

# Wisconsin TOBACCO FACTS

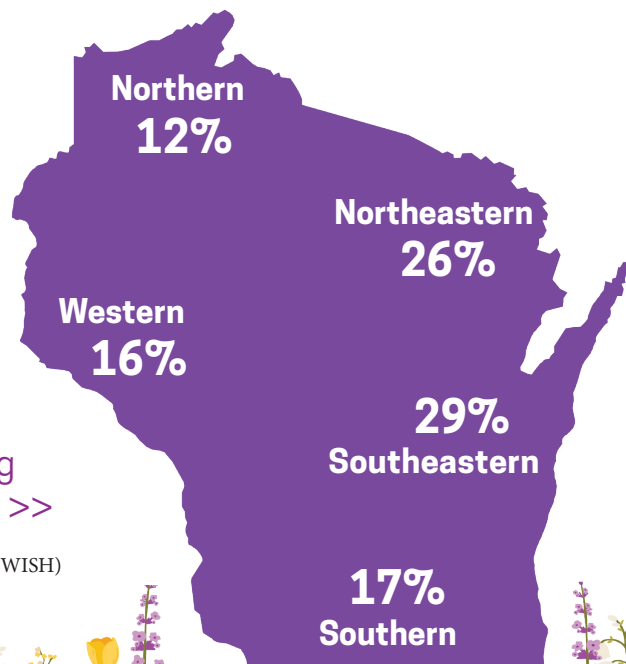
2022

## SMOKING DURING PREGNANCY

Wisconsin has made huge progress decreasing the number of people who use commercial tobacco products while pregnant, but we still have work to do to ensure the next generations join us **healthy, thriving, and nicotine-free**.

Smoking prevalence during pregnancy varies by location >>

SOURCE: Wisconsin Interactive Statistics on Health (WISH)



## TOBACCO USE DURING PREGNANCY IS A UNIQUE CHALLENGE

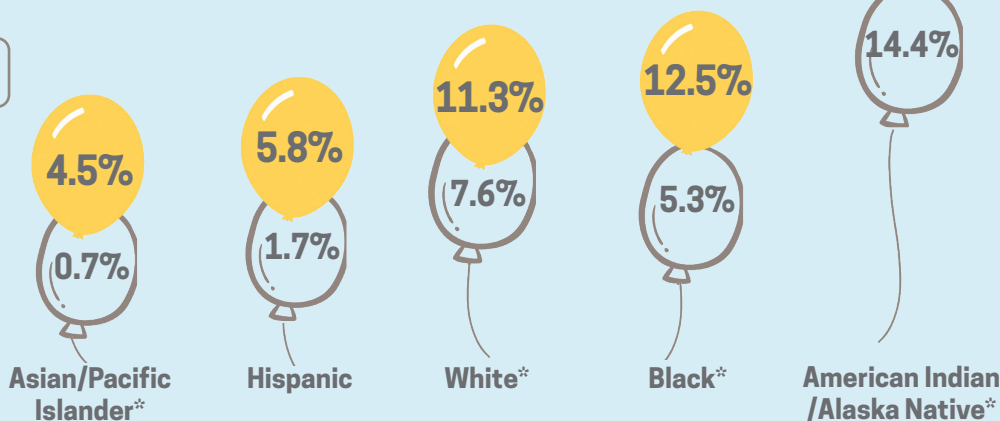
Pregnant people and their families often face situations that require individualized support. Discrimination in all its forms does not fade when a person is pregnant.

In Wisconsin, the prevalence of smoking during pregnancy for American Indian/Alaska Native, Black, Hispanic, and Asian/Pacific Islander birthing parents is more than twice the prevalence for each corresponding group in the U.S., and about one-third greater than the national average for white birthing parents.



\*All racial groups are non-hispanic

SOURCE: WISH



Prenatal tobacco use is the leading preventable cause of poor birth outcomes in the U.S.

Smoking during pregnancy increases the risk of miscarriage, preterm birth, birth defects, low birth weight, and sudden infant death syndrome (SIDS).



In Wisconsin, **1 in 10** pregnant people smoke after their baby is born.

Mothers **living in poverty** (19%) and **near poverty** (8.5%) are more likely to smoke cigarettes postpartum than mothers not living in poverty (2.1%).

SOURCE: Wisconsin Pregnancy Risk Assessment Monitoring System (PRAMS)

## QUITTING ISN'T ALWAYS SIMPLE

Pregnant people report that their top barriers to quitting smoking include:

- ⊗ **Being around other smokers**
- ⊗ **Cigarette cravings**
- ⊗ **Loss of a way to handle stress**
- ⊗ **Worsening anxiety and/or depression**

SOURCE: PRAMS

## FREE HELP IS AVAILABLE FOR FAMILIES

**First Breath** is a free, statewide service that is committed to helping people make positive changes to their tobacco, alcohol, and other substance use during pregnancy and beyond. This service connects people with accurate and judgment-free information about tobacco and other substance use during pregnancy, breastfeeding, and caregiving.



of First Breath participants quit or cut back on smoking by one month postpartum.

SOURCE: First Breath

Access free information and support:  
**[www.joinfirstbreath.org](http://www.joinfirstbreath.org) | (608) 888-2768**  
**TEXT "FB" TO 29669**

**Free help is also available through the Wisconsin Tobacco Quit Line (1-800-QUIT-NOW), or ask your health care provider about FDA-approved medications to help you quit.**



**WISCONSIN DEPARTMENT  
of HEALTH SERVICES**

