

## Quit Tobacco in Pregnancy (QTiP)

### An incentive program for pregnant women

National Prevention Network, 2017

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Lane County Public Health  
Prevention Section

NOW IS  
A GOOD  
TIME TO  
QUIT  
SMOKING

Learn about the  
support and  
resources  
available to  
help you Quit  
Tobacco in  
Pregnancy.  
You could  
receive up to  
\$200 for quitting!

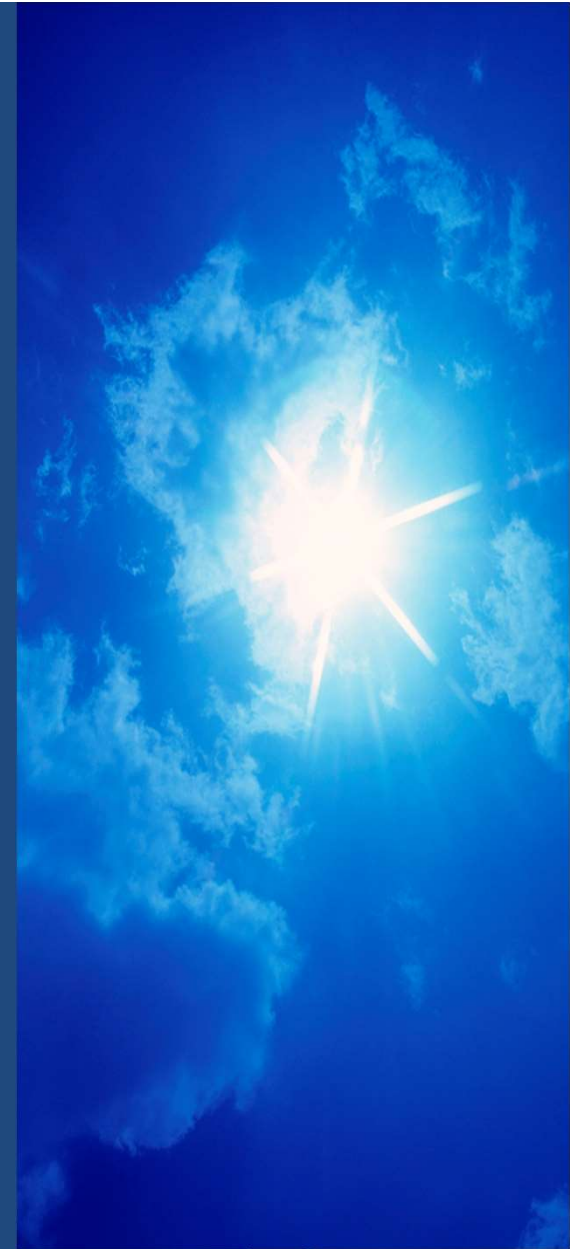
Call QTiP today!  
541-682-4440



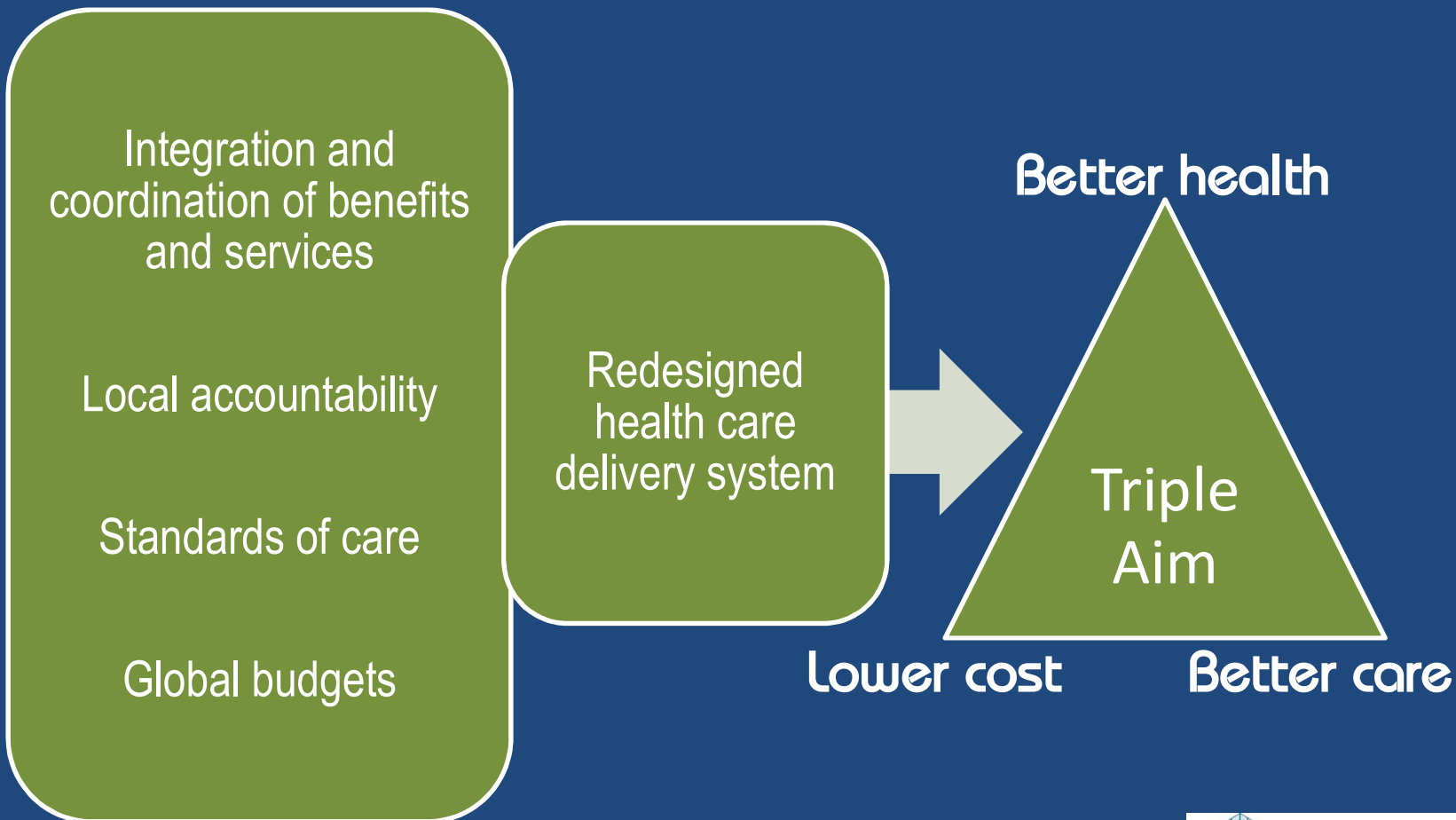
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## In the beginning...

- Oregon Health Plan (OHP) created in 1994 with CMS waiver
- 2010 Affordable Care Act – expand access to care and improve health
- 2012 Oregon receives CMS waiver to create Coordinated Care Organizations (CCOs)



## What is a CCO?



## Trillium Community Health Plan: commitment to prevention



- \$1.33 per member per month for primary prevention
  - Staff at Lane County Public Health
    - Epidemiologist
    - Prevention coordinator
      - School-based prevention staff
    - Advisory group staff
  - Primary prevention programs



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## Prevention Priorities



- Reduce tobacco use among pregnant women and people with behavioral health conditions
- Reduce childhood obesity
- Improve immunization rates
- Improve mental health outcomes

### DID YOU KNOW? SMOKING CREATES MORE STRESS FOR YOUR BABY



SPEEDS UP YOUR HEART



INCREASES YOUR  
BLOOD PRESSURE



REDUCES OXYGEN

NOW IS A GOOD TIME TO QUIT SMOKING. QTIP CAN HELP!  
For support and to learn how to earn up to \$250 for quitting call 541-682-4440



LEARN  
MORE



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## Pregnant smokers in Lane County



Prevalence	Oregon	Lane County
Prenatal – Total*	12%	15%
Prenatal – Medicaid	22% <sup>+</sup>	est. 30%+ <sup>**</sup>
Adult – Total*	17%	18%
Adult – Medicaid	37%	34% <sup>++</sup>

*\*Tobacco Prevention and Education Program. Lane County Tobacco Fact Sheet 2011. Portland, Oregon: Oregon Health Authority, Oregon Public Health Division, 2010.*

*+Burden of Tobacco Among Medicaid Clients in Oregon. Oregon Department of Human Services: Public Health Division, Tobacco Prevention and Education Program, 2007*

*\*\*Based on WIC data and Community Health Center chart audit of Lipa/Trillium patients who were pregnant between 2009-2012*

*++Oregon Health Plan Tobacco Cessation Services: 2012 Survey Report*



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## Research on incentives



- Donatelle, et. al., 2004
  - Incentives have potential to motivate short-term quit & can be effective during pregnancy
- Cochrane Review, 2009
  - Smokers who received incentives do no better than those who did not once incentives are removed
- Tappin, et. al., 2015
  - Cessation rates during pregnancy in the incentive group significantly higher than in the control group



## Goals of an incentive program



- Reduce tobacco use during pregnancy
- Improve birth outcomes
  - Provide cessation support during pregnancy
- Prevent postpartum relapse
  - Provide support and resources to maintain abstinence



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## Starting with TCIP (Tobacco Cessation Incentive Program)



- Administered in OB offices
- Urine test to verify cessation
- Graduated incentive at 3 points in pregnancy and at 6 weeks postpartum



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## Problems with TCiP



- Low enrollment
- Many women lost to follow-up
- Insufficient data to determine success
- Urine test results were frequently ambiguous
- Clinic staff did not have sufficient time to offer support/education
- Not able to support women after 6 weeks postpartum



## Switching to QTIP

- Moved to WIC
- Dedicated staff to program
- Added participation incentives
- Added postpartum incentives at 3 months & 6 months



## Quit Tobacco in Pregnancy



- Quit validated by CO monitor
- Graduated prenatal incentive, checked at 3 points during pregnancy
  - \$20, \$30, \$50
- Participation incentives for use of cessation supports
- Postpartum incentive \$50 each at 6 weeks, 3 months, 6 months



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## How it works: Enrollment



- Pregnant women identified as a tobacco users and referred to the program
  - Eligibility
    - Smoking at time learned about pregnancy
    - 4 weeks or more from EDD
- At enrollment, participants receive a material incentive and make a quit plan

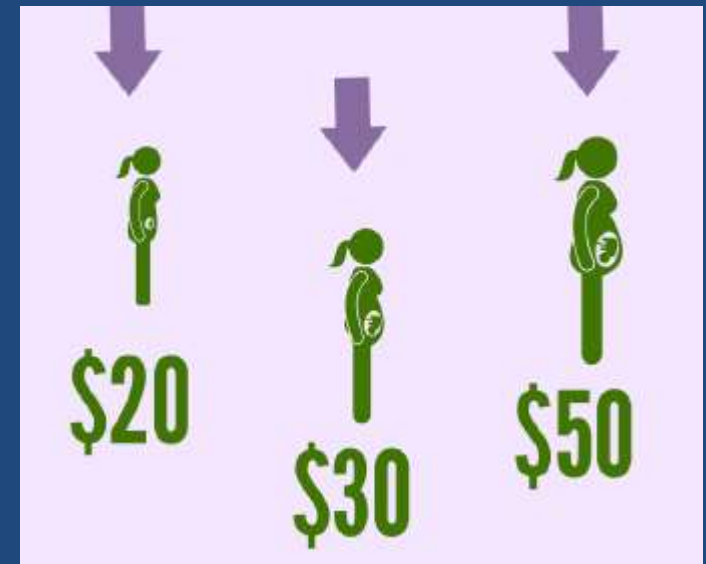




## How it works: Prenatal Cessation



- Women are eligible for incentive visits 3 times during pregnancy:
  - 4-6 weeks post enrollment, \$20
  - 4-6 weeks post 1<sup>st</sup> visit \$30
- 4-6 weeks post 2<sup>nd</sup> visit: \$50



## How it works: Prenatal Support



- During pregnancy participants can receive other material incentives (diaper bags, blankets, clothing, etc.) for accessing cessation support
  - From the Quit Line
  - From a counselor of their choice
  - From a facilitated cessation group
  - From sessions with QTIP coordinator



## How it works: Postpartum Cessation



- Once the participant delivers the baby:
  - 6 week visit, \$50 gift card
  - 3 month visit, \$50 gift card
  - 6 month visit, \$50 gift card
- Participants can also receive material incentives for accessing cessation support during the postpartum period



## QTiP Results: Enrollment



- Since 2015, over 300 pregnant smokers have participated in QTiP
- 55% of pregnant smokers referred to QTiP chose to enroll
- 25% of women referred were lost to follow-up (no response to efforts to enroll)
- 15% declined to enroll
- 88% of women are referred by WIC staff



## QTiP Results: Prenatal cessation

- More than 30% achieve/maintain cessation during pregnancy
- About 20% of participants are still abstaining from tobacco at 6 months postpartum



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## Prenatal cessation



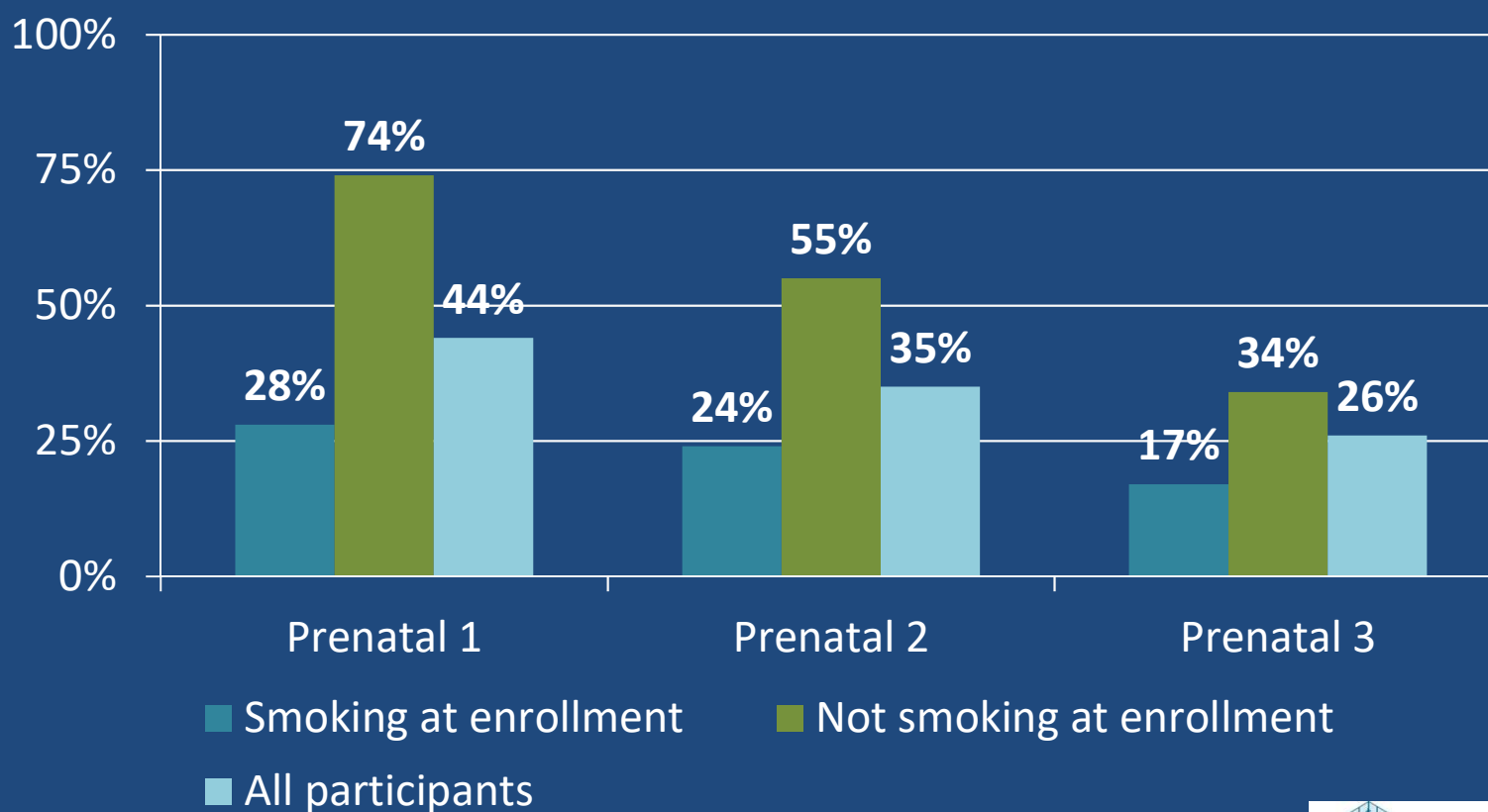
- 66% of participants were smoking at enrollment
- Almost half of participants achieve cessation by the 1<sup>st</sup> incentive visit
- About 25% are quit during the third trimester



## Prenatal cessation



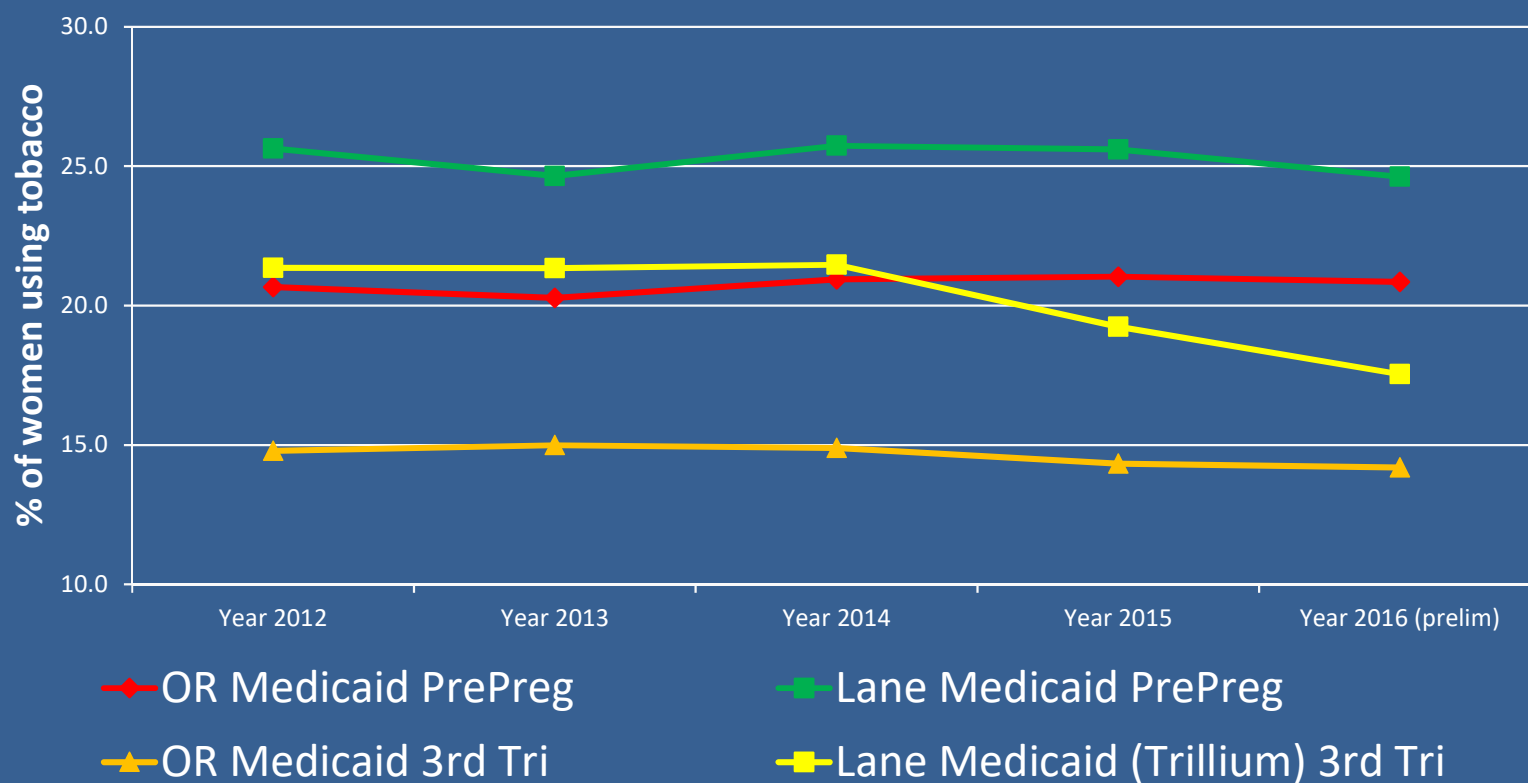
Percent of QTIP participants achieving cessation



## Quit Tobacco in Pregnancy (QTiP)



### Tobacco Use in Medicaid Pregnancies



Oregon Center for Health Statistics  
\*2016 data is preliminary



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## Postpartum cessation



- 29% of eligible participants came in for 3 month visit
  - 83% were quit
    - 24% of all eligible participants were quit
- 20% of eligible participants came in for 6 month visit
  - 87% were quit
    - 17% of all eligible participants were quit



## Birth Outcomes



- Premature birth:
  - Passed 3<sup>rd</sup> Prenatal visit: 8%
  - Failed 3<sup>rd</sup> Prenatal visit: 19%\*
- Low birth weight:
  - Passed 3<sup>rd</sup> Prenatal visit: 7%
  - Failed 3<sup>rd</sup> Prenatal visit: 11%

An advertisement for QTIP featuring a pregnant woman in a white top and light blue skirt. The text reads: 'THE LESS EXPOSURE THE BETTER! No matter how late in your pregnancy you will help your baby if you quit smoking. Now is a good time to quit smoking. QTIP can help!'. Below the text is a QR code and a small paragraph: 'For support and to learn how to earn up to \$250 for quitting call 541-682-4440'. At the bottom are logos for various partners including the Oregon Health Department, Seaside Health Center, and others.

**THE LESS EXPOSURE THE BETTER!**

No matter how late in your pregnancy you will help your baby if you quit smoking.

Now is a good time to quit smoking. QTIP can help!

For support and to learn how to earn up to \$250 for quitting call 541-682-4440

\*Significant at 90% confidence



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## Key Learnings and Next Steps



1. Incentives do help cessation rates during pregnancy
2. Incentives may not be enough to keep participants engaged during postpartum period
3. We need to better understand why some smokers do not wish to engage in the program



## Questions?

## Contact:

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[www.preventionlane.org](http://www.preventionlane.org)

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## THANK YOU!



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