# Virginia WIC Collaboration with the Tobacco Control Program:

# Expanding Our Reach Beyond the Clinic Walls

Jarene Fleming, IBCLC, RCL and Rita Miller, BS, TTS

# Infographic



Infants exposed to tobacco are at high risk for Sudden Infant Death Syndrome (SIDS). Did you know exclusive breastfeeding can reduce the risk of SIDS by 50%?\* Here's how you can reduce exposure.



Never expose your baby to secondhand smoke. Do not smoke in your home or vehicle.



Breastfeed your baby first before smoking or vaping.



Wear a designated smoking coat then remove coat and wash exposed skin.



Go outside to smoke 25 feet from the door or window.



Wait 90 minutes before breastfeeding again. There will be less nicotine in Mom's milk.



Always place your baby in a separate sleep space. It is not safe for babies to sleep with anyone who smokes. It increases their risk of Sudden Infant Death syndrome (SIDS).



Human milk can protect your baby from serious illnesses. If you have not been able to quit smoking, you should still breastfeed.

You can get help to quit. Try Quit Now Virginia, a free and confidential tobacco cessation counseling service. You will receive a personalized quit plan, self-help materials, up-to-date in

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Call 1-800-QUIT-NOW (1-800-784-8669; TTY 1-800-332-8615) or visit Quitnow.net/Virginia



RY, et al. Duration of Breastfeeding and

Risk of SIDS: An Individual Participant

Data Meta-analysis. Pediatrics.

This institution is an equal opportunity provide





## Fact Sheets





## Posters





# Background:

The CDC Office on Smoking and Health reports a smoking prevalence rate of 7.2 per 100 live births nationwide. In Virginia 5-7% of pregnant people use tobacco products. Although smoking is on the decline, in 2020, 12.5% (30.8 million) of U.S. adults reported smoking cigarettes. Virginia PRAMS 2020 data reflects breastfeeding rates are lower among respondents that smoked during pregnancy.

Virginia Department of Health (VDH) staffers, Rita Miller, Tobacco Use and Dependence Treatment Coordinator and State Breastfeeding Coordinator, Jarene Fleming had a conversation about breastfeeding and smoking myths. Soon a plan emerged to develop materials to debunk the myth that tobacco users should not breastfeed.

# Objectives:

- Educate tobacco users about the risk of smoke exposure to the fetus and neonate
- Educate tobacco users about safer ways to provide human milk
- Provide information about Quit Now tobacco cessation services to WIC clients
- Increase utilization of Quit Now services by pregnant and breastfeeding Virginians

#### Methods:

An online search identified a gap in educational resources and we decided to develop our own tools to educate WIC Participants and others about the risk of tobacco exposure during the perinatal period.

#### Results:

The Divisions of Community Nutrition and Prevention and Health Promotion partnered to increase awareness and understanding of the risks and harms of tobacco use while pregnant and breastfeeding.

The project culminated with the creation of two posters and two fact sheets. One set focused on pregnant tobacco users and the other focused on breastfeeding users. Information on harm reduction and practical methods to reduce infant second and third hand smoke exposure was included as well as access to Quit Now Virginia tobacco cessation support. The Quit Now program provided co-branded materials for WIC and federally funded clinics, childcare and healthcare centers. The project was funded by the CDC Tobacco Control Program CORE Grant.

A 2022 refresh of this initiative promotes via WIC social media outlets to promote utilization of tobacco cessation services to WIC Participants who are receiving remote services. Materials are posted on the Tobacco Control Program website.

#### Conclusions:

Utilizing the knowledge of subject matter experts from the Divisions of Community Nutrition and Prevention and Health Promotion, new educational tools increases the reach and utilization of both programs. Cross division collaboration breaks unintentional silos within VDH and amplifies the impact of the Virginia Department of Health in the community.







