

## Happy Friday Friends!

*She's somebody's hero  
A hero to her baby with the skinned up knee  
A little kiss is all she needs  
The keeper of the cheerios  
The voice that brings Snow White to life  
Bedtime stories every night  
And that smile lets her know  
She's somebody's hero*

Mother's Day is a time for mothers to reflect on the important role they have in influencing their children's choices regarding tobacco use.

Smoking before and during pregnancy causes [multiple health problems](#) including:

- Premature death
- Birth defects
- Infant death

*She's somebody's hero  
A hero to her daughter in her wedding dress  
She gave her wings to leave the nest  
It hurts to let her baby go down the aisle  
She walks right by, looks back into her mother's eyes  
And that smile lets her know  
She's somebody's hero*

Unfortunately, it's not always the mother's smoking that harms her or her baby. [Secondhand](#) and [thirdhand smoke](#) also have long term negative health consequences.

- Pregnant women who breathe in secondhand smoke are more likely to have a baby who weighs less.
- For babies and children, they have more ear infections and respiratory diseases.
- Infants and children are the most vulnerable to thirdhand smoke because the pollutants settle on toys, carpets and furniture then go in their mouth.

## Being Somebody's Hero

Knowing the specific dangers of smoking on children and infants, one health care system decided to address parent and family smoking in a direct, effective way.

I had the privilege of working with Norman Regional on this process, so I had a little inside knowledge, but I want them to tell you in their own words. So I asked Jerry Deming RN, MPH, C-TTS, CHWC, CHES and Alyson Heeke, R.N., Nurse Manager, Postpartum and Maternal/Child to help me today.



"This program addresses tobacco dependency issues in the pregnant & postpartum population such as cravings while in the hospital, maintaining a quit, health issues related to second and third-hand smoke, & keeping infants safe from exposure to third hand smoke while in the hospital.

We wanted to keep the focus positive, and avoid generating negative feelings. We focused on "Be a Smoke Free Family" stressing the infants health needs. We have a cravings scale, much like a pain scale that can be used to help both patient and staff be more aware of needs related to withdrawal from tobacco. We offer special snacks and a tip sheet with suggestions for handling cravings appropriately while in the hospital."

*They also took the education a step further, by establishing a "decontamination area."*

"The decontamination area was developed to protect the newborn infant from third hand smoke exposure on clothing and hands. Family members or friends who smoke are asked to wash hands and wear a disposable gown while holding the infant."

*During this process they also developed new signage to inform patients and visitors on the importance of a tobacco-free environment.*

"Signs everywhere... parking lot, entrance to building, in departments... show that we are asking everyone to take this seriously."

## **Making Infants Needs the Priority**

"Many parents were leaving the children to smoke multiple times during the admission. We wanted to move the focus from tobacco to the infant needs."

"Our goal is to provide relevant information to our patients, help them to see the need to remain smoke free, and give them tools to achieve this goal.

Smoking is a contributing factor in morbidity, mortality and prematurity among newborns, as well as the negative effects on the health of the family unit. Even if the parents do not smoke, (when) their extended family and visitors do, it can compromise the respiratory status of the newborn."

"We have developed brochures for the physicians' offices and to be given to patients while in the hospital, a suggestion card for self-treatment after discharge, cravings scale, a car window tag that reminds people not to smoke around the baby, framed posters for the patient rooms and waiting areas, and signage for outside the entrances at the Healthplex."

"Our nurses chart on the patient every shift, if mom is willing, and we do have the ability to send a referral at her request at discharge."

## **And It's Working**

It's always exciting to hear your efforts are paying off, and for the Norman Regional team, that appears to be the case.

"Providers are excited and supportive, but skeptical as well. We have noticed a drop in the number of patients that take their infants to the nursery to "go outside", and less visitor smoking at the building entrances."

*It's important to remember that a culture change of this scope MUST involve multiple departments.*

"The program has to involve many departments, and providers all working on a common goal to make this successful. Security rounding to stop smoking on the grounds would not have provided a true solution."

Additionally, "anything this important takes a while to get launched and do it properly. You need all the right people at the table. Leadership & physician support is critical."

So for any other hospitals who might be interested in this, "Go For It. It is worth the effort. You will impact patients and families whether they admit it or not."



Stay positive and keep in mind... "This population is difficult to provide effective interventions. By starting a program, (you) can begin to see what truly works to help this group deal with tobacco use and dependency, especially in the hospital."

## CME, Educational & Research Opportunities

### Educational Information

Oklahoma Hospital Association launches campaign to expand Insure Oklahoma: The initiative, [makeOKbetter](#), is an online movement aimed at getting the state to accept federal dollars to expand Insure Oklahoma.

### Grant Opportunities

#### [Announcing the \\$1.5 million Healthiest Cities & Counties Challenge](#)

Proposals are due May 31, 2016. [Learn more and download application materials.](#)

### Free CME & Training Opportunities

**Moving Toward Integration of Tobacco Cessation in Cancer Survivorship Care Plans** Wednesday, May 11, 2016, 1:00-2:00 PM

Registration link: <http://ow.ly/4mOAm4>

**Finding Common Ground: Collaborating with Payers to Support Integration** Thursday, May 19, 2:00-3:00 pm

Register for free at: [goto.webcasts.com/starthere.jsp](http://goto.webcasts.com/starthere.jsp)

[The Smoking Cessation Leadership Center \(SCLC\)](#) is excited to announce our latest webinar recordings, eligible for continuing education credit for physicians and allied health professionals\*:

- **"Beyond The Basics: Pharmacotherapy for Smoking Cessation"**

This recordings, plus 15 others, are accessible from our website. Feel free to complete more than one course. Each online course is designated with **1.5 AMA PRA Category 1 Credits™**, with one exception.

Follow instructions on this link to register: <http://smokingcessationleadership.ucsf.edu/Webinars/cme>

### Remember...

"Our intervention will have a positive ripple effect. Patient's will learn about why they use tobacco and alternatives. They will have a better understanding of how their families are effected by second and third hand smoke. This will help OB providers by supporting their request for taking action to make pregnancy healthy."

*She's somebody's hero  
A hero to her mother in a rockin' chair  
She runs a brush through her sliver hair  
The envy of the nursing home  
She drops by every afternoon  
Feeds her mama with a spoon  
Her mother's smile lets her know  
She's somebody's hero (Somebody's Hero, Jamie O'Neal)*

Children mimic what they see.

And children from families who smoke are twice as likely to become smokers themselves.

**YOU ARE SOMEBODY'S HERO**

Until next week,

**Oklahoma Strategic Tribal Alliance for Health (OSTAH)**  
**Margie Burkhart**

**Oklahoma Hospital Association (OHA)**  
**Jennifer W. Roysdon**

Cherokee Nation Healthy Nation



Hospitals Helping Patients Quit



*"There is no clinical treatment available today that can reduce illness, prevent death, and increase quality of life more than effective tobacco treatment interventions."*

-Treating Tobacco Use and Dependence, US Public Health Service, US Dept. of Health and Human Services