

**Contract Period October 1, 2018 - September 30, 2021**

**LPHA Contractor:** Clinton County Health Department

**Selected Priority Health Issue(s):** Prevent and Reduce Smoking among women of Childbearing Age and Pregnant Women.

Targeted National, State, and Local outcomes:

- Percent of women who smoke during pregnancy
- Percent of children who live in households where someone smokes
- Efforts that lead to policy considerations/changes that support smoke free environments
- Changes at organizational levels that support smoke free public environments

**Statement of the Problem:**

From 2004-2014, smoking attributable deaths in women within Clinton County occurred at a rate of 126.99 per 100,000. The State rate for the same time period was 100.87 per 100,000. Incidences of Hospitalization for Heart Disease, Ischemic Heart Disease, Stroke/CVA Deaths, Stroke/CVA Hospitalizations and several other indicators are significantly higher than the State rate for the same time period. In all, 11 health indicators of smoking related illness and health outcomes affecting women of child-bearing age were significantly higher than the State rate for the same period of time.

Changes in societal acceptance of smoking are rapidly evolving, yet, Clinton County residents still suffer from poor health outcomes as a result of smoking at rates higher than the rest of Missouri. We believe there are multiple factors at play which help explain this disparity. Anecdotal factors that we have identified include a lack of smoking cessations resources, fewer public smoking ordinances, and a slow-to-evolve societal acceptance of not smoking being a norm within this community.

**Goal(s):** Implement health education, advocate for change in policies and societal practice to prevent and reduce the number of pregnant women and women of child-bearing age who smoke.

**Evidence-Based Strategies:** According to the Association of State and Territorial Health Officials (ASTHO, 2013) document, "Smoking Cessation Strategies for Women Before, During, and After Pregnancy" The following are evidence based recommendations for successful efforts in reducing tobacco use in this population:

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1. Provide training and technical assistance to healthcare and public health providers on helping women quit using tobacco before, during, and after pregnancy.
2. Extend pregnancy-specific and postpartum specific quitline services to women during and after pregnancy.
3. Promote awareness of cessation benefits and effectiveness of treatment by implementing coordinated media campaigns that specifically target women during childbearing years.
4. Develop customized programs for specific at-risk populations of women who are

- smokers and of reproductive age.
5. Include Women, Infants, and Children (WIC) sites as points for intervening with pregnant and postpartum women.
6. Design and promote barrier-free cessation coverage benefits for pregnant and postpartum women in public and private health plans.
7. Promote cessation service integration aimed at improving birth outcomes.
8. Implement evidence-based tobacco control policies that augment tobacco cessation for women before, during, and after pregnancy.

Clinton County Health department’s efforts include the following evidence based strategies from the ASTHO recommendations to address tobacco use in this target population:

- Implement educational programs to promote smoking abstinence and cessation in women of child-bearing age. (ASTHO recommendations: #1, #3 & #4)
- Advocate for the passage of public smoking ordinances by municipalities within Clinton County. (ASTHO recommendation #8)
- Advocate for adoption of whole-campus smoking policies for public and private organizations and companies within Clinton County. (ASTHO Recommendation #8)
- Collaborate with community partners to identify and eliminate barriers that prevent women of child-bearing age from successfully ceasing smoking. (ASTHO Recommendations #4 & #7)

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Spectrum of Prevention	System Outcomes by Sept. 30, 2021	Activities
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<b>Influence Policy and Legislation</b>	The number of municipalities who have considered placed a non-binding question on the municipal ballot to measure support for public smoking ordinances have increased as evidenced by copies of meeting minutes in which consideration was made.	<b>FFY 2019:</b> Survey Municipalities in Clinton County and surrounding area who have adopted public smoking ordinances to determine methodology and strategy in garnering public support for these policies.
		<b>FFY 2020:</b> Compile data into a format that will assist municipalities in developing and passing their own public smoking ordinance. Distribute this information to municipalities within Clinton County.
		<b>FFY 2021:</b> Meet with representatives from each municipality within Clinton County. Collaboratively implement solutions to identified barriers to garner necessary support for passage of public smoking ordinances.
<b>Change Organizational Practices</b>	The number of public agencies who have adopted fully smoke-free policies for their campuses, including parking and outdoor areas will increase as evidenced by surveys from applicable agencies.	<b>FFY 2019:</b> Distribute and collect surveys to all public agencies including county offices, federal offices, police, fire, ems, and schools to determine current policies regarding smoking at each organization.
		<b>FFY 2020:</b> Locate and provide to each agency resources to assist them in developing and implementing smoke free policies for their respective agencies. Encourage collaborative and innovative policies to overcome roadblocks in policy adoption.
		<b>FFY 2021:</b> Survey agencies to determine a change in organizational policies since FFY 2019. Provide any additional resources or advocacy needed to each agency to assist them in adoption and implementation of policies.
<b>Foster Coalitions and Networks</b>	The number of community partners working together to reduce maternal smoking will increase as evidenced by an increase in participation with the Health Department Coalition from	<b>FFY 2019:</b> Meet with all providers within Clinton County who do not actively participate with the Coalition. Determine any factors that limit or prohibit participation in Coalition Meetings.
		<b>FFY 2020:</b> Mitigate factors discovered that prohibit participation in coalition meetings. Incorporate alternative methods to allow participation for providers who are unable to physically attend.
		<b>FFY 2021:</b> Coordinate with coalition members to further develop collaborative solutions and resources including systems of referral for smoking cessation.

**Maternal Child Health Services Contract Work Plan**

FFY 2019-2021

	providers and entities within Clinton County.	
<p><b>Educate Providers</b>  <i>Inform providers and influential organizations and leaders who will transmit skills and knowledge to others</i></p>	<p>The number of evidence based smoking-cessation resources available for providers to refer patients will increase as evidenced by an increase in survey identified resources, and provider trainings.</p>	<p><b>FFY 2019:</b> Survey providers and agencies to determine available smoking-cessation resources available to patients within Clinton County.</p>
		<p><b>FFY 2020:</b> Provide all providers with a compiled list of available resources. Research and procure additional evidence-based smoking cessation resources for coalition use.</p>
		<p><b>FFY 2021:</b> Through provider contact and coalition participation, feedback will be used to increase the number of resource referrals, and increase referral efficacy.</p>
<p><b>Promote Community Education</b>  <i>Reach groups of people with information and resources to promote health and safety</i></p>	<p>Annual and ongoing community events and messaging campaigns coordinated with local, state and national partners will be used to increase public awareness of the dangers associated with maternal smoking as evidenced by printed documentation of events, media postings, and available media messages.</p>	<p><b>FFY 2019:</b> Printed and electronic messaging resources will be sourced, evaluated, and selected for use in public education campaigns. Media selection will be coordinated with partners via coalition participation.</p>
		<p><b>FFY 2020:</b> Print and electronic educational media will be published. Social media, print media, and other electronic and visual media will be utilized to provide educational contacts to our target audience.</p>
		<p><b>FFY 2021:</b> Community outreach at public events with cooperation and participation from coalition partners will further increase the educational reach of the project.</p>
<p><b>Strengthen Individual Knowledge and Skills</b>  <i>Enhance an individual's capability of preventing injury or illness and promoting health and safety</i></p>	<p>The number of persons of child bearing age within Clinton County utilizing smoking cessation resources will increase as evidenced by a</p>	<p><b>FFY 2019:</b> Research available evidence-based smoking cessation programs for procurement or development by the Health Department. Collaboration with other Public Health Agencies in selection and procurement will be used to best utilize department resources.</p>
		<p><b>FFY 2020:</b> Procure or develop and implement evidence-based smoking cessation program. Collaborative procurement with other Public Health agencies may be utilized.</p>

**Maternal Child Health Services Contract Work Plan**

FFY 2019-2021

	documented increase in participation in Health Department sponsored smoking-cessation programs.	<b>FFY 2021:</b> Engage coalition partners to seek referrals to Health Department smoking-cessation program to increase utilization of program by target population.
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Approved and accepted June 12, 2018



Nola Martz, EDS, MSN RN  
NW District Nurse Consultant

**Revision Date:**  
*(to be completed only for an amendment)*