

Make Yours A
Fresh Start Family[®]



For your Pregnant Patients and Parents Who Smoke

From the American Cancer Society

A smoking cessation intervention designed expressly for health care professionals who work with pregnant women and mothers of pediatric patients.

Why Your Practice Needs to Support *Fresh Start Families*

- Smoking during pregnancy increases risks of stillbirth, spontaneous abortion, prenatal death, and preterm delivery.
- Women who smoke during pregnancy also have a higher incidence of ectopic pregnancy, pregnancy complications, and low birth weight babies.
- Infants of mothers who smoke are more likely to suffer neonatal death, SIDS, increased hospitalization for pneumonia and bronchitis, and increased prevalence of otitis media and asthma.
- *Fresh Start Family* is the only comprehensive approach to cessation that offers help to a woman throughout pregnancy, and after delivery through her child's pediatric provider.
- *Fresh Start Family* helps providers put the US Agency for Health Care Policy and Research (AHCPR) Clinical Practice Guidelines for Smoking Cessation (JAMA 1996; 275: 1270-1280) into practice.

The American Cancer Society Offers You:

- **STAFF TRAINING** to counsel smokers effectively in five minutes or less in the busy practice setting.
- Colorful, attractive **SELF-HELP MATERIALS** that work.
- **POSTERS AND HANDOUTS** that allow each provider to tailor the program.
- A **GUIDE** and forms to help integrate the program into your practice setting.

New From the American Cancer Society

Make Yours A Fresh Start Family is a simple and effective intervention using a STAGED method to

Survey all new patients/parents to identify smokers.

Tailor the health risk message and urge the smoker to quit.

Assess the smoker's readiness to quit.

Give a self-help guide and help plan with appropriate steps to quit.

Evaluate progress at subsequent visits.

This program

- Was first developed and evaluated by the Fox Chase Cancer Center
- Has been field tested and successfully used by the American Academy of Pediatrics, Pennsylvania Chapter, to train physicians and other health care providers.

AHCPR Clinical Practice Guidelines for Smoking Cessation

AHCPR suggests these strategies for clinicians:

1. Systematically identify tobacco users and document their status.
2. Strongly urge all smokers to quit.
3. Identify smokers willing to make an attempt to quit.
4. Aid the patient in quitting by offering a plan.
5. Schedule follow-up contact.

Fresh Start Family puts these strategies into practice with counseling of five minutes or less.

Make Yours A Fresh Start Family is an American Cancer Society program developed in cooperation with the Pennsylvania Department of Health, the Fox Chase Cancer Center, and the Pennsylvania Chapter of the American Academy of Pediatrics.

Its distribution is promoted by the American Academy of Pediatrics and the American College of Obstetricians and Gynecologists.