

Reduced tobacco use

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Reduced infant mortality

Miranda Spitznagle, M.P.H.

Health harms from tobacco smoke exposure

- Lower birth weight
- Miscarriage
- Premature birth
- Sudden Infant Death Syndrome (SIDS)
- Birth and delivery problems
- Cleft palates/lips
- Respiratory disorders
- Learning and behavioral problems



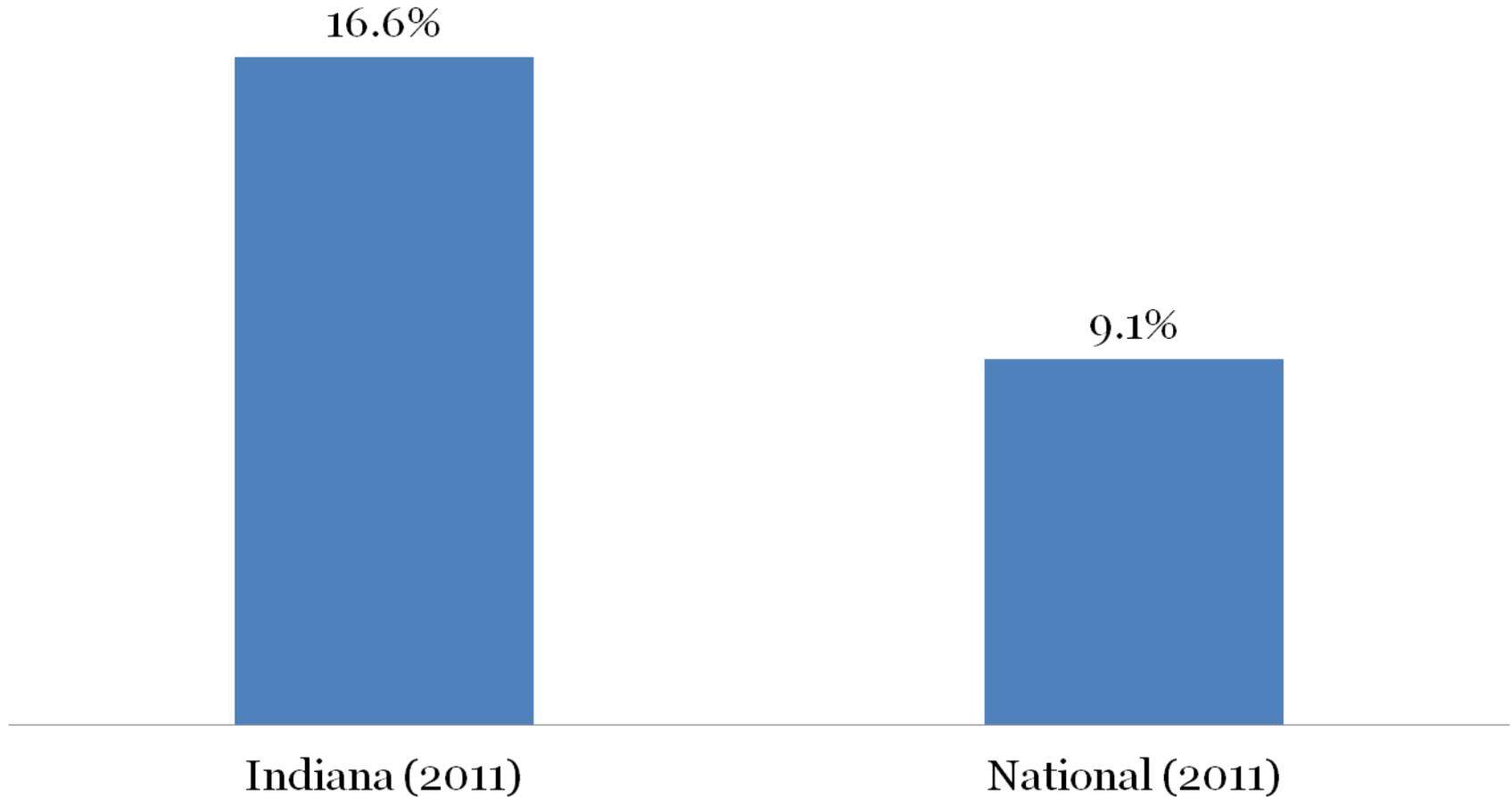
Smoking during pregnancy linked to poor health outcomes

- 20-30% low birth weight babies can be attributed to smoking
- 2x risk of SIDS than nonsmoking mothers
- Higher incidence of ectopic pregnancy
- 30-50% higher risk of miscarriage than nonsmokers
- Early years, higher rates of asthma, ear infections, and respiratory diseases

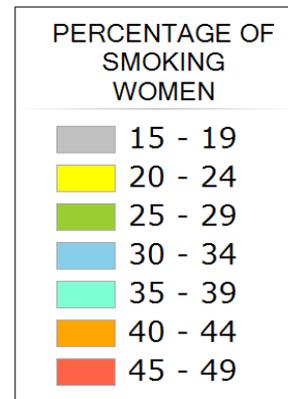
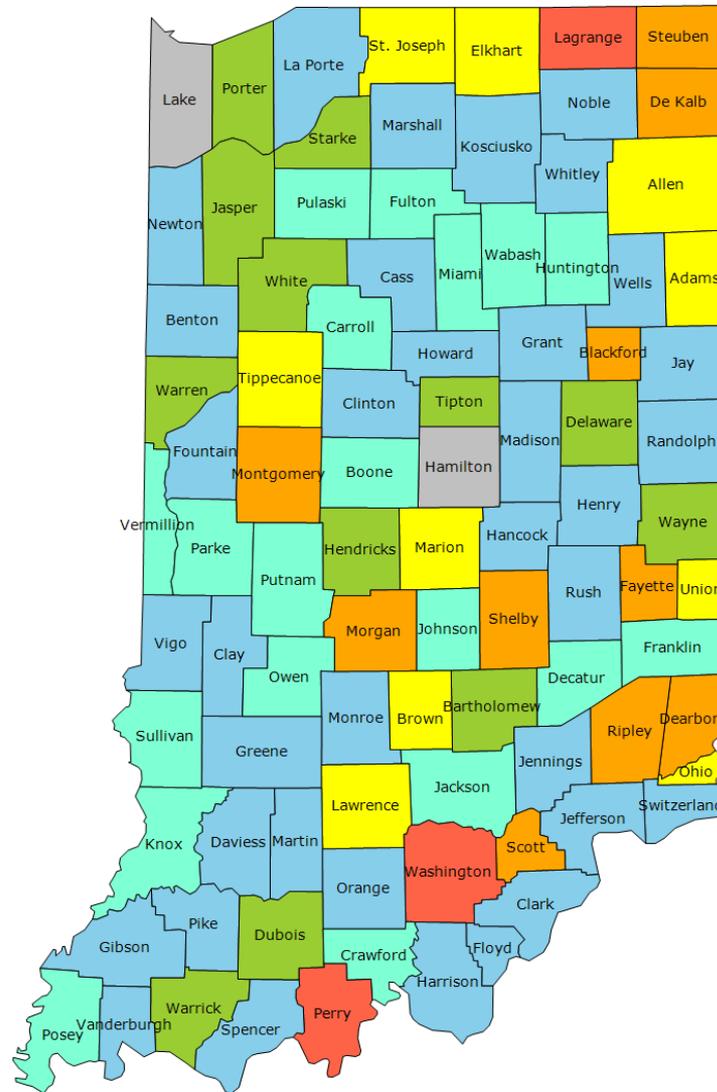
Other health risks for women smokers

- Reduced fertility
- Reduces the effectiveness of the pill
- Increased risk of stroke and other serious side effects if taking birth control pills
- Early menopause

Rates of smoking during pregnancy, IN vs US



Medicaid: Pregnant Women and Smoking Status



Data Source: ISDH/Medicaid combined birth record data. Singleton births during CY07. 2005 statewide average for smoking during pregnancy is 17.9% (ISDH Maternal and Child Epidemiology Reports) Women that indicated smoking during or prior to pregnancy were included.

Important Note: The majority of counties (68) have 30% or more Medicaid women attesting to smoking during pregnancy.

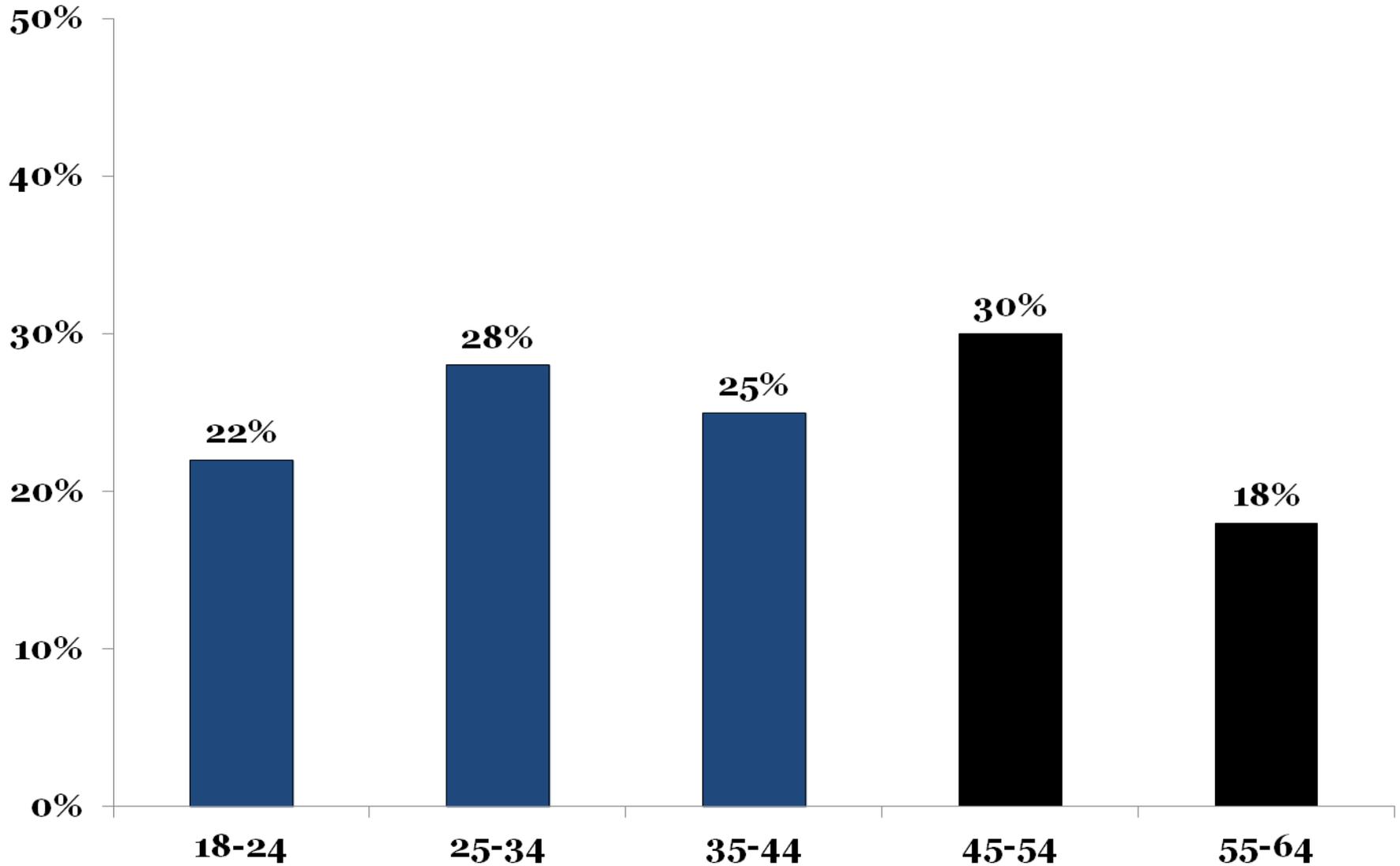
Economic burden of smoking during pregnancy

- **\$28 million in costs due to smoking affected births in Indiana**
- Infant respiratory distress syndrome (\$68,000)
- Premature and low birth weight birth (\$50,000)
- Parental smoking direct medical expenditures of >\$4.5 billion/year treat smoking-caused pregnancy and birth complications



Yep, There's Never Been
a Better Time to Quit Smoking

Smoking by Indiana Women



new

CAMEL

No. 9



light & luscious

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Helping Pregnant Smokers Quit



1-800-QUIT NOW

Indiana's Tobacco Quitline

QUIT NOW

INDIANA

Make it a
Smoke



Free
Mother's Day

Mother's Day is a time to honor moms for all the wonderful things they do. Unfortunately, William (pictured above) will be without his mom this Mother's Day. William's mother Sarah, was among the almost 3,800 Indiana women who died from a smoking-related illness last year.

Take Action Now

Celebrate this Mother's Day by making the decision to break your tobacco addiction. If your mom smokes, encourage her to quit today. Call 1.800.Quit.Now (800.784.8669) or visit www.QuitNowIndiana.com. The Indiana Tobacco Quitline will help; it's free and confidential.



Talk with Your Doctor

Discuss the truth about tobacco.



1.800.QUIT.NOW

Indiana's Tobacco Quitline
QuitNowIndiana.com

Promoting Smokefree Pregnancies in Indiana

Toolkit

<http://www.bringinginalong.org/pspi/index.php/resources/toolkit/>



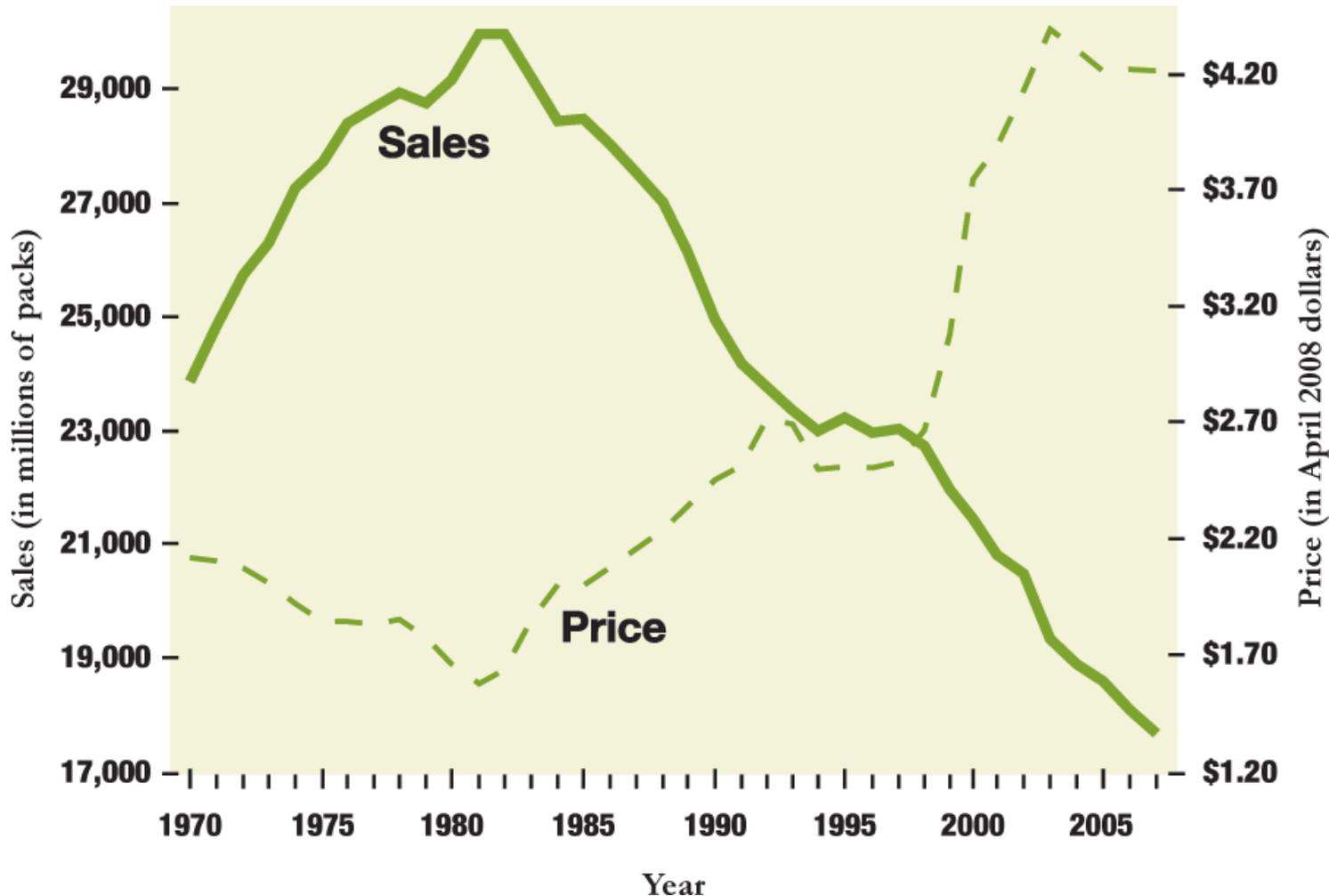
**There are Fewer
Places to Smoke,
so Why Not Quit?**



1.800.QUIT.NOW

Indiana's Tobacco Quitline
QuitNowIndiana.com

Cigarette Sales and Cigarette Prices United States, 1970-2007



Source: ImpacTeen Chartbook: Cigarette Smoking Prevalence and Policies in the 50 States.

Impact of \$1 increase on cigarettes

- Smoking-affected births avoided over next five years: 10,900
- 5-Year health care cost savings from fewer smoking-affected pregnancies & births: \$24 million
- Current adult smokers in the state who would quit: 49,200
- 5-Year Medicaid program savings for the state: \$3 million

