

IOWA – Pregnancy Smoking FACTS

BEFORE

19%¹
of women
smoke
before pregnancy



DURING

14%¹
of women
smoke
during pregnancy



AFTER

17%²
of new moms reported
smoking
after pregnancy



FACTS to know

1 in 7¹
pregnant **White** women
smoke



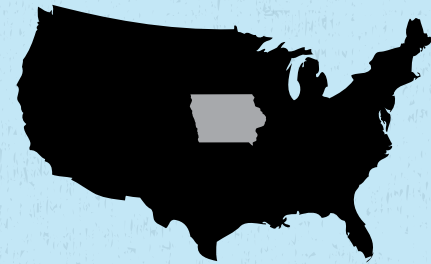
1 in 6¹
pregnant **Black** women
smoke



3 in 5¹
pregnant women who
smoke
are enrolled in WIC*



NATIONWIDE



Nationwide
8%³
of women **smoked**
during pregnancy

Iowa
14%¹
of women **smoked**
during pregnancy

The Iowa rate
of smoking during
pregnancy was
75%¹
higher than the U.S.

PROMOTE Tobacco Cessation

42%¹
smokers quit
by the last 3 months of pregnancy



Use the “Ask, Advise and Refer”
approach to increase cessation
rates – it takes just
3 minutes!

1 in 4⁴
women of reproductive age (18-44)
who smoke have not been advised
to quit by their health care provider.



¹Iowa Certificates of live birth, 2014-2015.

²Iowa Pregnancy Risk Assessment Monitoring System (PRAMS), 2014-15.

³CDC Wonder, U.S. Certificate of live births, 2014-15.

⁴Iowa Behavioral Risk Factor Surveillance System (BRFSS), 2016.

Note: Quit rates are based on moms who smoked in the three months before pregnancy or during first or third trimester, but quit by the third trimester. *WIC=Women, Infants and Children.



QUITLINE IOWA

1 800 QUIT NOW | 1 800 784 8669

WWW.QUITLINEIOWA.ORG

Iowa Department of Public Health



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