

Tobacco Free JC

Geary County wants to give babies a healthy start by snuffing out smoking

When moms smoke, their children suffer, even when those children are not yet born. Evidence has long shown a correlation between tobacco use in pregnant women and heartbreaking outcomes for their unborn babies, like increased risks of premature birth, birth defects, and infant death.

Often, moms try and fail to give up smoking because the people in their support network – friends and family – continue to smoke. The temptation is too much, and they have too little encouragement to stay tobacco free.

Delivering Change: Healthy Families, Healthy Communities, a community collaborative focused on improving maternal and infant health in Geary County, wants to help pregnant mothers, new mothers, and future mothers become smoke free for good. Through the Tobacco Free JC initiative, Delivering Change: Healthy Families, Healthy Communities will also encourage those in mom's circle of support to quit smoking, so she has a greater chance of success.

Delivering Change: Healthy Families, Healthy Communities will convene a smoking cessation workgroup that brings together local and regional partners to identify existing resources, develop implementation plans, identify pilot sites, secure complementary funding sources, and advocate for tobacco policy change. They will train key staff members on smoking cessation theories and techniques, and equip medical providers with information on pharmaceutical methods to aid in smoking cessation.

In addition, Delivering Change: Healthy Families, Healthy Communities will initiate individualized smoking cessation counseling for mothers and people in their support network, launch a marketing campaign to raise awareness about the programs offered, initiate quality improvement measures based on the evaluation of data collected, and continue to offer smoking cessation services.

GRANT GOAL

Develop a community-based smoking cessation program focused on women who are either pregnant, pre-conception, or postpartum.

RECIPIENT

Delivering Change: Healthy Families, Healthy Communities

GRANT MAKER

March of Dimes

AMOUNT

\$10,700

TERM

July 1, 2018 to June 30, 2019

PARTNERS

Delivering Change: Healthy Families, Healthy Communities

Kanza Prairie Community Health Center

USD 475

Geary County Public Health Department

Pregnancy Service Center

Geary Community Hospital and affiliated primary health clinics

Flint Hills OB/GYN



GRANT OBJECTIVES

- 1 Increase by 10% the number of pregnant Delivering Change: Healthy Families, Healthy Communities participants who have quit smoking before their third trimester.
- 2 Increase smoking cessation among pregnant, pre-conception and postpartum women in Geary County, as demonstrated by at least 10% quitting smoking during the first or second trimester of pregnancy, and 5% quitting postpartum.
- 3 Increase the number of organizations involved in the community collaborative offering smoking cessation services by five organizations.



* Delivering Change: Healthy Families, Healthy Communities grant brief

**Centers for Disease Control and Prevention