

## For Pregnant and Postpartum callers

The Wisconsin Tobacco Quit Line welcomes all pregnant and postpartum callers. When they call, friendly quit coaches:

1. **Will help each woman** create a quit plan that's right for her and her baby. This includes how to deal with stress.
2. **Won't judge.** They'll be supportive.
3. **Will discuss the benefits of quitting.**
4. **Talk about staying smoke-free after giving birth.** Exposure to second-hand smoke is a major health risk to the baby. It's linked to asthma, ear infections and sudden death.
5. **Discuss medicine.** It will not be sent to pregnant callers unless requested by her doctor.
6. **Talk about the role of friends, family or a partner** in the quit attempt.
7. **Offer ongoing support.** For more help, pregnant and postpartum moms can initiate as many calls to the Quit Line as they need.
8. **Refer to local programs** for additional help. This includes the First Breath program, which offers support from pre-natal care providers and small gifts.
9. **Send free booklets** in the mail. They're designed especially for expecting moms and new moms.

Call **800-QUIT-NOW** (800-784-8669)

*It's FREE. It's confidential. It helps.*

