

2008-N-06

CIO Name: NCCDPHP

Project Title: Evaluation of Pregnant and Postpartum Women's Use of State Quitlines

Project Description and Objectives:

Smoking during pregnancy causes harm to both the fetus and the mother. Infants born to mothers who smoke have an estimated 40% increased rate of mortality. These infants have an increased risk of premature birth and Sudden Infant Death Syndrome (SIDS). An estimated 30% of small-for-gestational-age infants, 10% of preterm infants, and 5% of infant deaths are attributable to prenatal smoking. While smoking rates have been decreasing, 13% of women from 26 states reported smoking during the last three months of pregnancy in the Pregnancy Risk Assessment Monitoring System in 2004. Exposure to a brief counseling intervention has been shown to effectively help some women quit smoking during pregnancy. Currently, all 50 states, District of Columbia, and 5 territories have a tobacco cessation quitline, a free telephone-based service that provides information and cessation counseling. Some quitlines have specific protocols for pregnant women and some for postpartum women as well. However, data from several states suggests that pregnant smokers are underutilizing the quitline. Additional information is needed regarding prenatal care providers knowledge of the quitline and how to refer smokers to it, and pregnant and postpartum women's knowledge about and barriers to using the quitline.

The focus of this proposal is to assess knowledge of and barriers to referring patients to the quitline among prenatal care providers, and to using the quitline among prenatal and postpartum smokers in one state.

Awardee Activities:

- Establish collaborative relationships with involved stakeholders such as the state quitline personnel, state representatives from the American College of Obstetrics and Gynecologist (ACOG) or other providers, state health department maternal and child health program (MCH) and tobacco control staff;
- Develop, evaluation plan, including sampling frame and strategy, survey development, and timeline for activities;
- Develop survey for prenatal care providers and a survey for pregnant and postpartum women, and ensure review by key stakeholders;

- Collect and analyze data; and
- Provide a written report to key state quitline, MCH, and ACOG staff (or other providers).

CDC Activities:

- Assist in designing, developing, and evaluating methodologies and approaches used in completing the project;
- Facilitate collaborative efforts between the applicant and state stakeholders; and
- Assist in locating helpful resources for planning and executing the project.

Special Requirements:

- Applicants should be from a state with a high prenatal smoking prevalence as measured by population-based or clinic-based data sources;
- Applicants should be from a state with a state-based quitline that has a specific protocol for pregnant and postpartum women; and
- Applicants should include letters of support and willingness to collaborate from a) state quitline; b) state department of maternal and child health programs; c) organization representing prenatal care providers or providers who interact with women with young children; and d) state tobacco control program.

Review Criteria: The application will be evaluated against the following criteria:

Plan (30 Points) Is the plan adequate to carry out the proposed objectives? How complete and comprehensive is the plan for the entire project period? Does the plan include quantitative process and outcome measures? Does plan describe data sources to be used?

Methods (30 Points) Are the proposed methods feasible? To what extent will they accomplish the program goals?

Personnel (20 Points) Do the staff members have appropriate experience? Are the staff roles clearly defined? As described, will the staff be sufficient to accomplish the project?

Need (20 Points) To what extent does the applicant justify the need for this project within the target community?

Budget and Budget Narrative (reviewed but not scored) Does the applicant provide a detailed budget and justification for all operating expenses that are consistent with the proposed project objectives and activities?

Human Subjects (reviewed but not scored) Does the applicant have a plan for protecting the rights of human subjects, including local appropriate IRB approvals, if needed?

Funding Preferences: None

Other Information: Examples of a pregnancy/postpartum-specific protocol for quitlines can be found on the National Partnership for Smoke-Free Families:
<http://www.helppregnant smokersquit.org/assets/documents/Quitline ToolkitFinal.pdf> .

Project Period Length: 1 year

Approximate Total Project Period Funding: \$100,000 (This amount is an estimate, and is subject to availability of funds and **includes direct and indirect costs, excluding the additional academic partner administrative costs**). The CIO should set the anticipated funding cap, including direct and indirect cost per year.

Approximate Average Award: \$100,000 (This amount is for the first 12-month budget period, and **includes both direct and indirect costs, excluding the additional academic partner administrative costs**).

Approximate Number of Awards: 1

NOTE: *Please note that applications must not exceed either the stated Project Period Length or the Approximate Total Budget Period funding per year. Applications in excess of these limits will be considered non-responsive and therefore will not be reviewed.*