

Wisconsin TOBACCO FACTS

2024

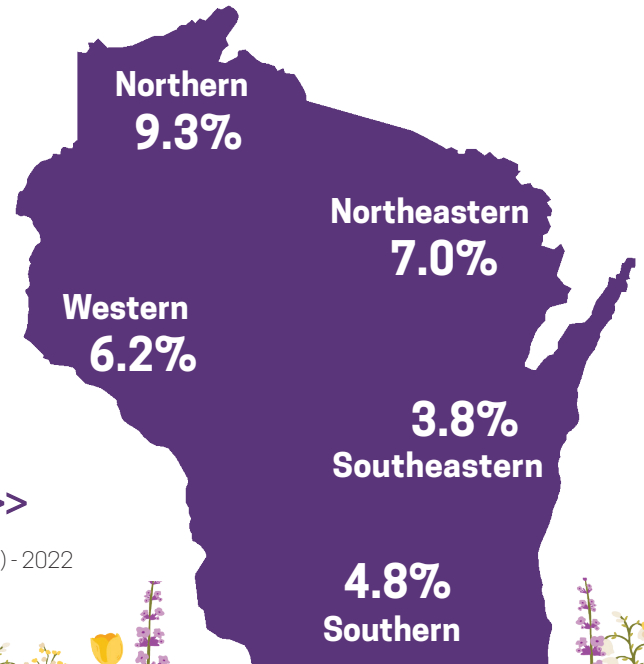
Smoking cigarettes during pregnancy

Wisconsin has made great strides in decreasing the number of people who use commercial tobacco products while pregnant, but we still have work to do to ensure the next generations join us **healthy, thriving, and nicotine-free.**



Smoking prevalence during pregnancy varies by location >>

SOURCE: Wisconsin Interactive Statistics on Health (WISH) - 2022



State Average: 5.4% (2022)

Tobacco use during pregnancy is a unique challenge

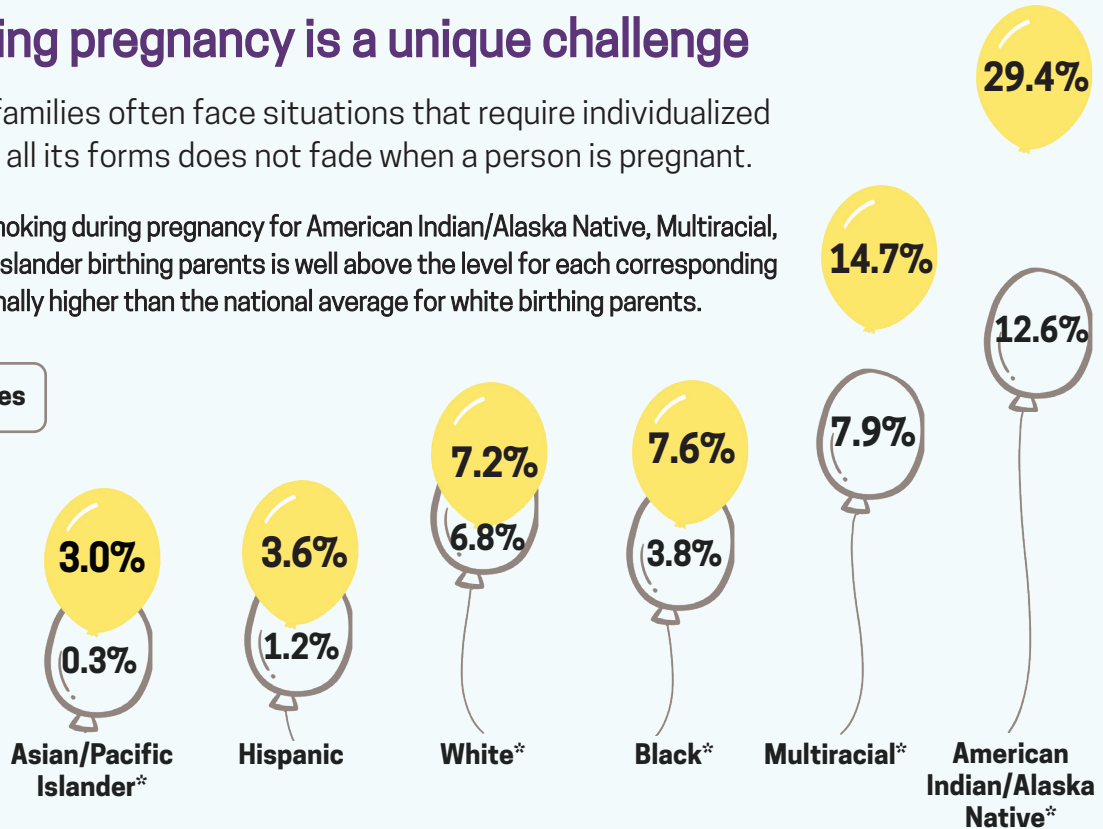
Pregnant people and their families often face situations that require individualized support. Discrimination in all its forms does not fade when a person is pregnant.

In Wisconsin, the prevalence of smoking during pregnancy for American Indian/Alaska Native, Multiracial, Black, Hispanic, and Asian/Pacific Islander birthing parents is well above the level for each corresponding group in the U.S., and marginally higher than the national average for white birthing parents.



*All racial groups are non-Hispanic

SOURCES: WISH and CDC WONDER (2020-22)



Prenatal tobacco use is the leading preventable cause of poor birth outcomes in the U.S.

Smoking during pregnancy increases the risk of miscarriage, preterm birth, birth defects, low birth weight, and sudden infant death syndrome (SIDS).





In Wisconsin, **1 in 10** pregnant people smoke after their baby is born.

Birthing parents **living in poverty** (25%) and **near poverty** (15%) are more likely to smoke cigarettes postpartum than those not living in poverty (3%).

SOURCE: Wisconsin Pregnancy Risk Assessment Monitoring System (PRAMS) - 2020-21

Quitting isn't always simple

Pregnant people report that their top barriers to quitting smoking include:

- ⊗ **Being around other smokers.**
- ⊗ **Craving cigarettes.**
- ⊗ **Losing a way to handle stress.**
- ⊗ **Experiencing increased anxiety and/or depression.**

SOURCE: PRAMS (2020-21)

Free help is available for families

First Breath is a free, statewide service that is committed to helping people make positive changes to their tobacco, alcohol, and other substance use during pregnancy and beyond. This service connects people with accurate and judgment-free information about tobacco and other substance use during pregnancy, breastfeeding, and caregiving.

80%

of First Breath participants quit or cut back on smoking by one month postpartum.

SOURCE: First Breath

Access free information and support:
www.joinfirstbreath.org | (608) 888-2768
TEXT "FB" TO 29669

Free help is also available through the Wisconsin Tobacco Quit Line (1-800-QUIT-NOW), or ask your health care provider about FDA-approved medications to help you quit.



Smoking statistics in this resource represent cigarette smoking only.

