

**Health and Wellness Trust Fund Commission**  
**Smoking Cessation for Pregnant Teens Project**  
**Quarterly Programmatic Report**  
**Reporting Period: February 1, 2003 - April 30, 2003**

I. Summary of executed activities during the reporting period:

The Women's Health Branch (Branch) conducted several conference calls and an initial site visit with the participating Smoking Cessation for Pregnant Teens Project sites. The project sites are: Durham County Health Department (located in Durham), Gaston County Health Department (located in Gastonia), and Robeson Health Care Corporation (which has three prenatal care sites located in Pembroke, Fairmont, and Maxton). All three project sites provide prenatal care services to patients enrolled in Medicaid (ACCESS sites).

During the initial site visits with the Durham and Gaston project sites, the Branch requested that each project site develop and submit a draft proposal that would describe the design and procedures for the Smoking Cessation for Pregnant Teens Project at their site. Draft proposals were received in February 2003 and conference calls were held with the Local Project Coordinator and program staff at each project site in March and April 2003 to review and discuss the proposals. Both project sites submitted revised proposals based upon the Branch's recommendations.

The Branch conducted an initial site visit with the Robeson Health Care Corporation (RHCC) on March 5, 2003. During this meeting, the WHB met with the Local Project Coordinator and the Director of Perinatal Services to discuss the steps involved for implementing this project at the RHCC. The roles and responsibilities for both the Branch and the RHCC program staff were discussed and outlined in detail. The Local Project Coordinator and the Branch developed a timeline of activities for program implementation.

The Branch and the three Local Project Coordinators participated in the Health and Wellness Trust Fund of NC (HWTFC) Kickoff Event on April 8<sup>th</sup> and the Vision 2010: Exploring Best Practices in Tobacco Use Prevention and Control Conference on April 9<sup>th</sup> and 10<sup>th</sup> held in Durham. At the HWTFC Kickoff Event, the WHB Program Manager and the Local Project Coordinators had the opportunity to learn about all of the Teen Tobacco Use Prevention and Cessation Initiatives. Contacts were made with representatives from the organizations funded under the Priority Populations and the Community Schools grants.

The Branch developed a core set of data elements that each project site will be required to collect on each patient that participates in the project. During the HWTFC Kickoff Event, a meeting was held with all three Local Project Coordinators to review and finalize the list of required data elements. The Branch distributed the final list of required data elements to the project sites in April 2003. Based upon the list of required data elements, the Branch will develop a database in Microsoft Access software that each Local Project Coordinator will use for data entry and to submit quarterly data reports.

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The Durham and Gaston project sites have begun to develop a smoking cessation counseling recording form that they will use to document patient information and counseling activities. Each project site has been given the responsibility to create a form that will collect all of the required data elements.

The contract paperwork between RHCC and the WHB was submitted to the Division of Public Health's Contracts Office for processing in February 2003. The contract was not finalized during this reporting period. However, the Local Project Coordinator at RHCC has been involved in several program planning activities and participated in the HWTFC Kickoff Event on April 8<sup>th</sup> and the Vision 2010 Conference on April 9<sup>th</sup> and 10<sup>th</sup>.

The contract with the North Carolina Healthy Start Foundation (Foundation) was finalized in March 2003. Under this contract, the Foundation will develop, print and distribute age-appropriate smoking cessation and secondhand smoke educational materials for pregnant teenage women. During this reporting period, the Foundation has conducted one focus group and has scheduled two others. Their first focus group was conducted on March 25, 2003 at the Coats United Methodist Church in Coats. Participants included: eighteen pregnant and/or parenting females and two teenage dads. Four mothers of the teens were also in attendance. The participants ranged from 15 to 19 years of age. Among the teenage females, three were Latino, three were Caucasian, and twelve were African American. Among the teenage dads, one was African American and one was Caucasian. During this focus group, information was collected on what content teens would like to see in smoking cessation and secondhand smoke materials, what formats would appeal to teens, and discussion of possible titles for the new print materials. The Foundation also solicited votes for the titles of the new print materials at the Vision 2010 conference on April 9<sup>th</sup>. The Foundation scheduled two additional focus groups, to be held in May, for testing content, format and design.

II. Barriers and challenges experienced, if any, during the implementation of proposed activities during the reporting period:

None to report during this reporting period.

III. Copies of project materials (brochures, handouts, flyers, training materials) will be included when developed:

No project materials were developed during this reporting period.