

### **Baby & Me: Tobacco Free for Website**

The Baby & Me: Tobacco Free Program is a tobacco cessation program for pregnant women living in Crawford, Martin, Orange, and Washington Counties. Hoosier Uplands has partnered with Blue River Services WIC (Women, Infant, and Children) to educate pregnant women on the dangers associated with smoking during pregnancy and the risks of secondhand smoke exposure to both mother and baby. The Baby & Me: Tobacco Free Program provides pregnant women, who use tobacco products, with the tools needed to help them stop using tobacco and remain tobacco free after the birth of their child. The program also provides tobacco cessation counseling for one qualifying support person living in the household, to decrease secondhand smoke exposure to the infant after delivery. In addition to cessation counseling, the program provides \$27 diaper vouchers for each month the mother and support person test negative for tobacco use for up to 2 months prior to delivery and 12 months after delivery.

Hoosier Uplands received a grant from the Indiana State Department of Health, Division of Maternal and Child Health to fund this program. The Baby & Me: Tobacco Free Program plans to service 50 pregnant mothers, along with their support person, for the grant years of 2017-2019.