

May 14, 2023



## TOBACCO FREE FLORIDA WEEK TO FOCUS ON SUPPORTING NEW, EXPECTANT MOTHERS

*15<sup>th</sup> annual observance theme of “Embrace for Both” will feature new information to support cessation and prevention messaging for prenatal, pregnant, and postpartum women.*

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**TALLAHASSEE, Fla.** – Tobacco Free Florida announced its 15<sup>th</sup> annual Tobacco Free Florida Week will have the theme “Embrace for Both” and will focus on providing tobacco prevention and cessation resources to those looking to become pregnant, expectant mothers and new mothers across the state. Tobacco Free Florida Week takes place May 14-20, aligning with Mother’s Day and National Women’s Health Week.

A bureau of the Florida Department of Health, Tobacco Free Florida will focus on increasing the likelihood and quality of healthcare provider-driven conversations to educate new and expectant mothers about quitting tobacco for good.

“The time in and around a pregnancy is a cycle when many people are especially ready for important personal health information and may be most likely to interact with healthcare professionals about their wellness and the wellness of the baby,” said Laura Corbin, Bureau Chief for Tobacco Free Florida. “Each year over 200,000 babies are born in Florida, and it’s a time where health professionals should facilitate and prioritize meaningful, supportive cessation conversations.”

Studies show more than half of women who smoke before pregnancy quit smoking directly before or during pregnancy.<sup>1</sup> This health campaign is focusing on supporting those women and encouraging even more to consider quitting, either on their own or by using a combination of the free evidence-based resources available.

“Embrace for Both” is a campaign that will feature the latest medical information on tobacco’s effects on fertility, pregnancy and newborns. By supporting doctors, nurses and other healthcare providers across the state, Tobacco Free Florida will make it as easy and efficient as possible to have prevention and cessation conversations. Increased awareness of the health effects of tobacco on the mother and child, as well as healthcare provider counsel and quit support, has proven to reduce the percentage of mothers using tobacco during their pregnancies.<sup>2</sup>

Smoking is directly responsible for a wide range of health concerns specific to pregnancy and the health of newborns. Mothers who smoke are more likely to deliver their babies early.<sup>3</sup> Children born to women who smoke during pregnancy are at an increased risk of respiratory infections, asthma, infantile colic, bone fractures and childhood obesity.<sup>4</sup> Smoking is a leading

cause of Sudden Infant Death Syndrome (SIDS).<sup>5</sup> E-cigarettes and other products containing nicotine are not safe to use during pregnancy.<sup>6</sup>

Healthcare providers interested in learning more about the free resources available for their offices to encourage cessation conversations can visit [www.TobaccoFreeFlorida.com/healthcare](http://www.TobaccoFreeFlorida.com/healthcare) to download materials, sign up for the automated referral program, request posters and handouts for their offices and more.

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### About Tobacco Free Florida

The Florida Department of Health's Tobacco Free Florida campaign is a statewide cessation and prevention campaign funded by Florida's tobacco settlement fund. Since the program began in 2007, more than 289,000 Floridians have successfully quit using one of Tobacco Free Florida's free tools and services. There are now approximately 451,000 fewer adult smokers in Florida than there was 10 years ago, and the state has saved \$17.7 billion in health care costs. To learn more about Tobacco Free Florida's Quit Your Way services, visit [www.TobaccoFreeFlorida.com](http://www.TobaccoFreeFlorida.com) or follow the campaign on Facebook at [www.facebook.com/TobaccoFreeFlorida](https://www.facebook.com/TobaccoFreeFlorida) or on Twitter at [www.twitter.com/tobaccofreefla](https://www.twitter.com/tobaccofreefla).

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<sup>1</sup> American College of Obstetricians and Gynecologists' Committee on Obstetric Practice. (n.d.). *Tobacco and nicotine cessation during pregnancy*. ACOG. Retrieved January 11, 2023, from <https://www.acog.org/clinical/clinical-guidance/committee-opinion/articles/2020/05/tobacco-and-nicotine-cessation-during-pregnancy>

<sup>2</sup> Martin JA, Osterman MJK, Driscoll AK. Declines in cigarette smoking during pregnancy in the United States, 2016–2021.

NCHS Data Brief, no 458. Hyattsville, MD: National Center for Health Statistics. 2023. DOI: <https://dx.doi.org/10.15620/cdc.123360>

<sup>3</sup> Centers for Disease Control and Prevention. (2020, April 28). *Smoking during pregnancy*. Centers for Disease Control and Prevention. Retrieved December 13, 2022, from [https://www.cdc.gov/tobacco/basic\\_information/health\\_effects/pregnancy/index.htm](https://www.cdc.gov/tobacco/basic_information/health_effects/pregnancy/index.htm)

<sup>4</sup> American College of Obstetricians and Gynecologists' Committee on Obstetric Practice. (n.d.). *Tobacco and nicotine cessation during pregnancy*. ACOG. Retrieved January 11, 2023, from <https://www.acog.org/clinical/clinical-guidance/committee-opinion/articles/2020/05/tobacco-and-nicotine-cessation-during-pregnancy>

<sup>5</sup> Bednarczuk N, Milner A and Greenough A (2020) The Role of Maternal Smoking in Sudden Fetal and Infant Death Pathogenesis. *Front. Neurol.* 11:586068. doi: 10.3389/fneur.2020.586068

<sup>6</sup> Centers for Disease Control and Prevention. (2019, February 25). *Substance use during pregnancy*. Centers for Disease Control and Prevention. Retrieved March 8, 2023, from <https://www.cdc.gov/reproductivehealth/maternalinfanthealth/substance-abuse/e-cigarettes-pregnancy.htm>