

For Pregnant and Post-Partum Callers

The Wisconsin Tobacco Quit Line welcomes all pregnant and post-partum callers. When they call, friendly quit coaches:

1. **Will help each woman** create a quit plan that's right for her and her baby. This includes how to deal with stress.
2. **Won't judge.** They'll be supportive.
3. **Will discuss the benefits of quitting.**



4. **Talk about staying smoke-free after giving birth.** Exposure to second-hand smoke is a major health risk to the baby. It's linked to asthma, ear infections and sudden death.
5. **Discuss medicine.** It will not be sent to pregnant callers unless requested by her doctor.
6. **Talk about the role of friends, family or a partner** in the quit attempt.
7. **Offer ongoing support.** The quit coaches' caring

doesn't stop with the first call. They offer up to 10 calls to help every step of the way. This includes help after the birth.

8. **Refer to local programs** for additional help. This includes the First Breath program, which offers free diapers and other treats.
9. **Send free booklets** in the mail. They're designed especially for expecting moms and new moms.



Call **1-800-QUIT-NOW** (1-800-784-8669)
It's FREE. It's confidential. It helps.