

# MOTHERS AND BABIES

## Smoke-Free For Baby's Sake

(NAPSA)—While up to 50 percent of women quit smoking while pregnant, 70 percent of those moms resume smoking once their babies are born.

“Nearly all of them start smoking again after they give birth, not realizing that the effects of sec-



**Moms who start smoking again after their babies are born put their newborns at risk.**

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ondhand smoke can be even more harmful to the baby than during pregnancy,” said Dr. Thomas Brandon, director of the Tobacco Research and Intervention Program at the H. Lee Moffitt Cancer Center & Research Institute.

Exposure to secondhand smoke increases a child's risk of Sudden Infant Death Syndrome (SIDS), asthma, colic, pneumonia, middle ear infection and other problems.

Pregnant women who have already quit smoking are invited to join the “Forever Free for Baby and Me” program, sponsored by The National Cancer Institute through Moffitt Cancer Center. Moms-to-be will be sent literature aimed at staying smoke-free.

To enroll in the free program, call 1-877-9-KICK-IT or e-mail [foreverfree@moffitt.usf.edu](mailto:foreverfree@moffitt.usf.edu).