

## Target Population & Eligibility



**Pregnant**  
36 weeks or less gestation



**Tobacco/nicotine product**  
All forms of tobacco and nicotine products



**Tobacco Status**  
Current user and those that quit in preparation for (3 months prior) or during their pregnancy



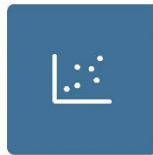
**OPTIONAL: Support Partner**  
Household tobacco user enrolls

## Core Components & Operational Details



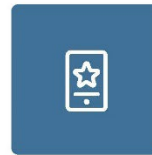
### 1:1 Counseling

- 4 prenatal sessions
- 6 postpartum sessions
- 15-30 minutes



### Testing for tobacco use

- Carbon monoxide monitor
- Individual user unit
- Saliva tests used as alternate

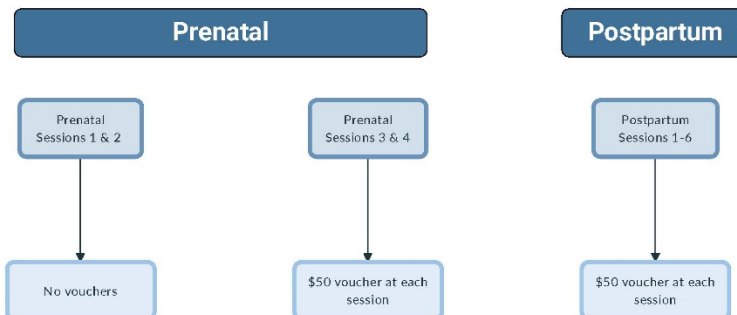


### Incentives

- Restricted gift cards
- Contingent on tobacco free status
- Used for baby items at Walmart

BMTFP'S EVIDENCE-BASED MODEL PROMOTES CESSATION, SUPPORTS LASTING CHANGE, AND FOSTERS HEALTHIER FAMILY OUTCOMES.

## Sessions and Voucher Distribution



Participants must test tobacco free to receive incentives.