

## PREGNANCY AND POSTPARTUM PROTOCOL

**Rewards:** After the first coaching call a rewards card with \$5 credit will be sent to participant.

Receives \$5 per completed call during pregnancy (up to \$30)

Receives \$10 per completed post-partum call (up to \$30)

Incentives based on completed calls (total up to \$ 60)

1- First call: Pregnancy Process, participant welcome and eligibility determined

- If eligible, an intake is completed
  - a. Reason for calling and awareness of QuitLine
  - b. Assessment for types of tobacco use
  - c. Caller characteristics
  - d. Other intake data
  - e. Client specific questions
  - f. Welcome packet sent to participant
  - g. Participant is transferred to a pregnancy QuitLine Coach or scheduled for appointment in near future.
- Has the option to enroll or not; If enrolled, assigned to designated pregnancy coach.

2- Second call: Coach collects due date and begins coaching process

- a. Reward process for completed calls begins

3- Coaching continues through pregnancy and resumes 2 weeks post-partum

4- **Postpartum Process:** Two weeks prior to due date, coach will either send a text message or call participant

5- Coaching calls resume at 2 week intervals.

- a. Reminder text messages will be sent prior to each phone call.
- b. Rewards process for post-partum completed calls begins.
- c. Coach will make 2 additional attempts (a total of 5 attempts) to reach a participant who is unreachable.