

Healthy North Carolina 2020
EVIDENCE BASED STRATEGIES

FOCUS AREA	Maternal & Infant Health
OBJECTIVE	3. Reduce the percentage of women who smoke during pregnancy
EBS PROGRAM DESCRIPTION	Implementation of the 5As Counseling Method for Tobacco Cessation
EBS LEVEL <i>CDC Ranking</i>	Best/Proven
REFERENCE/CITATION <i>Data Supporting Level/Ranking</i>	Treating Tobacco Use and Dependence Clinical Practice Guideline 2008 Update www.ncbi.nlm.nih.gov/books/NBK63952/ (accessed 28 June 2013)

PROGRAM ATTRIBUTES	
Influence Level	Multi-Level
Target Population	Health care providers serving women of childbearing age Women of childbearing age
Intervention Setting	Health department Participant's home
Key Measures	Increase in percentage of health care providers counseling patients using 5As. Decrease in percentage of women smoking during pregnancy and childbearing age
Cost	Training manuals and on-line trainings available without cost to health departments. Tobacco cessation educational materials available without cost to health departments and other agencies that serve women of childbearing age.
Time to Implement	<u>Organization</u> : Staff training in the 5As can be accomplished in 4 -6 hours. <u>Patient/Client</u> : The 5As counseling approach can take as little as 3 minutes or less with non-pregnant smokers, and 5 to 15 minutes with pregnant smokers.
Difficulty to Implement <i>Resource Intensity</i>	The evidenced-based 5As can easily be integrated into an office practice and require a manageable investment of time and resources.
ROI <i>if known</i>	A 2006 analysis indicated that implementing a smoking cessation intervention such as the 5 As would cost from \$24 to \$34 and save \$881 per U.S. pregnant smoker, netting savings of up to \$8 million in averted neonatal costs given a 70% increase in quit rate (Ayadi 2006).

PROGRAM CONTACT INFORMATION	
Organization	WHB
Contact Person	Judy Ruffin
Email / Telephone	judy.ruffin@dhhs.nc.gov , 919-707-5712
Web Site	whb.ncpublichealth.com/provPart/pubmanbro.htm

CURRENT NC-DPH SUPPORT	
T.A. – Yes/No Specific group? Other limitations?	Yes Local health departments and other health and human service providers.
T.A. Contact	Judy Ruffin, judy.ruffin@dhhs.nc.gov , 919-707-5712
Funding – Yes/No Specific group? Other limitations?	No
Funding Contact	

EBS PROGRAM IMPLEMENTED BY / NC EXAMPLES	
#1 – Organization Name / Contact Information	
#2 – Organization Name / Contact Information	
#3 – Organization Name / Contact Information	

OTHER COMMENTS / NOTES
<p>Per agreement addenda, local health departments are required to provide 5As tobacco cessation counseling to maternal and family planning clients.</p> <p>Training and training materials provided through MCH block grant funding.</p>