

The Baby & Me: Tobacco Free Program is a tobacco cessation program for pregnant women living in Orange County. Hoosier Uplands has partnered with Blue River Services WIC (Women, Infant, and Children) and Indiana University Health Paoli Hospital in Orange County to educate pregnant women to 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 12 months after delivery.

Baby & Me: Tobacco Free Goals

- At least 40% of the smoking, pregnant mothers and their qualifying support person will be tobacco free by delivery.
- At least 40% of the smoking, pregnant mothers and their qualifying support person will remain tobacco free for at least 6 months after delivery.
- There will be a reduction of secondhand smoke exposure in smoking client homes.
- To educate pregnant mothers as to the dangers of smoking during pregnancy and secondhand smoke exposure to infants.

Program Funding

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 30 pregnant mothers, along with their support person, for a total of 60 participants from July 2015 through June 2016. The goal is serve at least 70 participants per year thereafter.