breath Participants:**

- In 2017, 710 women have enrolled
- Of those, 85% were able to abstain, quit, or significantly cut back on tobacco use
 - 36% Quit or Abstain
 - 49% Reduced



2018
Announcement!!



You Spoke. Participants Spoke.
We Listened!

You Spoke

- Annual Provider Surveys – **5 years**
- Discussion and Surveys at 2016 RPS and SWM
- First Breath Provider/Program Needs
 - Simpler/Less time consuming to implement
 - More directive
 - Partner/Family Involvement
 - Postpartum Resources
 - Nearly 100% of providers surveys supported participant access to a CTTS

Participants Spoke

- Based on:
 - 6+ years of direct services (Striving to Quit Research Study & First Breath Families)
 - Qualitative Sub-study (series of focus groups and semi-structured interviews)
 - Participant Advisory Groups
- Participant Needs:
 - Intensive support throughout perinatal period
 - Focus on stress management and coping skills
 - Family/Partner involvement

We Acted...

- Step #1 = Pilot Project
 - Streamlined version of First Breath
 - Participant access to Quit Coach for additional phone counseling
- Results (to-date)
 - 50% Participants smoke-free at postpartum call (self-report)
 - 100% Pilot sites report the streamlined version =
 - “I love the new program! It's been working out so much better in my situation and environment.”
 - “From a paperwork standpoint it has been easier on me as a coordinator. From the nurses, I have heard that it is nice to "bring the topic up" and "offer support" but leave the "hard core" counseling to the professionals!”

We Acted...

- Step #2 = Roll-out of streamlined version starting 2018!
- What's the Same
 - Core of First Breath is the same
 - Providers play a crucial role in identifying and supporting pregnant smokers
 - Our commitment to provide training, tools, and support to providers
- What's Different
 - Statewide!
 - 1 simplified form
 - Easy-to-use materials
 - Simplified training process
 - Participant access to First Breath Quit Coaching services

Helping pregnant women, new moms, & their families quit smoking

FIRST BREATH SITE

Trained clinic or organization that serves pregnant and postpartum women, children, and families

BRIEF INTERVENTION & REFERRAL

1. **ASK** – “Tell me about your tobacco use.”
2. **ADVISE** – Give strong, personalized advice. “The best thing you can do for your health – and the child’s health - is to quit.”
3. **REFER** – Submit First Breath Referral form (fax, online, or mail) to the Wisconsin Women’s Health

Referral

- ✓ -----
- ✓ -----
- ✓ -----

RECOMMENDED: FOLLOW-UP BRIEF INTERVENTIONS

Address smoking at every prenatal and postpartum visit.

The Wisconsin Women’s Health Foundation offers training, tools, and technical assistance to First Breath sites.

WISCONSIN WOMEN’S HEALTH FOUNDATION

FIRST BREATH QUIT COACHING

Pregnant Women & Women with Babies up to 6 months old

FREE Quit Coaching Services Available:

- ✓ Monthly contacts with a First Breath Quit Coach (Certified Tobacco Treatment Specialist) from pregnancy – 6 months postpartum
- ✓ Home visits, phone calls, & text message support
- ✓ Personalized counseling sessions & quit plans
- ✓ Gifts and educational materials

Partners, Grandparents, Caregivers, & Women with Babies > 6 months old

FREE Quit Coaching Services Available:

- ✓ Education session with a First Breath Quit Coach (Certified Tobacco Treatment Specialist)
- ✓ Text message support
- ✓ Smoking assessment
- ✓ Referral to the Wisconsin Tobacco Quit Line (counseling and quit smoking medications)

For First Breath Sites & Providers

- WWHF Will Contact You To Complete Training Online
 - *Available December 1st, 2017*
- Complete Training
 - Intended for ALL Healthcare Providers
- Begin Referring to Services January 2018
 - Implement Ask-Advise-Refer Model
 - WWHF will Provide Quit Coaching Services



MY BABY & ME

2017 Snapshot

- **My Baby & Me Sites:**

- In 2017, 2 new sites
- Currently, 81 My Baby & Me sites & nearly 250 trained providers offering services.

- **My Baby & Me Participants:**

- In 2017, over 1,500 women have screened for prenatal alcohol use.
- Of those, 316 women were referred for additional services.
- Outcomes:
 - 88% of women screened were provided FASD prevention messaging
 - Of those enrolled in My Baby & Me:
 - 90% Reported not drinking at all during pregnancy
 - 96% Reported using a learned coping skill when facing temptations

Events

2017-2018

- November Webinar
 - Efforts of Wisconsin's Tobacco Coalitions
 - More information to come via E-Newsletter
- Annual Perinatal Programs Statewide Meeting
 - Thursday, March 8th Comfort Suites (Johnson's Creek)
 - FREE Registration available through E-Newsletter



