



Development and Evaluation of an iPad Application to Promote Knowledge of Tobacco Use and Cessation by Pregnant Women

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TOBACCO USE IS THE SINGLE most preventable cause of death and disease in the United States (Centers for Disease Control and Prevention [CDC], 2011). Smoking during pregnancy has been causally linked to adverse fetal and neonatal outcomes, including stillbirth, low birth weight, and premature birth (Behnke & Smith, 2013; Marufu, Ahankari, Coleman, & Lewis, 2015; U.S. Department of Health and Human Services, 2014). Despite the extensive documentation of risks associated with tobacco use in pregnancy, tobacco use continues to be a public health concern (Keegan, Parva, Finnegan, Gerson, & Belden, 2010). Smoking rates vary by state and county; in 2014, 8.0% of women in the United States reported smoking during pregnancy, with rates ranging from 1.8% in California to 27.1% in West Virginia (Curtin & Mathews, 2016). In Washington State, where 8.0% of pregnant women reported smoking during pregnancy in 2014, rates by county varied from a low of 2.3% in Franklin County, to 13% in Spokane County, to a high of 21.9% in Pend Oreille County (Washington State Department of Health, 2015).

Abstract: We describe the development and evaluation of an iPad application to promote knowledge of tobacco risk and cessation resources for pregnant women. Pregnant women completed a survey on tobacco use in pregnancy, and clinicians reviewed their tobacco cessation practices and resources. The women reported that content was easy to understand (98%) and helped them understand tobacco risks (94%). Tobacco users reported that the information helped them want to quit smoking (75%) and provided ideas on how to quit (58%). Clinicians reported themes that reflected ease of use, support of pregnant women, and use of electronic resources. We conclude that iPad applications and other electronic health education delivery methods are useful tools that can augment coordinated and consistent tobacco cessation efforts in clinical settings. <http://dx.doi.org/10.1016/j.nwh.2017.04.005>

Keywords: health information technology | iPad application | pregnancy | program evaluation | tobacco use cessation



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