

Fact Sheet

Trilateral Partnership

In 1998, the Chief Executive Officers of Rady Children's Hospital, Scripps, and Sharp HealthCare came together to form a "Trilateral Partnership" to improve the health and well being of children and families in San Diego. As the two largest adult health systems and the only health system dedicated solely to children in San Diego, their vision was to collaborate on health issues that affect both children and adults.

Partnership for Smoke-Free Families

The Trilateral Partnership chose tobacco control as its primary initiative and made a financial commitment to support a collaborative effort. In March of 1999, the Trilateral Partnership launched the *Partnership for Smoke-Free Families* program (PSF). This program is designed to benefit mothers and their families by:

- Helping pregnant women quit smoking; and
- Reducing secondhand smoke exposure

Smoking Facts

Approximately 11% of pregnant women smoke. An estimated 25-60% of all female smokers quit shortly after learning they are pregnant (recent quitters). Among those who quit on their own, 20% to 40% will go back to smoking during pregnancy. In the US, 25% of children under the age of six live in a house where someone smokes inside regularly.

Prenatal Risks

Smoking during pregnancy has been shown to cause adverse outcomes including miscarriage, placental abruption and separation and increased perinatal mortality. It accounts for 20% of low birth weight deliveries, eight percent of preterm births, and five percent of all prenatal deaths.

Infant/Child Risks

The effects of maternal smoking are not limited to the prenatal period. More infants of smokers die of Sudden Infant Death Syndrome whether the mother smoked during pregnancy or after giving birth. Children of smokers have more respiratory problems, ear infections, asthma, and doctor visits. Children whose parents smoke are more likely to have behavior problems and trouble with schoolwork.

PSF Clinician Intervention

The *Partnership for Smoke-Free Families* program works with obstetricians and pediatricians throughout San Diego County to implement the US Public Health Services' Clinical Practice Guideline for Treating Tobacco Use to systematically:

- **Ask** about the smoking status of all pregnant women and families;
- **Advise** smokers to quit;
- **Assess** smokers' readiness to quit;
- **Assist** smokers by referring them for cessation counseling; and
- **Arrange** follow-up with patients by discussing progress at subsequent visits.

PSF Patient Interventions

PSF partnered with the California Smokers' Helpline (CSH) to develop a telephone-based cessation protocol for pregnant women and new parents. This protocol was proven effective in a large, randomized controlled trial with pregnant smokers (N=1,194) and is currently being used throughout the state of California. PSF utilizes a *proactive recruitment* strategy, whereby smokers, identified by their clinician, are contacted by counselors from CSH, rather than waiting for them to make the initial call to the quit line. ***This proactive recruitment strategy has shown a high level of success.*** Of 2,322 pregnant smokers identified and given the CSH toll free number, only two percent called on their own. Proactive recruitment resulted in 40% of these smokers receiving cessation services, a 17-fold increase.

PSF provides mail-based interventions for pregnant recent quitters and women with other smokers in their household.

Program Update

A network of more than 600 obstetricians and pediatricians from across San Diego County have participated in the program. **Between 1999 and 2011, more than 300,000 pregnant women and parents of young children were screened for tobacco use/exposure and more than 55,000 were proactively referred to cessation services and linked with other targeted interventions.**