

Utah

Successful Tobacco Cessation Services for Women on Medicaid: MCH Linkage Project collaborates with the Utah Department of Health

Public Health Problem

- 54% of pregnant smokers in Utah are also on Medicaid.
- Smoking rates of women on Medicaid during pregnancy were higher than those found in the rest of the Utah population.
- Pregnant women on Medicaid are eligible for all types of nicotine replacement therapies and counseling, but are not utilizing their benefits.

Initiative Goal

Address women smoking during pregnancy by developing, initiating and evaluating a collaborative smoking cessation intervention between the Utah Department of Health and Medicaid.

Collaboration is Key to Solving a Public Health Problem

Since 2006, CDC's Division of Reproductive Health, and the National Association of Chronic Disease Director's Women's Health Council have been working to link maternal child health (MCH), chronic disease, and health promotion programs. Utah's Tobacco Prevention and Control Program (TPCP) was interested in developing an intervention to target women who smoked during pregnancy, but did not have adequate funding. Using data from the Pregnancy Risk Assessment and Monitoring Survey (PRAMS), the TPCP was able to establish the need for improved tobacco cessation services by highlighting the public health problems outlined above. PRAMS data were instrumental in developing a collaborative response with Medicaid.

Successful Impact

- To date, intervention has reached 827 women. Fifty percent reported wanting to quit, 16.7% quit and 38.2% reduced their use of tobacco.
- Medicaid paid \$185,000 in matching funds to help support the intervention.
- PRAMS data used by Utah's Bureau of Health Promotion program has enhanced the health services utilized by women, thereby improving the health of pregnant women.