



# Day One Newsletter

## Smoking Among Pregnant Women: A Big Problem In West Virginia

The rate of smoking among pregnant women in WV is over 27%, nearly 3 times the national average and highest in the country. According to the Centers for Disease Control and Prevention smoking before and during pregnancy is the single most preventive cause of illness and death among mothers and infants. Women who quit smoking before or early in pregnancy significantly reduce the risk for several adverse outcomes including Sudden Infant Death Syndrome. As part of a major effort to reduce tobacco use among pregnant women, the West Virginia Tobacco QuitLine, funded by the WVDHHR Division of Tobacco Prevention (DTP) is currently offering services at no charge to all pregnant women who smoke as well as those that live in the same household with a pregnant woman. Those interested in getting this help to quit smoking should call:

**WV QuitLine**

**1-877-966-8784**

Telephone counseling, materials and smoking cessation medications are available.



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Day One  
Newsletter

A program of the  
WV Hospital Association  
100 Association Drive  
Charleston, WV 25311

[www.wvha.org/day\\_one](http://www.wvha.org/day_one)

The DTP, in partnership with the WV Right From the Start Program and West Virginia University is also conducting focus groups in various parts of the state with women who smoke/smoked while pregnant. These groups are being conducted to learn more from these women about this issue including barriers and motivation to quit as well as finding ways to reduce the rate of smoking among pregnant women.



# Smoke free is best for me



Help protect infants and children from exposure to secondhand tobacco smoke. Kids who are exposed to secondhand smoke have an increased risk for a variety of health problems such as ear and respiratory infection, asthma and allergies and even Sudden Infant Death Syndrome. We have a 9 minute DVD produced here in WV to help you educate parents and others about this issue. The DVD includes information about the health effects of secondhand smoke, ways to establish a smoke-free environment including homes, cars and other places where children go. Also addressed in the DVD are tips to help smokers quit and how to reach resources in the state to help. This information is also briefly included in the Building Blocks for a Bright Baby booklet provided by Day One. See ordering information on page 4 of this newsletter.

## WVBA

The West Virginia Breastfeeding Alliance (WVBA) is growing in size and expanding its efforts. As participants in the national Business Case for Breastfeeding (BCBF), the WVBA has trained volunteers available to meet with businesses in the state to provide information about the many benefits to businesses of supporting breastfeeding mothers at work. These individuals can offer assistance with worksite policy development, setting up an area for moms to pump breastmilk during the work period and overall establishing a breastfeeding-supportive work environment. Visit [www.wvbfa.com](http://www.wvbfa.com) for more information about the WVBA, the BCBF initiative and scheduling a visit to your worksite.

The WVBA is a membership organization open to any and all the want to work together to promote, protect and educate about breastfeeding the West Virginia.



**Three reasons for breast-feeding:**  
"The milk is always at the right temperature;  
it comes in attractive containers;  
and the cat can't get it,"

# An Important Year at the Legislature

These are two issues that are important to healthy mom and baby.

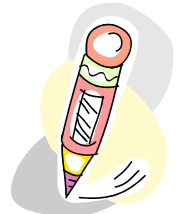
West Virginia leads the nation in smoking among pregnant women. There are a few bills introduced in the WV legislature this session that would increase the state tax on cigarettes and other tobacco products. WV cigarette tax currently ranks 43rd (50 being the lowest) among all states. Increasing the price (via taxes) is a proven way to reduce tobacco use. If the tax on cigarettes were increased to around the national average of \$1.34 per pack, an additional \$117 million would be generated in revenue. Direct health care costs of smoking cost WV \$1.3 billion annually.

The Governor's proposed budget for 2011 currently includes a cut of 11.5% in funding to the Division of Tobacco Prevention. This program is already greatly underfunded, based on recommendations of the Centers for Disease Control and Prevention. Cuts to this program will be devastating to the future of efforts to reduce/eliminate tobacco use in WV.

To learn more about tobacco-related legislative issues, go to [www.ctfwv.com](http://www.ctfwv.com). You will find links to the Smoke Free WV Communities blog [www.sfwvc.com](http://www.sfwvc.com), as well as links to the Coalition on Facebook and Twitter.

The Coalition for a Tobacco-Free WV will be holding weekly telephone conference calls to update advocates about tobacco policy issues throughout the months of February and March. The calls will be held on Wednesday mornings from 9:00 a.m. to 9:30 a.m. If you would like to join in on these calls, please e-mail your name, preferred e-mail address and phone number to [ckittle@wvha.org](mailto:ckittle@wvha.org). A toll-free call in number and code will be sent to you.

If you receive Day One materials PLEASE take a few minutes each month to send us a report. Those reports help us help you! A monthly report form is available at [www.wvha.org/day\\_one](http://www.wvha.org/day_one). There should also be a form enclosed with your Day One materials order when you receive it. Thanks so much to those of you that faithfully submit those reports to us! We hope to hear from all of you!



# Day One Trainings Available

We can bring a Day One training program to you! The training will focus on core issues of the Day One Program including infant brain development, tobacco issues related to infants/children, breastfeeding and other issues. Call Ciny Kittle for more information or to arrange a training in your area.

## Information Sharing

We want to know what you are doing and help you share information with others working with similar issues. If you have events, activities, resources, projects, etc. that you would like to promote or share with others via the Day One Program and newsletter, please e-mail that information to us. We also want to hear from you about topics or issues that you would like to have addressed in this newsletter, please let us know.

## Resources Available To You

**Day One Brochure-** A tri-fold brochure for a positive beginning for parents and their infants.

**Building Blocks for a Bright Baby-**a 16 page booklet that addresses infant brain development, breastfeeding, secondhand smoke exposure and other health and safety issues.

**Secondhand Smoke Brochure-**a tri-fold brochure that addresses issues of secondhand cigarette smoke exposure for you and your baby.

**Smoke-Free from Day One DVD-**A 9-minute DVD, produced in WV, for WV, about the dangers of secondhand cigarette smoke.



**Give away goodies!** These vary and are available while supplies last. All of these items are found on the supply order form found online at [www.wvha.org/day\\_one](http://www.wvha.org/day_one).

We currently have some great magnets/photo frames with a Smoke Free is Best For Me message.

For more information call Lisa Green at 304-344-9744.

### Free Infant Brain Development DVD Available

The Day One Video, which is two 15 minute segments focusing on infant brain development has been available in video format for a few years. It is now available in DVD format, free to all hospitals and other Day One providers. Contact Ciny Kittle to obtain your copy at 304-344-9744.