

Be Tobacco-free

Smoking is one of the worst things you can do for your health. So, it should come as no surprise that smoking and using tobacco during pregnancy are hazardous to your baby's health before, during and after birth. If you're considering pregnancy, and especially if you are already pregnant, quitting tobacco use is absolutely necessary to support a healthy pregnancy and a healthy baby. Here's why...

Smoking while pregnant will:

- Lower the amount of oxygen available to mother and baby.
- Increase baby's heart rate.
- Increase chance of miscarriage and stillbirth.
- Increase risk of premature birth and/or low birth weight.
- Increase risk to baby for developing lung problems.
- Increase risk of birth defects and Sudden Infant Death Syndrome (SIDS).



**BlueCross BlueShield
of Mississippi**

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Blue Cross & Blue Shield of Mississippi's Be Tobacco-free program is available at no out-of-pocket cost to all covered members to support them in quitting the habit for good. Be Tobacco-free includes a visit with a Network Provider and cessation counseling through the Blue Quitline, as well as nicotine replacement therapy or prescription drug support for those who can't quit without these aids.

There is no "safe" level of smoke or smoking while pregnant.

Dads-to-be should also kick the habit because regular exposure to secondhand smoke can increase the chance of miscarriage, stillbirth, tubal pregnancy, low birth weight and other pregnancy complications.

Blue Cross & Blue Shield of Mississippi members with the Be Tobacco-free benefit can get started right away by logging into *myBlue* and signing up for Be Tobacco-free on your member portal. You will also find more detail about the benefit and the support that is available to help you quit successfully.

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Effects of quitting smoking after:

20 Minutes

Blood pressure drops to the level that you had before your last cigarette. The temperature of your hands and feet increases to normal.

8 Hours

Carbon monoxide level in the blood drops to normal.

24 Hours

Your chance of a heart attack decreases.

2 Weeks to 3 Months

Circulation improves. Your lung function increases by up to 30%.

1 to 9 Months

Coughing, sinus congestion, fatigue, and shortness of breath decrease; cilia regain normal function in the lungs, increasing the ability to handle mucus, clean the lungs, and reduce infection.

1 Year

Chance of having a heart attack is cut in half.

5 Years

Stroke risk is reduced to that of a non-smoker 5 to 15 years after quitting.

10 Years

Risk of dying from lung cancer is about half that of a continuing smoker; risk of cancer of the mouth, throat, esophagus, bladder, kidney, and pancreas decreases.

15 Years

Risk of coronary heart disease is that of a non-smoker.



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