

Smoking Cessation and Reduction in Pregnancy Treatment (SCRIPT)

A Brief Introduction

Smoking during Pregnancy



CDC Pregnancy Risk Assessment Monitoring System (PRAMS) 2011

10% of respondents reported
smoking during last 3 months of
pregnancy

SAMHSA National Survey on Drug Use and Health 2013

15.4% of pregnant women
reported smoking



Preventable loss

Active smoking during pregnancy has been defined as the most serious and preventable cause of fetal and infant morbidity and mortality by the U.S. Healthy People Objectives for the Nation.



Dangers

Adverse effects on maternal, fetal, and infant health:

- Low birth weight
- Altered fetal development
- Impaired fetal growth
- Increased risk of SIDS
- Complications during pregnancy, such as placenta abruption
- Decreased lung function of the baby



Healthy People 2020



Tobacco Use

- Increase the number of women who quit smoking during the first trimester and remain quit for the duration of pregnancy from 11% to 30%. (TU- 6)

Maternal & Child Health

- Increase the number of women who report abstaining from cigarettes during pregnancy from 89.6% to 98.6%. (MICH- 11.3)



Overview of Interventions

Interventions for helping pregnant women quit smoking can include:

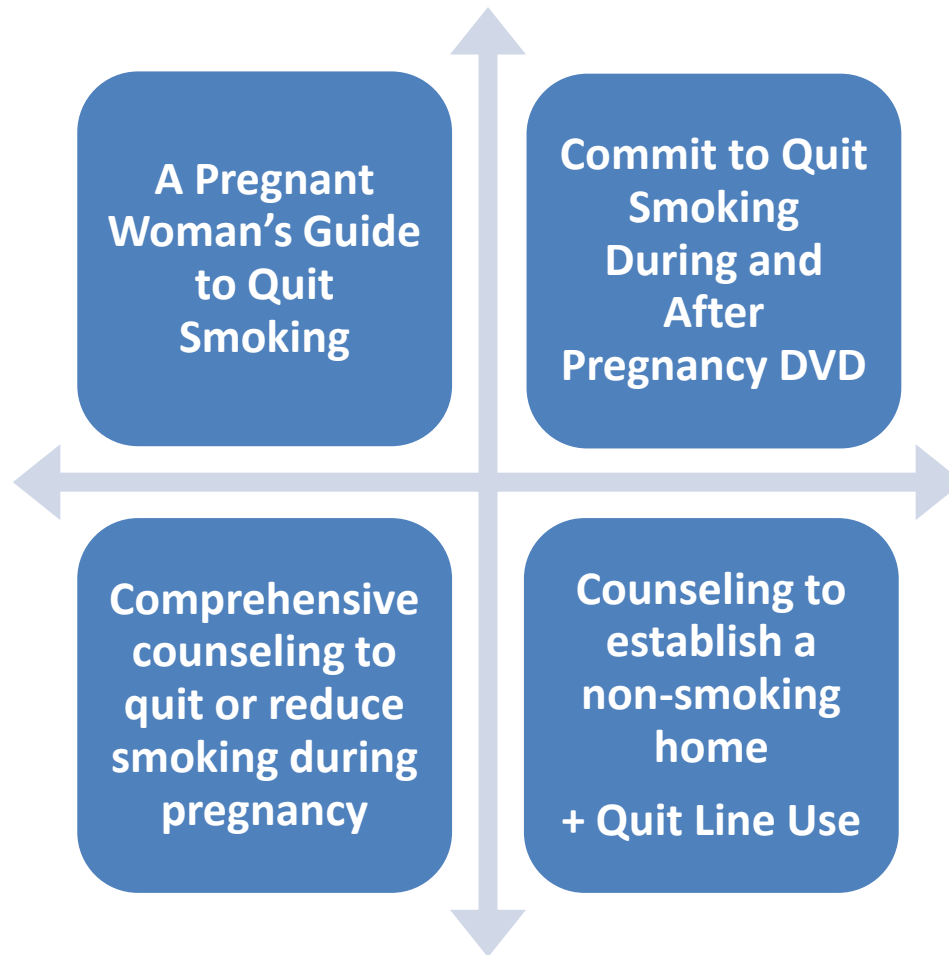
- Patient counseling – 5 A's
- **The SCRIPT Program**
- Telephone Quitlines
- Pharmacotherapy

SCRIPT

SMOKING CESSATION AND REDUCTION IN PREGNANCY TREATMENT

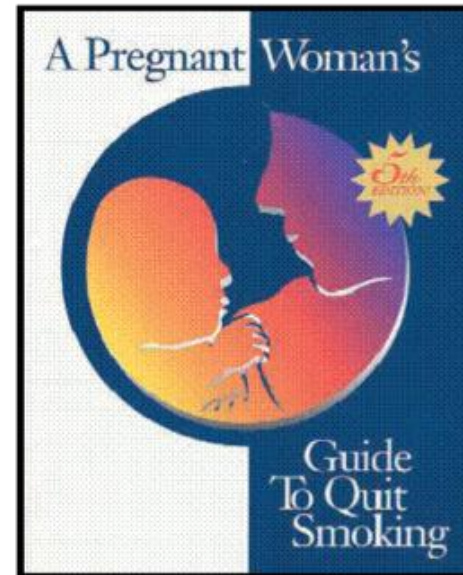
- Designed to be an integrated component of a patient education program for prenatal care providers
- Provides an in-depth look at the evidence-based, “best practice” procedures developed for screening, intervention, and follow-up
- Educates a pregnant woman about why she should quit or reduce her smoking for her health and the health of her baby.

Components



The Guide

- A 36-page, tailored guide that outlines a self-evaluation process to help build women's smoking cessation success over a seven-day period
- Written at a 5-6th grade reading level



Commit to Quit Video

The video was developed to:

- Enhance the patient's motivation to quit smoking.
- Ensure patient exposure to recommended smoking cessation skills.
- Significantly reduce counseling time.

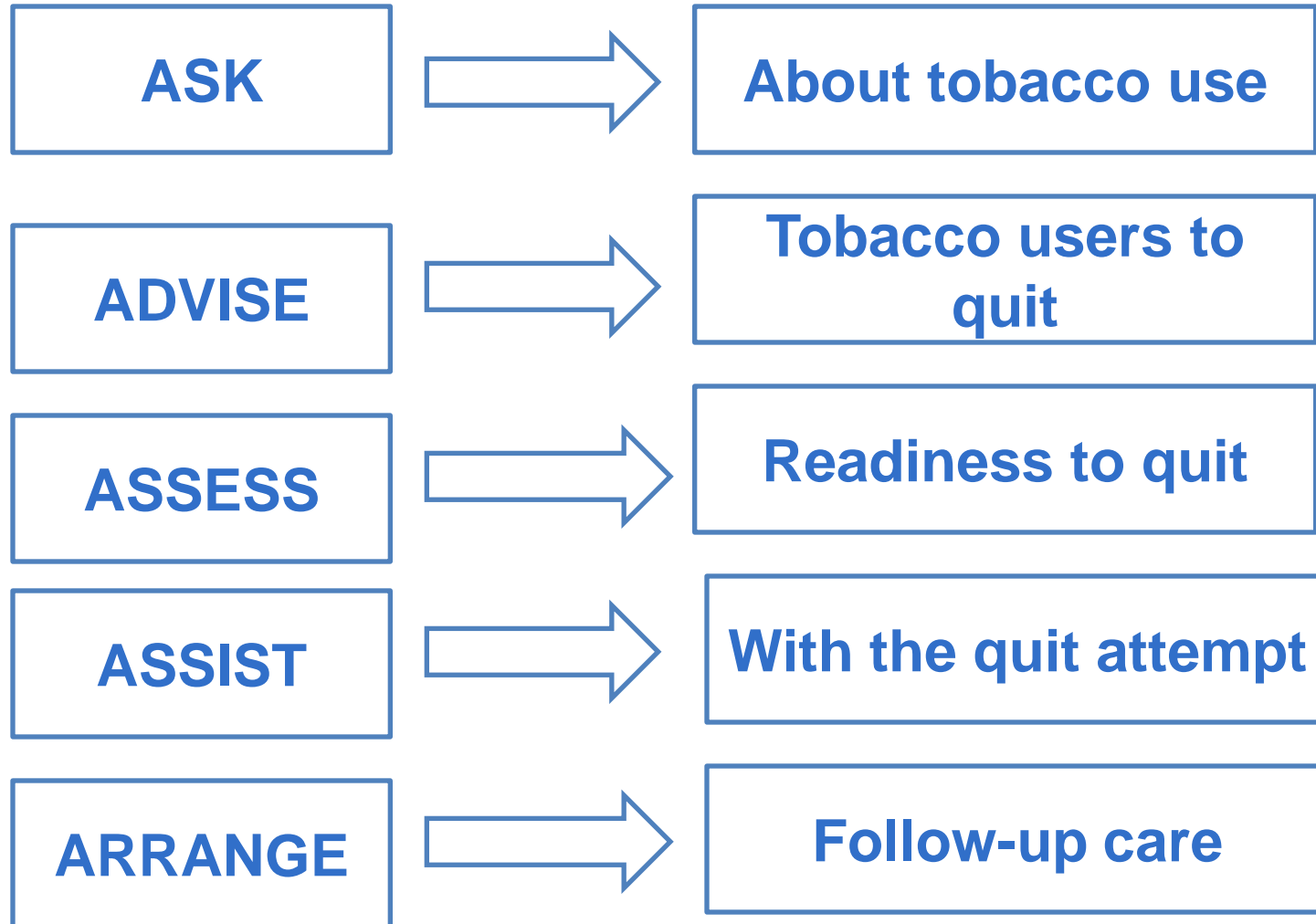


The video presents:

- Strong visual and personal verbal messages about maternal, fetal, and infant risk.
- Testimonials of pregnant smokers who had quit smoking.
- The demonstration of behavioral skills to quit smoking.

The 5As

Counseling

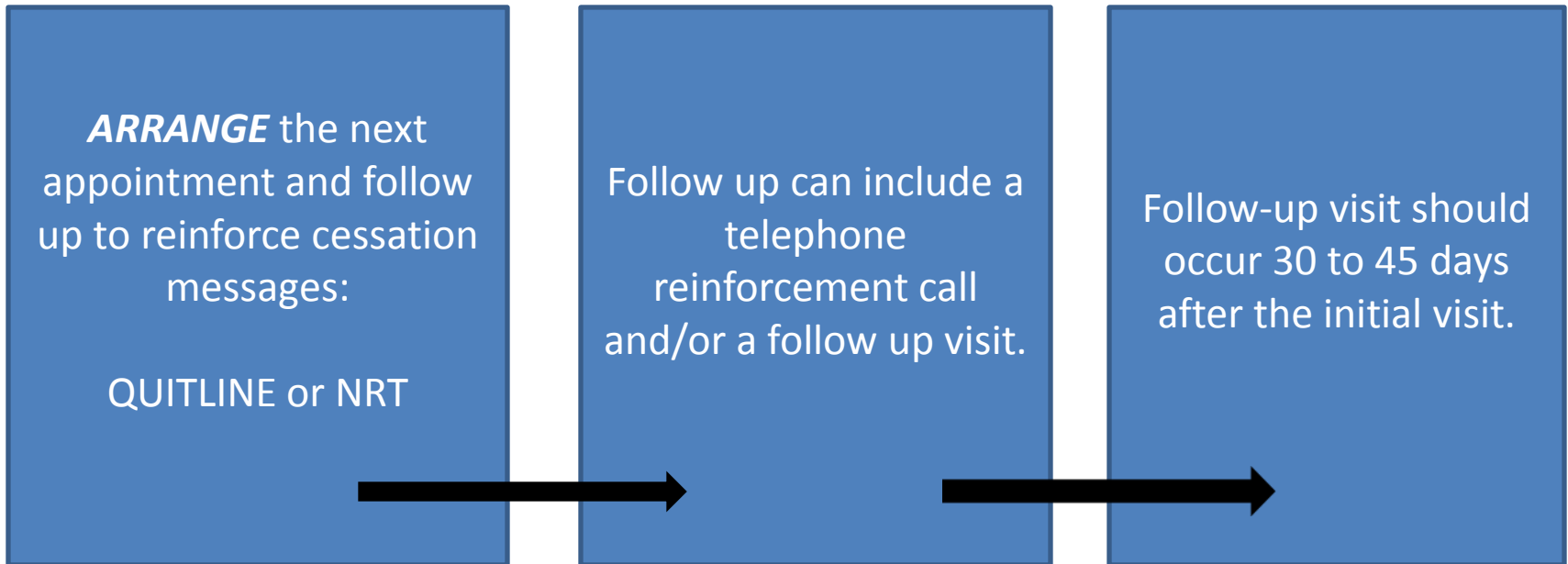


Biochemical tests

SCRIPT recommends that as a part of the ASK stage, a biochemical test is used as a part of routine prenatal care.

WHY?

Follow Up



An Effective Program

- The effectiveness of the SCRIPT Program has been rigorously demonstrated (1982-2012).
- The acceptability of the program by prenatal clients, the routine delivery by prenatal care staff, and the cost effectiveness of implementing SCRIPT have been demonstrated by independent evaluations in the US and internationally.



Cost Effectiveness

Group	Cost/Patient	% Quit*	Cost-Effectiveness
1. Normal-C Information	\$10.00 (N=100)	6.5%	$(\$1000/6.5)=$ \$153
2. SCRIPT	\$20.00 (N=100)	15%	$(\$2000/15) =$ \$133

*Cotinine or CO confirmed

Implementing SCRIPT

SCRIPT is a flexible program that can be added to your current care model

- **In Clinics**
- **In home-based care**