

“QUIT WITH US MOM AND BABY EDITION”

COMMUNITY PARTNER and TCI Regional Events Summary

Overall Impact and Reach:

- ✓ Events held in ALL 9 REGIONS!!!
 - 16 Louisiana Health Care venues across the state
- ✓ Reach ≈1600 individuals
 - Pregnant smokers - 153
 - 18-44 women - 524
 - Non smoker women exposed to SHS - 230
 - Family members of pregnant women who smoke - 187
 - Healthcare Providers - 134
 - Community Supporters - 266
 - Others - 43



Venue Targets:

- **LTCP - CP**
 - Burdin Riehl – Lafayette General Medical Center
 - Women and Children’s Hospital – OB Office
 - Physician Offices in New Iberia
 - WIC center in Gretna
 - Chabert Medical Center Women’s Clinic*
 - David Raines Health Community Center
 - Women’s Hospital – Physician Towers
 - Lake Charles Memorial Hospital – OB Care*
 - Church Street Inn*
 - Natchitoches Regional Medical Center*
 - Natchitoches Outpatient Medical Center*
 - Lincoln Parish Health Unit*
- **TCI – Regional Representatives**
 - University Medical Center Central Clinic
 - LSU Public Hospital OB/GYN Clinic
 - Earl K. Long OB Clinic – Women’s Clinic
 - St. Tammany WIC Clinic

**Held in coordination with TCI representative*

Activities/Events which took place:

- Informational booths for pregnant women and the general public
- Provided stuffed bags to the labor and delivery unit for discharged tobacco user patients
- Baby shower for moms
- Educational presentations on dangers of smoking and secondhand smoke effects

Overall receptiveness:

- **Materials distributed:** Water bottles, awareness ribbons, “It’s Time to Quit”, “How Smoking Affects Pregnancy” brochures, Quit With Us note cards, quit cards, pens, gum toothpicks, Pregnancy and the effects of Secondhand Smoke handouts, Commitment cards for quitting smoking, TCI Flyer.
- **Door prizes:** baby bath tubs, shopping cart cover, baby baskets of goodies, diapers, gift cards, baby bags
- **Media coverage:**
 - Region 2: Article in The Advocate and media inquiry from Parenting Magazine for Women’s Hospital Event and Radio for Earl K. Long event
 - Region 3: Article in the paper
 - Region 6: Television, Newspaper, Radio
 - Region 7: Article in the paper and newsletter for DRHCC

Challenges:

- Long approval process for hosting site and last minute cancellations and closures of OB units
- Lack of time for planning
- Unexpected populations in attendance (i.e. large Hispanic population)
- Lack of printed materials and other supplies which would have been helpful, needed more brochures and handouts
- Set up

Lessons Learned:

- Have a back up location while the first location request is being approved
- Ask hospital about the best day and time to host the event to have the most impact
- Have Spanish materials available, large Hispanic population in attendance
- Piggy back off of another event
- Have educational materials available to hospitals and not just target population as many OB units are uneducated about pregnancy and smoking
- Adequate time for planning and coordinating with hospital staff

GREAT JOB TO ALL!!!!

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EVENTS 2011**