



# Iowa Department of Human Services

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## INFORMATIONAL LETTER NO. 1343

**DATE:** January 17, 2014  
**TO:** Iowa Medicaid Physicians, Advanced Registered Nurse Practitioners, FQHCs, Rural Health Clinics, and Clinics  
**ISSUED BY:** Iowa Department of Human Services, Iowa Medicaid Enterprise (IME)  
**RE:** Maternal Tobacco Cessation Quality Improvement Project  
**EFFECTIVE:** February 1, 2014

There is growing evidence that smoking during pregnancy is associated with a number of poor health outcomes for both the woman and her child. Despite the risks, at least half of women who smoke prior to pregnancy continue to do so while they are pregnant<sup>1</sup>. Recognizing the importance of this problem, the IME plans to conduct a quality improvement project (QIP) for Maternal Tobacco Cessation. The goal of this QIP is to improve maternal tobacco cessation for Iowa Medicaid members to achieve the following results:

1. Reduce the percentage of maternal smoking during the third trimester from 22.2 percent to 19 percent.
2. Increase the number of provider referrals to Quitline by 50 percent for Medicaid members who are pregnant.
3. Increase provider confidence in the use of appropriate smoking cessation techniques for pregnant patients, including discussion of the risks and benefits of medications when appropriate, by 25 percent by April 2014 and by 50 percent by December 2014.

As part of this QIP, the IME will be surveying medical staff to determine their comfort level with maternal tobacco cessation techniques. The survey is brief and takes less than five minutes to complete. However, this information will greatly assist the IME in determining which maternal smoking cessation techniques are currently being utilized by providers. All physicians, nurses, nurse practitioners, physician assistants, certified medical assistants, and certified nurse midwives who participate in care for pregnant patients are invited to participate in the survey.

**Please follow this online link to complete the [IME Maternal Tobacco Cessation Survey](#).**

To increase provider awareness about maternal tobacco cessation, we recommend the following four resources:

1. The Iowa Department of Public Health (IDPH) "Addressing Tobacco Use in Iowa" is an on-line tobacco cessation training which offers 1.0 Continuing Medical Education/Continuing Education Units (CME/CEU) available at: [www.iatobaccointervention.org](http://www.iatobaccointervention.org). The IDPH training will take approximately 1 to 1.5 hours to complete and is a good training for all medical personnel.

<sup>1</sup>Ebrahim, S. H., Floyd, R. L., Merritt, R. K., Decoufle, P., & Holtzman, D. (2000). Trends in pregnancy-related smoking rates in the United States, 1987-1996. *JAMA: The Journal of the American Medical Association*, 283(3), 361e366.

2. The letter from Dr. Michael McCoy, Iowa Chair of the American Congress of Obstetricians and Gynecologists (ACOG), is an excellent resource for all medical personnel about the importance of maternal tobacco cessation. The letter can be viewed online at the [Iowa PERINATAL Newsletter](#).
3. The Quitline Iowa is a telephone service available to Medicaid members with a provider referral. The service connects callers with expert coaches that assist callers with overcoming common barriers such as dealing with stress, fighting cravings, coping with irritability, and controlling weight gain. The Quitline Iowa telephone number is 1-800-QUIT NOW (1-800-784-8669). Provider resources are also available at <https://www.quitnow.net/iowa/about/provider/> or at [www.quitlineiowa.org](http://www.quitlineiowa.org).
4. A web-based online training is also available by going to this link: "[Smoking Cessation for Pregnancy and Beyond: A Virtual Clinic](#)". This online training is a Centers for Disease Control and Prevention/American Congress of Obstetricians and Gynecologists (CDC/ACOG) module and offers 4.5 CME credits (for physicians), 4.5 CME credits (for non-physicians), 4.3 Continuing Nursing Education credits (CNE for nurses), .4 Continuing Education Units (CEU credits for other professionals), 4.5 credits for Certified Health Education Specialists (CHES) or .45 Continuing Pharmacy Education credits (CPE for pharmacists).

If you have any questions, please contact the IME Provider Services Unit at 1-800-338-7909, or locally in Des Moines at 515-256-4609 or by email at [imeproviderservices@dhs.state.ia.us](mailto:imeproviderservices@dhs.state.ia.us).