



Working together for healthier mothers and babies

wvperinatal.org

Dear Colleague:

The West Virginia Perinatal Partnership is pleased to announce the Help2Quit program, a new project funded by the Bureau for Public Health to improve birth outcomes in West Virginia by reducing tobacco use before, during and after pregnancy. In collaboration with the Division of Tobacco Prevention and the Office of Maternal, Child and Family Health, the Perinatal Partnership developed the Help2Quit program to provide the skills and resources perinatal health care providers need to help their patients quit smoking. The Perinatal Partnership will provide training and technical assistance on evidence-based tobacco cessation screening and treatment strategies to obstetrical and pediatric practices.

Practices will receive in-person training and assistance on the following topics:

- Evidence-based, best practice brief counseling intervention - the 5 A's
- Motivational interviewing techniques
- Pharmacotherapy, including medications appropriate during pregnancy and lactation
- Billing, including CPT codes, reimbursement rates, and other FAQs
- Information about the WV Quitline and how to proactively refer to the service
- How to access and use free tobacco cessation patient education materials
- How to help those who are not ready to quit – harm reduction and the 5 R's
- Integrating tobacco use screening and treatment into clinic work-flow

We know you are concerned about your pregnant and parenting patients who continue to use tobacco. Even a reduction in the number of cigarettes smoked will have a positive impact on maternal and infant health outcomes and reduce Medicaid expenses. Training, including nursing contact hours and assistance, is provided at a location that is convenient for you and your staff, completely free of charge.

We urge you to take advantage of this opportunity. If your practice is interested in participating or you would like additional information, please contact Molly McMillion at mmcmillion@osteovwsom.edu or 304-667-4362 or Janine Breyel at jbreyel@hsc.wvu.edu or 304-216-3437.

Thank you for your continued partnership.

Sincerely,

Brenda Mitchell, MD
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Former Chair, Central Advisory Council
Ob-Gyn Project Champion

Raheel Khan, MD
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Past President, State Chapter, AAP
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