



## What is Striving To Quit (STQ)?

STQ is a federal research grant from Centers for Medicare and Medicaid Services (CMS) to help BadgerCare Plus and SSI Managed Care members stop smoking and stay quit. A portion of the grant provides evidence-based smoking cessation services through the Wisconsin Women’s Health Foundation’s *First Breath* program, a smoking cessation program for pregnant women. This research study is evaluating the impact of financial incentives on members who engage in treatment.

## Who qualifies for Striving To Quit?

- Pregnant women with a history of tobacco use (current users or recently quit) & enrolled in First Breath
- BadgerCare Plus and SSI Managed Care members
- 18 years old and over
- Live or receive prenatal care in a target county:

Southeast	South Central	Central	Northeast	West
Kenosha	Columbia	Marathon	Brown	Chippewa
Milwaukee	Dane	Wood	Calumet	Dunn
Ozaukee	Dodge	Portage	Door	Eau Claire
Racine	Green	Waupaca	Fond du Lac	Jackson
Washington	Jefferson		Outagamie	La Crosse
Walworth	Juneau		Manitowoc	Monroe
Waukesha	Rock		Sheboygan	Trempealeau
			Winnebago	

## What are the benefits to women?

- Prenatal smoking cessation support through First Breath
- Postpartum smoking cessation and relapse prevention counseling with a STQ Health Educator
  - Regular contacts from birth to six months postpartum
  - In-person, phone, text, and online support
  - Individualized counseling and action plans that focus on the unique challenges and stressors of the postpartum period
- Significant financial incentives

## What is my role as a First Breath provider?

You do not need to do anything to enroll women into the study. All we ask is that you continue to implement First Breath per standard procedures. There are three things to be aware of that will ensure your patients/clients have an opportunity to participate:

1. Accurate phone numbers and date of birth on the Client Information Form are required. Without this information we cannot offer participation in STQ.
2. Complete the Checklist as usual. Please fax or mail a COPY of the checklist after each visit. If your client is enrolled in STQ, she may be eligible for an incentive.
3. We will provide you with a stack of STQ Postcards. You can use these to promote the study to First Breath participants by placing postcards in your waiting room, First Breath folders, or in participant mailings.

**Questions?** Please contact Kristine Alaniz at (414) 902-3192 or [kalaniz@wwhf.org](mailto:kalaniz@wwhf.org).