



News Release

FOR IMMEDIATE RELEASE

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Department of Public Health

Contact: Buck Wilson, Health Director

E-mail: bwilson@co.cumberland.nc.us

Telephone: 910-433-3705

Health Department Helps Pregnant Women Stop Smoking

FAYETTEVILLE – The Cumberland County Department of Public Health Maternity Clinic recently collaborated with Duke University on the Baby Steps study. The study looked at the effects a texting program could have on helping pregnant women quit smoking.

The Maternity Clinic helped recruit a portion of the 522 participants needed for the three-year study, which focused on whether supportive text messages along with messages about scheduled gradual reduction in smoking can be an effective intervention to help women stop smoking during pregnancy.

Since 2014, the Maternity Clinic surveyed every prenatal patient for six weeks and every new patient thereafter until April 2017. Each week the department provided the results to Duke for review and to choose eligible participants.

The study participants had to be between 10 to 28 weeks pregnant, to have smoked at least 100 cigarettes in their lifetime, to have smoked three or more cigarettes in the past seven days, been willing to try to quit smoking, 18 years old or older and an English speaker.

The findings of the study will be released to the Health Department when they become available.

The Public Health Department Maternity Clinic provides ongoing support to pregnant women who want to quit smoking through its partnership with QuitlineNC. Pregnant women can receive up to 10 counseling sessions and may receive free nicotine-replacement therapy regardless of insurance status.

The Health Department also offers smoking cessation classes to residents through the Health Education Division. The classes are part of a four-week program and are held throughout the year. For more information about smoking cessation classes, call 910-433-3892.

For more information about the Maternity Clinic, call 433-3600, ext. 1, Monday through Friday from 8 a.m. to 5 p.m.

If you would like more information about the Cumberland County Department of Public Health's programs and services, health-related data, or community resources, please call 910-433-3600 or visit with someone at the information desk, or visit our website at co.cumberland.nc.us/health.aspx#. Comments are welcome and can be submitted on our website at co.cumberland.nc.us/health/comment_form.aspx. The Health Department is located at 1235 Ramsey St. in Fayetteville.

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