



QUITTING SMOKING may be the biggest gift a pregnant mom can give to her baby and to herself. This important program reaches out to the group most likely to smoke during pregnancy: women in their teens and twenties. Drawing from research-based, positive approaches, *You Can Quit!* motivates pregnant women to beat their cigarette addiction and develop a healthier lifestyle. As they watch this program, viewers will create their own quit plans and take the first step toward a smoke-free life.

Target Audience

This program will benefit women of diverse ethnic and socioeconomic backgrounds who smoke during pregnancy. While targeting women in their teens and twenties, the information is appropriate for all women who are trying to quit. It is also relevant for women who smoke and are considering pregnancy.

Suggested Facilitator Presentation

- Review the video and Facilitator's Guide.
- Present the video in segments to pregnant smokers (in a class or individually).
 - ▶ Play segment one; stop for discussion afterward if desired.
 - ▶ Play segment two; when prompted, pause the program to allow viewers to complete their individual quit plans.
 - ▶ Play segment three; stop for discussion afterward if desired.
- Follow up with participants on their quit dates. As they quit, check in with them and offer assistance with challenges they may be having. Also, provide helpful resources, such as quitline phone numbers and local support groups.

Program Overview

1. Why to Quit (4:00 minutes)
 - Health benefits for baby
 - Health, lifestyle, and financial benefits for mom
2. How to Quit (9:00 minutes) *This guide contains reproducible follow-along sheets to go with Segment 2.*
 - Making a quit plan (including motivation, changing habits, handling negative feelings and other smokers, building support, and rewarding successful quitting)
 - Setting a quit date
 - Dealing with cravings
 - Withdrawal symptoms and slip-ups
3. Staying Smoke-Free (3:00 minutes)
 - Health benefits for baby
 - Making home and car smoke-free areas
 - Health and financial benefits for mom



my quit plan

Congratulations on your decision to stop smoking!
By taking this important step, you and your baby will get many benefits.



Benefits of Quitting for My Baby

1. My baby will get more oxygen so he can grow healthy.
2. My baby has a lower chance of being born too early.
3. My baby's lungs are more likely to work better at birth and later on.
4. My baby is more likely to weigh a normal, healthy amount.



Benefits of Quitting for Me

1. I will breathe easier and have more energy.
2. I will save money.
3. My home, car, and clothes will smell better.
4. My food will taste better.
5. I will reduce my risk of serious long-term health problems.

Making Your Plan

Like most things, quitting works best if you have a plan. This involves thinking about your reasons for quitting and how you'll handle the physical desire for a cigarette. You'll refer to your written plan as you quit, especially on tough days.

1. List your top reasons for quitting.

EXAMPLE: I want my baby to be healthy

1. _____
2. _____
3. _____
4. _____

2. Write down when you usually smoke and what you will do instead.

When I smoke
EXAMPLE: After meals

What I will do instead
Brush teeth

- | | |
|----------|-------|
| 1. _____ | _____ |
| 2. _____ | _____ |
| 3. _____ | _____ |
| 4. _____ | _____ |

3. List ways to keep your hands and mouth busy.

Hands busy
EXAMPLE: Doodle on a pad

Mouth busy
Sip water

- | | |
|----------|-------|
| 1. _____ | _____ |
| 2. _____ | _____ |
| 3. _____ | _____ |
| 4. _____ | _____ |