



Community Grant Outcome Report

Name: First Breath: Enhancing Services to Healthcare Providers and Clients

Grantee: Wisconsin Women's Health Foundation, Inc.

Contact Phone; e-mail: 608-251-1675; wwhf@wwhf.org

Academic Partner: Michael Fiore, MD, MPH, Professor, Department of Medicine, UW SMPH; Director, UW Center for Tobacco Research and Intervention

Program: Implementation

Grant Duration: 03/01/2005 to 02/28/2008 (36 months)

Expenditures: \$449,897 of \$450,000 (100% expended)

Use of Funds: Implementation of evidence-based program

► **Description:** This project sought to build upon early successes of the Wisconsin Women's Health Foundation's First Breath prenatal smoking cessation program by addressing identified gaps in programming and expanding the First Breath model to health care providers serving women of all ages. The three project components included: (1) enhancing technical assistance and support to existing First Breath sites, (2) developing enhanced social support for First Breath clients trying to quit smoking, and (3) expanding the First Breath model to other health care providers—to address smoking cessation among women before, during, and after pregnancy. Program expansion was targeted to counties with high disparities in birth outcomes.

► **Results:** Outcomes include increased training opportunities for First Breath sites, better access to up-to-date scientific information, and increased enrollment in the First Breath program. First Breath served approximately 4,200 women during the grant period, and client enrollment increased 20% from 2004. Client enrollment in the Wisconsin Tobacco Quit Line's Fax to Quit program increased from 18% to 40%. A total of 1,000 Wisconsin health care providers received information and training, resulting in increased awareness of smoking cessation research and resources.

During the grant period, the self-reported prenatal quit rate remained fairly consistent from baseline: 34% (2004), 35.9% (2005), and 36% (2007). However, post-partum quit rates increased from 30.9% in 2004 to

36% in 2007. Medicaid clients accounted for 80% of First Breath participants. The project partners estimated that the state saved \$486,668 in Medicaid costs annually, given this quit rate increase.

Program staff attributed success to strong partnerships, open communication, and responsiveness to clients' and providers' needs.

► **Met Objectives:** Project completed

► **Baseline Progress on State Health Plan Objectives:** Yes—Tobacco Use

► **Academic Partner Role:** Ongoing collaboration since the mid-1990s. The project was collaboratively developed and implemented by the community and academic partners. In addition, regional outreach specialists from the academic partner's office visited First Breath sites to provide technical assistance, support, and training.

► **Matched Dollars (cash or in-kind):** \$5,541

► **Dissemination:**

- Quarterly provider newsletter
- Poster presentation (national conference)
- Training materials: two educational workbooks, web-based training modules, three survey tools, and an educational video

► **Sustained:** First Breath will be sustained through integration of services at the Women's Health Foundation (using existing state funding). Some less successful program components were eliminated.