

# AN ASSESSMENT TO REDUCE SMOKING DURING PREGNANCY IN PARK COUNTY, WYOMING

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Hypothesis: Public health interventions can reduce the incidence of smoking in pregnant women



Downtown Powell, Wyoming

## BACKGROUND

- Powell is an agricultural community in Northwest Wyoming with a population of 6,440
- In Park County:
  - 16.1% of women smoked during pregnancy
  - Mean household income below national average
  - 93.7% with a high school degree, 27.8% with Bachelor's degree or higher

## LITERATURE REVIEW

- Pregnancy alters how nicotine is metabolized, making it harder for women to quit
- Some medications used for smoking cessation have unknown effects in pregnancy
- Potential interventions for Powell, WY include establishing a tailored text message support system or using nicotine replacement



Powell Valley Healthcare Logo

## PUBLIC HEALTH CONCERN

- Interviews with healthcare professionals and community resources identified a lack of education and resources for pregnant women and mothers
- Low socioeconomic status and addiction to cigarettes were identified as primary risk factors
- No specific programs in place to help with smoking cessation during pregnancy

## COMMUNITY ASSET PROFILE

- Serenity Pregnancy Resource Center is a locally funded organization providing education and resources to pregnant women
- Earn While You Learn program for expectant mothers
- No income requirement
- Mother Child Health Coalition

## CONCLUSIONS

- An asset-based approach showed a few organizations providing education and materials for new mothers and that health care providers are supportive
- Literature review findings are realistic interventions for Powell and will be shared with the Public Health office
- Public Health is working to form a coalition to help address this concern