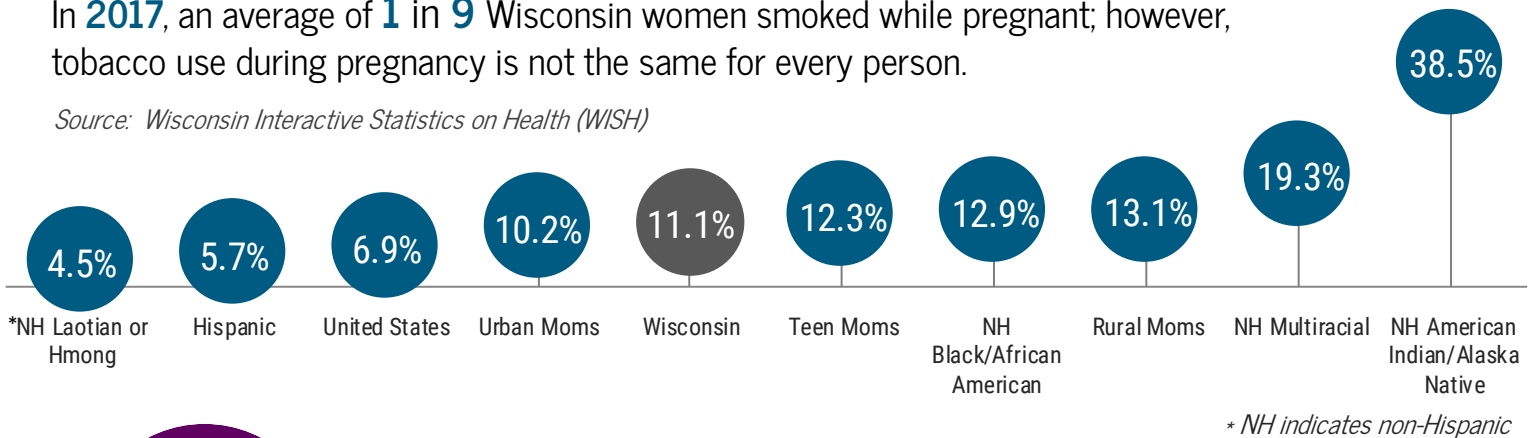


# Smoking during pregnancy is still a problem in Wisconsin.

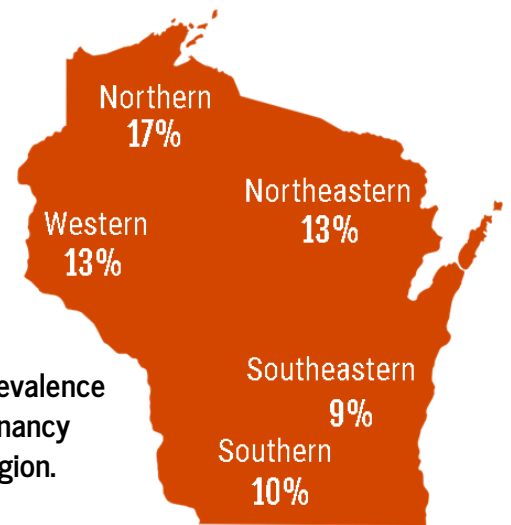
In **2017**, an average of **1 in 9** Wisconsin women smoked while pregnant; however, tobacco use during pregnancy is not the same for every person.

Source: Wisconsin Interactive Statistics on Health (WISH)



## Risks

Smoking during pregnancy causes **preventable risks** for babies, including increased risk of sudden infant death syndrome (SIDS), asthma, miscarriage, stillbirth, low birth weight, birth defects, impaired brain development, ear infections, and preterm birth.



Smoking prevalence during pregnancy varies by region.

Source: WISH



## Barriers

Half of women who quit smoking during pregnancy **will smoke again** after giving birth. Women report that their top barriers to quitting are **being around other smokers, cigarette cravings, and stress.**

Source: Wisconsin Pregnancy Risk Assessment Monitoring System



## Help

First Breath is a free, statewide service that helps pregnant women, new moms, and their families quit smoking. **Eighty-four percent** of First Breath participants **quit or cut back** on smoking during pregnancy.

Source: First Breath

For more information about cessation services contact:



Text **FB INFO** to **97779** or visit [joinfirstbreath.org](http://joinfirstbreath.org)