

IMPLEMENTATION GUIDE
High Impact Therapy for Pregnant Smokers
*Using an Evidence-Informed Program to develop
a process model for program delivery in the practice setting*

Note: Refer to “Using What Works: Adapting Evidence-based Programs to Fit Your Needs”. Review the appropriate Modules and the handouts provided in each, in order to modify and evaluate this program to meet the needs of your organization and audience.

“Using What Works” is available online at:
http://cancercontrol.cancer.gov/use_what_works/start.htm.

I. Program Administration (Type of Staffing and Functions Needed)

Administrative Assistant

- Identify all pregnant patients with a history of smoking
- Distribute educational flyer to potential participants

Therapist (Required: Licensed professional with at least a master’s degree in any area of mental health)

- Complete required intervention training provided by the program developer
- Conduct individual face-to-face counseling sessions with participants
- Conduct followup telephone sessions with participants
- Facilitate referrals to other specialists

II. Program Delivery

For additional information on modifying program materials, refer to the appropriate Module(s) for program adaptation from “Using What Works”.

A. Program Materials (*All listed materials can be viewed and/or downloaded from the Products Page*):

- **High Impact Therapy for Pregnant Smokers Treatment Manual:** This 27-page document provides therapists with information on pregnancy and childbirth, smoking cessation, and basic treatment concepts. The manual also provides detailed guidance for conducting the individual therapy session and followup phone sessions.
- **Smoking Cessation Educational Handout for Clients:** This 2-page handout provides rationale and guidance for making the decision to quit smoking during pregnancy. This document is available in both English and Spanish.

B. Program Implementation:

The steps used to implement this program are as follows:

Step 1: The Therapist completes the required training program provided by the developer.

Step 2: The Administrative Assistant identifies potential participants and provides them with the Smoking Cessation Educational Handout for Clients.

Step 3: Using the instruction provided in the High Impact Therapy for Pregnant Smokers Treatment Manual, the Therapist provides one individual 90-minute psychotherapy session to the participant following the participant's prenatal clinic visit. During this session, the Therapist:

- Assesses the participant's readiness to quit smoking
- Quickly engages the participant in treatment
- Identifies potential psychological or social problems that might pose as barriers to quitting smoking
- Set a quit date

Step 4: The Therapist provides brief (10–30 minute) bimonthly followup phone calls to the participant throughout pregnancy as needed. Guidance for conducting these phone calls can be found in the High Impact Therapy for Pregnant Smokers Treatment Manual.

III. Program Evaluation

For additional information on planning and adapting an evaluation, review the appropriate Modules for program implementation and evaluation from “Using What Works”.

http://cancercontrol.cancer.gov/use_what_works/start.htm

For further assistance in designing and conducting an evaluation, consider communicating with members from NCI's Research to Reality (R2R) community of practice who may be able to help you with your research efforts. Following is a link to start an online discussion with the R2R community of practice, after completing registration on the R2R site:

<https://researchtoReality.cancer.gov/discussions>.