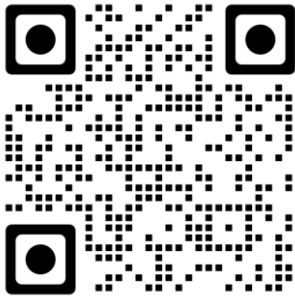


Smoking and Vaping During Pregnancy

MONTANA STATISTICS

- **9%** of pregnant women smoke in Montana, compared to 4% nationally.^{1,2}
- **965 babies** were born in 2022 to smoking mothers.¹
- **14%** of pregnant women aged 19 or younger smoke.¹
- **20%** of American Indian women reported smoking during pregnancy, compared to 8% of white women.¹



CONTACT

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SMOKING DURING PREGNANCY HARMS MOM

- Smoking harms nearly every organ in the body, leading to serious health conditions including, but not limited to, heart disease, lung disease, stroke, and cancer.³
- Women who smoke have more difficulty becoming pregnant and have a higher risk of never becoming pregnant.⁴
- Smoking while pregnant can lead to complications such as ectopic pregnancy, preterm labor, bleeding from the vagina, and problems with the placenta.⁵

SMOKING DURING PREGNANCY HARMS BABY

- Babies born to mothers who smoke during pregnancy are more likely to be born prematurely, have birth defects, have low birthweight, die before birth from miscarriage or stillbirth, or die of sudden infant death syndrome (SIDS) after birth.⁵
- Babies who are exposed to secondhand smoke after birth are also more likely to die of SIDS.⁴

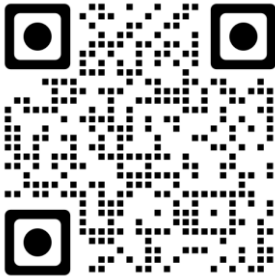
VAPING WHILE PREGNANT IS NOT SAFE

- Most e-cigarettes, or vapes, contain nicotine—the addictive substance in cigarettes, cigars, and other tobacco products.
- Nicotine is a health danger for pregnant people and is toxic to developing fetuses.⁶
- Nicotine can damage a fetus' developing brain and lungs.⁶
- E-cigarette use during pregnancy has been associated with low birth weight and pre-term birth.⁶





Smoking and Vaping During Pregnancy



QUITTING HELPS BOTH MOM AND BABY

- Baby gets more oxygen, even after just one day of quitting.
- Baby will grow better.
- Baby is less likely to be born too early.
- Mom will have more energy and breathe more easily.
- Mom will be less likely to develop heart disease, stroke, lung cancer, lung disease, and other smoking-related diseases.

QUIT NOW MONTANA PREGNANCY PROGRAM

Quit Now Montana offers a program for pregnant and postpartum women who are ready to quit all forms of commercial tobacco use. The program includes:

- FREE coaching calls with a personal female coach
- FREE nicotine replacement therapy during pregnancy and additional weeks postpartum (when approved by a physician)
- CASH INCENTIVES - \$20 for completed coaching calls while pregnant; \$30 post-partum

QUIT NOW MONTANA PREGNANCY PROGRAM AND THE MONTANA AMERICAN INDIAN COMMERCIAL TOBACCO PROGRAM

A combined protocol delivers our culturally-tailored program for pregnant American Indians along with the cash incentives and postpartum support, which includes:

- A culturally-adapted program that respects traditional tobacco and cultural values while quitting commercial tobacco
- Coaching delivered by American Indian female coaches who have knowledge of traditional practices and lived experiences in American Indian communities

SOURCES

1. Montana Department of Public Health and Human Services, Birth Certificate Data, 2022.
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5. March of Dimes. Smoking During Pregnancy. <https://www.marchofdimes.org/find-support/topics/pregnancy/smoking-during-pregnancy>. Accessed 08/24.
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