



Mom's Quit Connection: New Jersey's Smoking Cessation Program for Pregnant and Parenting Women

Cigarette smoking still continues to be the leading cause of preventable deaths in the country, and roughly 17% adults in New Jersey still continue to smoke cigarettes and over 400,000 children are exposed to secondhand smoke. In an effort to reduce smoking statewide, Mom's Quit Connection (MQC) was founded in 2001. MQC is a free, statewide face-to-face smoking cessation program for pregnant or parenting women and caregivers of young children. Funded by the NJ Department of Health, MQC has counseled hundreds of women, helping them to greatly reduce or quit smoking. The average smoker without assistance has a roughly 6% success rate quitting tobacco. Over 20% of women who enrolled to receive MQC services have reported abstaining from tobacco after six months.

While many are aware of the impact smoking has on the body, the impact of secondhand smoke is also significant. Infants and children exposed to secondhand smoke in the home are more likely to suffer from SIDS (Sudden Infant Death Syndrome), bronchitis, pneumonia, ear infections and asthma. Research also shows that continued interventions concerning tobacco use are important, as 7 out of 10 women who quit smoking during pregnancy return to smoking post-delivery. Using a proactive, behavior modification approach, and trained Quit Coaches guide clients through developing a customized quit plan that works for each individual at whatever stage of readiness they are.

Mom's Quit Connection's success is driven by partnering with healthcare providers and other organizations assisting them with providing their clients with a free tobacco cessation program. Partner organizations receive an easy client enrollment system, training opportunities on how to address tobacco use and ongoing technical assistance. Clients eligible for MQC services can self-refer by calling 1-888-545-5191. To register your practice or agency as an MQC clinician partner site and to receive free Mom's Quit Connection tools, call Cathy Butler-Witt at 856-675-5289 or e-mail at cbutler@snjpc.org.

