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Division of Public and Behavioral Health NEWS RELEASE

NEW WEBSITE PROMOTES SUBSTANCE-FREE PREGNANCY

Preventing Use of Tobacco, Alcohol, and Drugs in Pregnancy

Carson City – The Nevada Division of Public and Behavioral Health is launching SoberMomsHealthyBabies.org to increase awareness of the many risks associated with substance use in pregnancy. The new resource helps pregnant women struggling with tobacco, alcohol, and drug use (including prescription drugs). SoberMomsHealthyBabies.org can help women find the treatment they need to foster a safe and healthy pregnancy. A woman should not smoke, drink alcohol, or use drugs (including non-medical use of prescription drugs) while she is pregnant. In the United States, nearly half of all pregnancies are unplanned. If a woman is using substances during pregnancy, it is never too late to stop.

SoberMomsHealthyBabies.org includes educational information for women, their friends and family, and healthcare professionals. People can use the site to learn more about what to do if they or a loved one struggles with substance use during pregnancy, and find treatment centers in their area. The goal is to encourage women who are involved in substance use and who are pregnant, have been pregnant, or are thinking about getting pregnant to seek help. There are safe places for women to find help and get treatment throughout Nevada, and pregnant women are given top priority at substance use treatment centers. It is critical that pregnant women get professional help to overcome their substance use. If you think someone might be experiencing these problems, please let them know about the new website or encourage them to call 2-1-1. They can also use the Substance Use Help Line at 1.800.450.9530 to find help in their area.

SoberMomsHealthyBabies.org also provides educational resources and information for healthcare professionals, including links to screening tools and toolkits relating to substance use in pregnancy.

In an effort to disseminate the message that women who are pregnant or might be pregnant should abstain from substance use, a companion social media campaign will be launched to drive web traffic to SoberMomsHealthyBabies.org. Also, a public service campaign with television and radio ads in Spanish and English promoting SoberMomsHealthyBabies.org will soon be aired.

For more information on substance use during pregnancy, visit SoberMomsHealthyBabies.org. For more information about the Division of Public and Behavioral Health, go to: <http://health.nv.gov>.

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