



Mom's Quit Connection For Families

Helping pregnant women and families create tobacco-free futures



Mom's Quit Connection for Families (MQCF) is a free, statewide smoking cessation counseling and professional training program. MQCF is a program of Family Health Initiatives, a subsidiary of the Southern NJ Perinatal Cooperative with funding through the NJ Department of Health. Created in 2001, MQCF helps pregnant women, parents, family members and caregivers of children under the age of eight to quit smoking. Certified Tobacco Treatment Specialists provide individual smoking cessation counseling either in person or by telephone, depending on client need and location. MQCF offers unlimited sessions and clients can utilize the program multiple times to help with relapse prevention.

MQCF also offers free professional training on use of the Center for Disease Control's Brief Intervention Model: Ask, Advise, Refer - A clinician guide to assessing and addressing tobacco use with their clients. Training is available both on-site and on-line.

Client enrollment in MQCF can occur in several different ways;
- automated referral from the Perinatal Risk Assessment (PRA) form
- provider fax referral form
- self-referral by phone (856-665-6000 or 888-545-5191),
- by website (MomsQuit.com)
- by Facebook (f/MomsQuitConnection).



Highlights of Mom's Quit Connection for Families:

- One-on-one counseling
- Personalized Quit Plan
- In person and/or telephone counseling
- Friendly counselors who listen without judging
- Education and support
- Ongoing support to prevent relapse
- Clients don't have to be ready to quit to participate
- An incentive program



For more information,
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