



NEWS RELEASE



FOR IMMEDIATE RELEASE DATE:	Contact: Teresa Kilbert, RN
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NEW PROGRAM TO HELP PREGNANT WOMEN QUIT SMOKING

The Mahoning County District Board of Health (MCDBOH) is now providing the BABY & ME – Tobacco Free Program. The BABY & ME – Tobacco Free Program is a tobacco cessation program to help pregnant women quit smoking so that they can have healthy babies that are born full term. The program also helps women stay tobacco free after the baby is born.

This evidenced-based program is funded by the Ohio Department of Health. Laurie Adams, *BABY & ME – Tobacco Free Program* founder and Executive Director states, “The program is an effective cessation method and we are thrilled to be working with Mahoning County to offer the program to pregnant women in their community. The greatest gift a woman can give her baby is a tobacco-free pregnancy and a tobacco-free home.”

Women who enroll in the program, quit smoking, and remain tobacco free after the baby is born, will receive free diapers for 12 months (\$25 voucher to Walmart each month). The program is in 11 states across the US and has helped thousands of women permanently quit smoking.

The adult smoking rate in Mahoning County is 22% and indicates the need for more cessation services to help residents quit smoking. Also, Mahoning County, as well as Ohio, has one of the poorest infant mortality rates in the US. Smoking during pregnancy is known to cause birth defects, premature births, underweight babies, and sudden infant death syndrome (SIDS). Quitting smoking greatly reduces the health risks to the mother and baby.

The Mahoning County District Board of Health also offers free tobacco cessation classes for teens and adults. The cessation classes take place the first Wednesday of each month. For more information on any of the tobacco cessation programs provided by the Mahoning County District Board of Health, please call the program coordinator at 330-270-2855 ext. 127.

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