

WHY FIRST BREATH?

Quitting smoking is the best thing that you can do for yourself and your growing baby.

Smoking during pregnancy can lead to:

- babies born too early or too small
- ear infections and asthma
- miscarriage or stillbirth
- Sudden Infant Death Syndrome (SIDS)

We know that you want your baby to be healthy, so we want to help you quit smoking and reduce the risk of serious health problems.



To learn more about quitting smoking or other women's health topics, please contact:

Wisconsin Women's Health Foundation

2503 Todd Drive
Madison, WI 53713
(608) 251-1675
(800) 448-5148
www.wwhf.org

Wisconsin Tobacco Quit Line

www.ctri.wisc.edu
(800) QUIT-NOW
(800) 784-8669

Maternal and Child Health Hotline

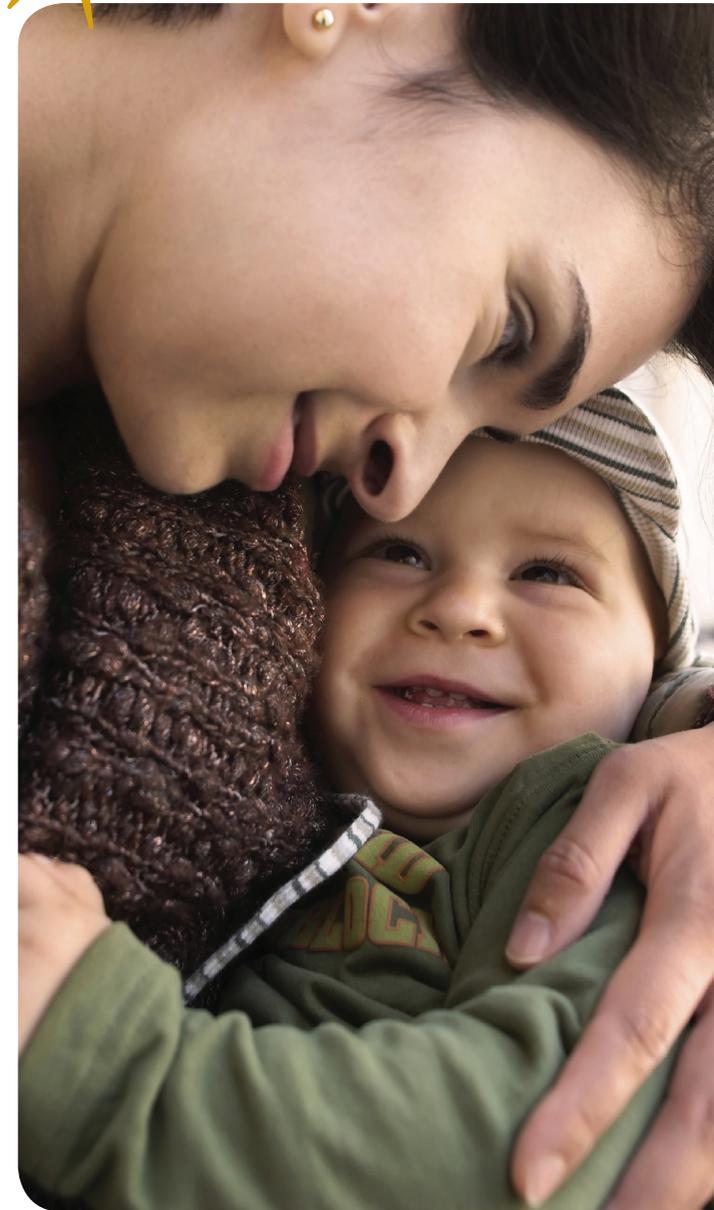
www.mch-hotlines.org
(800) 722-2295

Your local First Breath site:



First Breath is funded by the Wisconsin Tobacco Prevention and Control Program, Division of Public Health, Wisconsin Department of Health Services.

FIRST BREATH



WHAT IS FIRST BREATH?

- First Breath is a program that helps pregnant women in Wisconsin quit smoking.
- First Breath is offered throughout the state by the Wisconsin Women's Health Foundation, a non-profit organization.

To participate in First Breath, talk to your health care provider, nurse or case worker. Or contact your local health department.



First Breath is part of your prenatal visits. Extra appointments are not necessary for participation in the program.

FIRST BREATH IS HERE TO HELP YOU

Quitting smoking is hard for everyone, but there are ways to be successful. First Breath will provide you with support and resources to help you quit smoking.

You can make the decision to quit smoking for your baby, your family and yourself. First Breath will support you; all you have to do is try.

As a First Breath participant, you will receive the following at no cost:

- non-judgmental, one-on-one support
- self-help and educational materials for you, your family and friends
- follow-up support after delivery
- access to the Wisconsin Tobacco Quit Line services
- incentives and gifts

First Breath will give you the tools you'll need to successfully quit smoking:

KNOWLEDGE

- about the dangers of smoking
- about the benefits of quitting
- about managing stress

SUPPORT

- from your First Breath provider
- from your doctor
- from the Wisconsin Tobacco Quit Line coaches

"Quitting smoking is one of the hardest things I have ever done. It also turned out to be one of the most rewarding things I have ever done for myself and for my family. I tried quitting many times before I actually succeeded.

The First Breath program was very helpful because it provided me with support and knowledge that allowed me to quit. The program also provided ideas of alternative activities to replace smoking. I took up scrapbooking after I had the opportunity to attend a scrapbooking party put on by my First Breath provider.

When quitting smoking, the more support you have, the more likely you are to quit. It helps to know that someone is proud of you and believes that you can do it. That is what the First Breath program gave me.

I want to thank the Grant County Health Department and the people helping with First Breath for having such a program. There are not enough programs like First Breath. A special thank you as well to my First Breath provider, Carol Thole, for working with me this past year. Carol is very dedicated to this program and made it worthwhile for me to be smoke free!"

Dayna
Grant County Health Department