SOPHE Adopting SCRIPT in your Organization Training Program

Supporting Health Systems to Help Pregnant Women Quit Smoking

The Smoking Cessation and Reduction in Pregnancy Treatment (SCRIPT) is an award-winning, evidence-based program shown to be effective in helping thousands of pregnant women quit smoking. It is designed to be a component of a patient education program for prenatal care providers, and is cited by the Agency for Healthcare Research & Quality’s Smoking Cessation Clinical Practice Guidelines.

The SCRIPT Program includes the following intervention components:

- **A Pregnant Woman’s Guide to Quit Smoking**: A 36-page, tailored guide that outlines a self-evaluation process to help build women’s smoking cessation success over a seven-day period; written in the 5-6th grade reading level
- **Commit to Quit Smoking During and After Pregnancy**: An 8-minute motivational DVD that presents testimonials of pregnant smokers who quit; helps demonstrate behavioral skills to quit smoking and reduces counseling time
- **Comprehensive counseling**: To help pregnant smokers quit or significantly reduce smoking during pregnancy
- **Counseling and encouragement to establish a non-smoking home**: Follow up components are a part of the SCRIPT Program to help prevent smoking relapse

The SCRIPT Training Program provides insight and skills on how the program can become part of routine prenatal care. After the training, participants should be able to:

- Promote and get “buy” in for the SCRIPT Program
- Market and disseminate the Program to administrators, medical staff, health educators, and others
- Demonstrate how to assess pregnant women for smoking
- Plan the implementation of the SCRIPT Program in their organization
- Organize staff who will be involved in implementing SCRIPT
- Evaluate the effectiveness of SCRIPT

**Modules**

- Module 1: Background and Evidence Base
- Module 2: Intervention Components & Procedures
- Module 3: Planning & Implementation
- Module 4: Evaluation

The SCRIPT Program was developed and evaluated by Dr. Richard Windsor, an established NIH Principal Investigator and Professor Emeritus at The George Washington University School of Public Health and Health Services.

SCRIPT is distributed by the Society for Public Health Education (SOPHE), a nonprofit professional organization founded in 1950 to provide global leadership to the professions of health and education to promote the health of all people.

For more information and to register for trainings visit: www.sophe.org/SCRIPT.cfm or call 202-408-9804.