

<p>BABY & ME Tobacco Free (BMTF) Program Report Tennessee Tobacco Settlement Program May 2014-July, 2017</p>	<p>The Southeast Regional Director identified this best practice program at a national meeting in 2013. The program is designed to help pregnant women quit smoking. It includes cessation counselling and support, financial incentives (earned infant diaper vouchers), with cessation verification. Services are provided for up to four prenatal visits and for those enrollees who successfully quit smoking, up to twelve postpartum month visits. The program has now been implemented in 20 states. Tennessee program outcomes compare favorably with other nationally known cessation programs.</p>
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Program participation
 Counties first enrolled patients in May, 2014. A total of 88 counties invested Tobacco Settlement funding in the program. 60 counties enrolled at least one new patient during the last quarter of 2017 period ending July 2017.

- 42 counties enrolled pregnant women for over 30 months
- 33 counties enrolled pregnant women between 18 and 29 months
- 9 counties enrolled pregnant women under 18 months

Program Enrollment
 A total of 6,950 women were enrolled across the state, from May 2014 through July 2017 (total 38 months). Counties used internal recruitment within health department programs (e.g., WIC, HUGS, home visiting programs) and cooperation with other community providers (hospitals, OB-GYNs, women’s clinics and community health centers).

Program expenditures
 County financial reports document \$2,214,890 was expended on BMTF projects through June, 2017 with relatively equal amounts spent each year of operation. This represents 18.5% of all Tobaccos Settlement county expenditures.

Program utilization and retention

Participant service utilization (6,950 total enrollees)	Number of enrollees	Percent of all enrollees
At least one prenatal visit	6,865	99%
At least two prenatal visits	3,890	56%
At least three prenatal visits	2,645	38%
At least four prenatal visits	1,987	29%
At least one postnatal visit for all enrollees	1,629	23%
At least one postnatal visit and at least three prenatal visits	1,629	63%

TOP TEN COUNTIES
 Number of women enrolled:
 Bradley (412), Hamilton (339), Washington (270), Rhea (258), Hawkins (252), Maury (168), Dickson (158), Cheatham (157), Meigs (154), Putnam (152).

TOP TEN COUNTIES
 Percent of enrollees retained with at least three prenatal visits (range 95% to 53%, minimum 25 enrollees):
 Humphreys, Monroe, Stewart, Hamilton, Claiborne, Henderson, Franklin, Roane, Hancock, Meigs.

TOP TEN COUNTIES
 Greatest percent of enrollees retained with at least one postnatal visit (range 100% to 78%, minimum 25 enrollees):
 Blount, Shelby, Benton, Cumberland, Hardin, Anderson, Roane, Hamblen, Bradley, White.

Program outcome 1
 The 13-month interim study* indicated 309 of 866 (35.6%) enrolled women were classified as “high attenders” (participated in at least three prenatal sessions). This 38-month period reports 38.1% high attenders, a 7% increase. Retention of enrollees through the postpartum period was not reported in the previous study. Almost two-thirds (63%) of enrolled women who completed at least three prenatal visits also participated in at least one postpartum visit in the 38-month analysis.

Program outcome 2
 The interim study documented BMTF was most successful as a smoking cessation intervention for participants who attended 3–4 prenatal cessation sessions. They smoked significantly fewer cigarettes per day than did participants with low session attendance and all statewide non-enrolled women who smoked. Completion of 3–4 prenatal smoking cessation sessions was also associated with significantly reduced odds low birth weight and premature birth and positive Return on Investment of state funds. 38-month data will be analyzed to reverify these findings.

Program outcome 3
 After reviewing BMTF program successful outcomes, Tennessee’s Division of TennCare agreed to allow managed care organizations to reimburse Tennessee’s county health departments for BMTF smoking cessation services for pregnant women enrollees.

* Xianglan Zhang, X, Devasia, R, Czarnecki, G, Frechette, J, Russell, S and Behringer, B. (2016). Effects of Incentive-Based Smoking Cessation Program for Pregnant Women on Birth Outcomes. Maternal and Child Health Journal.