



The Maryland Tobacco Quitline now offers a **FREE** evidence-based Counseling Program for Pregnant Women!

Quitting smoking is one of the most important steps a pregnant woman can take to improve her health and that of her child. Smoking continues to be a leading cause of poor pregnancy outcomes, and the health risks to the fetus alone are significant. The new, enhanced, *non-judgmental* services offered by the **Maryland Tobacco Quitline** focus not only on helping pregnant women to quit smoking, but also to prevent relapse postpartum (after childbirth) and beyond.

The **FREE** specialized **Counseling Program for Pregnant Women includes TEN telephone calls** made proactively to pregnant women who register for services – both before *and* after her due date – to help prevent relapse. Additionally, materials designed to meet the needs of pregnant tobacco users, available in English or Spanish, will be mailed to the caller's home to assist with the quitting process.

During the ten specialized calls, Quit Coaches® will provide counseling on:

- The health risks of continued smoking and the benefits of quitting for both mother and baby.
- The hazards for mother and baby of exposure to second-hand smoke, especially due to the smoking behaviors of family members or others in the home.
- The availability of medications specific to pregnant women (in consult with her doctor) to help with the quitting process.
- The reduction in health risks associated with cutting down on the number of cigarettes smoked per day, with sustained emphasis on complete abstinence as the ultimate goal.
- The importance of the mother's and household members' continued abstinence of tobacco use *after* the delivery of her child.

The Maryland Tobacco Quitline, 1-800-QUIT-NOW, provides **FREE** evidence-based tobacco use cessation counseling, in English and Spanish, and other languages via translation services to assist Marylanders ages 13 and older with quitting tobacco use. Quit Coaches are available **24 hours a day, seven days per week**, including those who are specially trained to assist pregnant callers through their quitting process. In addition to telephone-based counseling, callers who are 18 years of age and older also have free access to the new **Web Coach®** and **Text2Quit®** services. **Web Coach®** is an interactive online cessation tool that can be paired with phone and text services. **Text2Quit®** includes tailored text messages sent to the caller's mobile device. Marylanders can enroll for these **FREE** services by calling 1-800-784-8669 or online at www.quitnow.net/maryland. Free promotional materials may also be ordered at www.SmokingStopsHere.com.

TTY # 1-877-777-6534



The **Maryland Tobacco Quitline** is a free Service offered by
The Maryland Department of Health and Mental Hygiene