

# SCRIPT by REACH

*Smoking Cessation through Reduction in Pregnancy Treatment  
Racial and Ethnic Approached to Community Health*



**REACH partners with health systems** to assess current tobacco cessation practices, and provide technical assistance and training for clinic staff to assess and counsel pregnant women.

Our evidence-based approach is individualized and we develop workflows and implementation plans for each unique setting, free of charge.

**Quantifiable, reliable data** helps your clinics improve CCO tobacco metrics. Your patients who are pregnant see their progress with the help of this program.

Each health setting is provided a carbon-monoxide reader and staff training to support your patient's smoking cessation. Other biomarkers may be used during this program.

## Results

- › Quit rates amongst smoking mothers is almost 2x compared to regular care (15% vs. 8.8%).
- › CO monitoring can be easily included into taking vitals.
- › Patients can set goals and create motivation for behavior change.

## The 'Smokerlyzer'



This device reads CO levels in the blood (ppm) with analysis guides for Certified Medical Assistants (CMA) to administer.



## Settings

- › Primary Health Clinics
- › Community Based Clinics
- › Coordinated Care Organizations (CCO's)

## For more information please contact:

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