

Tobacco Cessation Among Pregnant Women in Virginia

Conference Call

Minutes

January 28, 2014
10:00-11:00 am

Conference Call-In Number: 866.842.5779
Code: 804 864 7660

Attendees: Shannon Pursell, Rita Miller, Edith Bobko, Karen Shea, Melody Counts, Janis Dauer, Sandy Kanehl, Kathryn Whitestone, Leslie Hogle, Felicia Mason, Latrice Johnson, Ashley Harrell, Beth Kavinsky, Olabisi Oshikanlu

Absent: Shirley Miller, Ann Vaughan, Kira Koon, Yvonne Archer, May Kennedy, Rebecca Parsio, Martha Kurgens, Amy Paulson, Pam Parham, Melanie Deel

Strategic Goal 2: To reduce premature births across the Commonwealth.

Objective 3: Increase abstinence from tobacco among pregnant women from 91% to 96% (5%) by 2018.

Strategy 1: Promote awareness of the Quit Now Virginia hotline to pregnant women across the Commonwealth.

Strategy 2: Promote smoking cessation specific to the Medicaid population within Virginia.

Minutes

What	Who	Notes
1. Welcome and Introductions <ul style="list-style-type: none"> • Brief summary of the implementation team and goals 	Shannon Pursell	<ul style="list-style-type: none"> • Welcomed everyone and explained our goals above for this team • Implementation team will be comprised of an internal chair: Shannon Pursell and an external chair: volunteer from the group. There are approximately 20 members on this team. It will be the team's responsibility to develop a work plan and move it forward.
2. Moving the Infant Mortality Strategic Plan forward <ul style="list-style-type: none"> • Current data and sources • What additional data do we need? • Inventory of tobacco cessation efforts throughout Virginia 	Shannon and Group	<ul style="list-style-type: none"> • Current data and sources are via Alere (contractor of the Quitline) and PRAMS which is a self reported randomly selected survey given to moms across VA. • Additional data mentioned by the group: <ul style="list-style-type: none"> ○ Hospital claims data on pregnancy and smoking—VHHA ○ Providers billing for tobacco cessation counseling, coding data and trending for NRT/services—DMAS ○ Nationally VA is very low on Fax now or Quitline use. ○ “One Tiny Reason to Quit” study conducted in Richmond, Va; specific

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		to promotion of a media campaign among a high African American population with a positive message on the benefits to quit smoking.
3. Do we have the right people at the table?	Shannon and Group	<ul style="list-style-type: none"> • Additional individuals suggest by group to add: <ul style="list-style-type: none"> ○ Rep from March of Dimes ○ Tobacco Control Project (Eletta Hanson) ○ Rep from American Medical Society ○ Rep from ACOG ○ Merry McKenna (rep from southwest VA) ○ Provider from FQHC
4. Identify activities to implement for work plan	Shannon and Group	<ul style="list-style-type: none"> • Involvement with the “White Coat” call at GA next year • Tobacco free alliance—network of advocacy and power of partnership • Provide a webinar for professional organizations • Attend/booths at professional conference to promote Quitline or speak during conference
5. Questions/Additional Comments	Shannon and Group	<ul style="list-style-type: none"> • Alere is conducting research on mental health and tobacco; based on their acknowledgement that tobacco use is higher among individuals reporting a mental health condition
6. Next steps to reach the goal of decreasing the infant mortality rate from 6.7 to 5.7 deaths per 1000 live births by 2018 in Virginia. <ul style="list-style-type: none"> • Next meeting dates 	Shannon	<ul style="list-style-type: none"> • The next meeting will be Tuesday Feb 25, 2014 from 10:00-11:00am. • Attached is a blank work plan that we will begin filling in at the next meeting. Please take a few minutes and add 1-3 activities and send back to me by Feb 20, 2014. I will compile everyone’s suggestions and send prior to the next meeting for discussion.