



- 1. You have been very successful over the past year, enrolling women nearly every single month into First Breath and My Baby & Me. What would you attribute this consistency to?**

We are a small health department that provides PNCC, WIC, First Breath and My Baby and Me in the same office. We offer First Breath and My Baby and Me to all pregnant women when they come to the health department for their WIC certification appointment. If a nurse is not available when a woman is here, WIC gives us a written referral.

- 2. What are 3 skills or attributes that you feel are essential for providers working with pregnant women?**

1. We are compassionate and nonjudgmental in our approach. We also feel that patience and persistence are important skills in providing this service.
2. We believe in the First Breath and My Baby and Me programs, and the information that we are able to share with the clients.
3. We truly believe that all women can quit or cut down with the needed support and knowledge.

- 3. What aspects of the programs do you feel are most beneficial to the women you serve (examples: texting support, incentives, educational materials, 1 on 1 counseling)?**

The women we work with seem to really like the text messages and incentives. They also seem to value the 1 to 1 counseling, especially when they do not have a lot of support at home. We utilize the motivational interviewing skills that we have learned to provide 1 on 1 counseling.

- 4. What advice would you have for sites just getting started with First Breath or My Baby & Me?**

We feel that our program is successful because we have a consistent source of referrals. We have found that it's beneficial to have support staff help organize the materials, incentives, and schedules. We also find it helpful to practice motivational interviewing skills.