

What is First Breath?

- *First Breath* is a program that helps pregnant women in Wisconsin quit smoking.
- *First Breath* is offered throughout the state by the Wisconsin Women's Health Foundation, a non-profit organization.
- Your local *First Breath* site is:



A Healthy
Beginning
is the Best
Beginning.

If You Have Questions about
First Breath, Please Contact:

WISCONSIN WOMEN'S HEALTH
FOUNDATION

2503 Todd Drive
Madison, WI 53713
www.wwhf.org

608-251-1675 • 800-448-5148

To Learn More about Quitting
Smoking or Other Women's
Health Topics, Please Call:

Wisconsin Women's Health Foundation
800-448-5148

Wisconsin Tobacco Quit Line
800-QUIT-NOW

Maternal and Child Health Hotline
800-722-2295

Services Hotline for Women,
Children and Families
877-855-7296



WISCONSIN
Women's Health
FOUNDATION, INC.

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For Expectant Mothers

First Breath

*"Making Each Baby's First
Breath a Healthy Breath"*

A Wisconsin

Women's Health

Foundation

program to

help you quit

smoking

First Breath
A Wisconsin Women's Health Foundation Program

Why does First Breath want to help you quit smoking?

Because it is a very important issue and you can make a big difference for your baby.

Smoking during pregnancy can lead to:

- Miscarriage or stillbirth
- Babies born too early or too small
- Sudden Infant Death Syndrome (SIDS)
- Respiratory illness, ear infections & asthma
- Future behavior problems & problems in school

We know that you want your newborn to be healthy, so we want to help you quit smoking and help reduce the risk of these serious conditions.



First Breath is here to help you!

Quitting smoking is difficult for everyone, but there are ways to be successful. *First Breath* will provide you with **non-judgmental** support during your quit attempt and will be by your side throughout this difficult time.

First Breath wants you to have a happy, healthy pregnancy, and knows that you can be successful. You do not have to be perfect (nobody is!). **You only have to try** and *First Breath* will support you.

As a *First Breath* participant, you will receive:

- Non-judgmental, personal support
- One-on-one smoking cessation counseling
- Self-help materials
- Access to the toll-free statewide Wisconsin Tobacco Quit Line (1-800-QUIT-NOW)
- Follow-up support after delivery
- Motivation by learning about *First Breath* success stories
- Smoking education materials for your family
- Free incentives and a gift at delivery

First Breath will give you the necessary tools to quit smoking successfully:

- **Knowledge**
 - about the dangers of smoking for you and your baby
 - about the benefits of quitting
 - about how to manage stress
 - about your unique trigger situations
 - about how you can be successful quitting
- **Support**
 - from your *First Breath* healthcare professional
 - from your doctor
 - from the Wisconsin Tobacco Quit Line counselors
 - from your personal support network

