

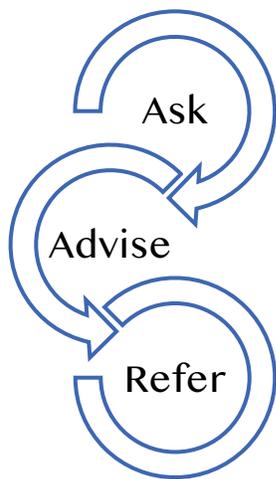
## The BABY & ME-Tobacco Free Program™ Referral Guidelines

The BABY & ME-Tobacco Free Program™ (BMTFP) is a tobacco cessation program created to reduce the burden of tobacco use among women during the prenatal and postpartum period.

If you are receiving these instructions, your organization and its staff members have committed to support the program by referring pregnant women who are eligible to enroll.

### ***Screening for Tobacco Use***

All patients should be screened for tobacco use by their healthcare provider. Organizations that follow this protocol with empathy and attentiveness are more successful in getting tobacco users to consider a quit attempt. Now that your organization can refer pregnant tobacco users to the BMTFP, follow these next steps known as the 2A's and an R (Ask, Advise, & Refer):



#### ASK

Your agency should have a system in place to ensure that patients are asked about their tobacco use and that the information is documented.

#### ADVISE

It is the standard of care for all patients that they should be advised by healthcare professionals that complete cessation has the most health benefits and for pregnant women, that any tobacco and/or nicotine exposure is harmful to the fetus.

In a clear, strong, and personalized manner – urge every pregnant tobacco user to quit:

**“I need to let you know that quitting smoking is the most important thing you can do for your health and the health of your baby!  
We are committed to helping you quit.”**

#### REFER

Offer the patient the BABY & ME – Tobacco Free Program if they are eligible. If the patient is not willing to be referred, remind them that they will be asked about their tobacco status and interest in the program (if eligible) at future visits.

### ***BABY & ME – Tobacco Free Program Eligibility***

It is important to know who is eligible for the BMTFP. Participants must be:

1. Pregnant.
2. Less than or at 36 weeks gestation.
3. A current tobacco user, quit since becoming pregnant **OR** quit within 3 months of becoming pregnant.

Other: There is no age, income, or insurance eligibility requirement.

### ***How to Submit an Online Referral***

Program referrals can be submitted by accessing a link located on the homepage of the national BMTFP website: [www.babyandmetobaccofree.org](http://www.babyandmetobaccofree.org). Once there, click on the button titled, 'Referral Submission.' Select 'Mississippi'. You will then select one of the Northeast MS counties listed.

Once you acknowledge the disclaimer you will be brought to a list of BMTFP locations. Select from the list of counties on the left-hand side that are being served via telehealth. Please note that the client must reside in the county that is chosen. Fill out and submit the referral form.

You will receive an email letting you know the referral has been successfully submitted and the BMTFP agency has been notified. Each referral submitted to the program is associated with a unique Referral ID number; this Referral ID number can be found in the email you receive. Please save this Referral ID number for future status updates on the client.

The following status' can be applied to a referral:

- **Client Not Eligible:** The client referred to the program did not meet the eligibility requirements. Please be sure that you review and understand the eligibility guidelines.
- **No Longer Interested / Refused Program:** When contacted, the client indicated that they were no longer interested and/or refused to enroll in the program.
- **Client No Longer Eligible:** Between initial referral receipt and the counselor making contact with the client, the client's eligibility to enroll in the program changed and she is no longer eligible to enroll.
- **Unreachable:** A minimum of three attempts will be made to contact the referred client. After three attempts, this status will be applied indicating we were unable to connect with the client.
- **Reopen:** Following a status of unreachable, the referring organization has asked the BMTFP counselor to reopen the referral and contact the client at a later date.
- **Scheduled Initial Appointment:** The BMTFP counselor has scheduled the client's first appointment.
- **Enrolled in Program:** After the initial appointment, the client enrolled in the program.
- **Completed Program:** The client completed the BMTFP.
- **Dropped out of Program:** The client notified the counselor that they were no longer interested in the program and/or they have not been engaged in the program for 6 months and have now been considered as "dropped".