Cause and Effect Fishbone Diagram

Increasing Enrollment Into Tobacco Cessation Programs for Pregnant WIC Clients

EFFECT
Low enrollment of pregnant smokers into the WIC Quit Tobacco Program

Clinic Environment
- Time
- Lack of visuals
- Posters—lack of
- Prompts—checklist
- Too many visuals competing for attention

Staff
- Overwhelming—too much to do in appt.
- Not putting in notes for follow-up
- Former smoker—current smoker
- Lack of knowledge
- Lack of incentives
- Lack of comfort
- Lack of time

Clients
- Not interested in quitting
- Friends & family smoke
- Previous experience
- Not wanting group class
- Self sufficient to quit
- MD says don’t quit
- Disconnected phone
- Fear of failure
- Frequent moves
- Incentives

Policy/Procedures
- Not in notes to do follow-up
- Client centered counseling
- Too much info to share
- No simple checklist
- Lower priority
- Client late

Culture
- Refugee “leader” accepts smoking
- Easy availability of tobacco
- Accepted in some cultures
- Not ok to be a smoker
- Religion

Resources
- Out of materials
- Client incentives
- Program
- Money
- Time

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