



California Smokers' Helpline  
**1-800-NO-BUTTS**

## A Collaboration To Reduce Smoking Among Pregnant Women

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## Overview

- Health effects of maternal smoking and secondhand smoke
- California Smokers' Helpline Services
- Contra Costa County Pre-Conception Model to Reduce Tobacco-Related Illnesses
- Q & A



# Health Effects of Maternal Smoking

- Miscarriage
- Fetal death
- Premature birth
- Low birth weight
- SIDS
- Lung infections
- Asthma
- Cleft lip
- Learning disabilities
- ADD



# Health Effects of Secondhand Smoke on Children

- SIDS
- Acute respiratory infections
- Asthma
- Allergies
- Ear problems
- Difficulty in school



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# California Smokers' Helpline

- A free, statewide, telephone-based tobacco cessation program
- Established in 1992 by UCSD researchers
- Funded by Propositions 99 & 10
- Experimentally validated behavioral counseling protocols
- Proven to double a smoker's chance of success
- 6 languages: English, Spanish, Cantonese, Mandarin, Korean, Vietnamese
- Open 74 hours a week
- Has served over 500,000 Californians



# Helpline Services

- Self-help materials
- Referral to local cessation programs
- Web site: [www.nobutts.org](http://www.nobutts.org)
- Individual telephone counseling
  - Delivered by trained counseling staff
  - Individualized
  - Consists of an initial session and up to 5 follow-up sessions with the same counselor
  - Proactive
  - Doubles a smoker's chance of success



# Populations Served

- Adults
  - English
  - Spanish
  - Chinese (Mandarin and Cantonese)
  - Korean
  - Vietnamese
  - Hard of hearing
- Teens
- Pregnant/nursing women
- Chew/spit tobacco users
- Non-tobacco using clients (proxy)



# What Happens in Each Call?

- **Initial session** (30 to 40 minutes)
  - Build self-confidence
  - Create individualized plan
  - Motivate quit attempts
- **Up to 5 follow-up sessions with same counselor** (10 minutes each)
  - Convey support and accountability
  - Help prevent relapse



## Benefits of Telephone Counseling

- Easy access
- Convenient
  - No childcare arrangements
  - No transportation challenges
- Semi-anonymity
- Individualized treatment



## How To Help Your Clients Quit Tobacco

- *Ask* clients at every visit: Do you smoke?
- *Advise* tobacco users to quit:  
"I recommend that you quit. It's important for your health (and the health of your baby)."
- *Refer* tobacco users to 1-800-NO-BUTTS:
  - Gold Cards
  - Helpline Fax Referral Program



## What is the Helpline Fax Referral Program?

- A quick and easy method for referring tobacco users to free, effective cessation services
- Clients complete and sign fax referral form, giving consent to receive cessation services from the Helpline
- Form can be faxed or mailed to Helpline



## Why Use the Helpline Fax Referral Program?

- Allows you to refer tobacco users directly to the Helpline for scientifically-proven, one-on-one behavioral counseling
- Relieves the client of having to initiate the first call for services
- Provides reports on the overall disposition of your referrals



## How does the Helpline Fax Referral Program Work?

- Ask client if he or she would like to be called by a Helpline counselor
- Help client complete and sign the fax referral form
- Fax form to Helpline



## What Happens to the Referrals?

- Referral information entered into system
- Up to 5 attempts made to reach client by phone
- Clients are screened and offered counseling or materials
- If no contact is made by phone, materials and letter mailed to client



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# Thank You!

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