

# KIDS NOW Plus

Department for Behavioral Health,  
Developmental & Intellectual Disabilities

Division of Behavioral Health

Adult Substance Abuse Treatment &  
Recovery Services Branch

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## KIDS NOW Plus

### A Healthier Start

The use of alcohol, tobacco and other drugs (ATOD) during pregnancy can cause problems for both the mother and the infant. Prenatal exposure can lead to developmental and intellectual disabilities, mental

KIDS NOW Plus improves Kentucky birth outcomes by helping pregnant women recover from substance use disorders. By engaging high-risk pregnant women in intensive case management, substance use

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health and behavioral problems, difficulty with learning, and poor health outcomes.

In most cases, when pregnant women are educated about the negative effects these substances can have on their baby, they make the choice to abstain. However, there are those pregnant women who continue to use ATOD during pregnancy because prior to pregnancy they were already experiencing problem use or addiction. Many will need outside intervention in order to stop their use while pregnant.

treatment and other needed services. KIDS NOW Plus helps moms provide their babies with a healthier, safer start in life.

The Division of Behavioral Health offers the KIDS NOW Plus program through eight (8) of the fourteen regional community mental health centers. Funding is provided from Tobacco Settlement dollars and Kentucky's Federal Substance Abuse Prevention and Treatment Block Grant.

## KNOW THE FACTS!

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❖ *National and local surveys indicate that approximately 10% of pregnant women will use illicit drugs during their pregnancy. Almost twice as many will use alcohol, and at least a quarter of Kentucky women smoke cigarettes while they are pregnant.*

❖ *Research indicates that substance use during pregnancy occurs at nearly equal rates across races and income levels.*

❖ *While illicit substance use is a concern, alcohol use during pregnancy often causes more serious and irreversible harm to a developing baby than drug use. Smoking cigarettes during pregnancy can be just as harmful as drug use.*

❖ *Fetal Alcohol Syndrome is the leading known cause for mental retardation. It occurs more frequently than other known causes, such as Down's Syndrome, and is 100% preventable.*

❖ *Routine screening for alcohol and drug use during prenatal care can greatly increase the identification rate of women at risk. Screening should occur at least three times during the course of prenatal care, including the initial visit.*

❖ *Even if a woman uses alcohol, tobacco or drugs throughout her pregnancy, regular prenatal care can greatly increase her chances of having a healthy baby. If a woman stops using at any time during her pregnancy, she increases her chances of having a healthy baby.*

## Kentucky's Initiative

Serving those at Risk

As part of the KIDS NOW Early Childhood Development Initiative, the Kentucky Behavioral Health, Adult Substance Abuse Treatment & Recovery Branch is implementing a statewide effort aimed at increasing the health of all Kentucky babies by decreasing the use of alcohol, tobacco, and other drugs during pregnancy.

Some components that comprise this initiative include:

- ❖ A Medicaid benefit package providing a full continuum of substance abuse prevention and treatment services to Medicaid-eligible women who are pregnant or postpartum up to 60 days. Women are eligible for prevention services if they are at risk for using substances.
- ❖ Substance use prevention and treatment services for non-Medicaid eligible pregnant women and women with dependent children.
- ❖ Outreach efforts aimed at better identifying pregnant and postpartum women in the community, who are in need of substance use prevention or treatment, and engaging them in those services.
- ❖ Collaborative efforts between substance use prevention

and treatment services to provide a full continuum of care to pregnant women in need of all types of services.

## The Program

How does it work?

The KIDS NOW Plus program is focused on serving women who are pregnant and who are at-risk for alcohol, tobacco, and other drug use during their pregnancy. Specific prevention services are designed to provide prevention education services to this at-risk population of women. For those women whom meet the DSM substance use diagnostic criteria for a substance use disorder, case management services are also available. KIDS NOW Plus connects this population at the appropriate point during their care with prevention services through substance use treatment, assisting in reducing harm to Kentucky children from maternal substance use during and after pregnancy.

**If you would like information about how to reduce or stop using alcohol, tobacco, and other drugs; please contact your local community mental health/substance use center or Katie Stratton with the Department of Behavioral Health.**

## KIDS NOW Plus

### CONTACTS

#### *Region 4: Lifeskills*

(270) 901-5000 ext 1066  
(Allen, Barren, Butler, Edmonson, Hart, Logan, Metcalfe, Monroe, Simpson, Warren)

#### *Region 5: Communicare*

(270) 765-5992 ext 1404  
(Breckenridge, Grayson, Hardin, Larue, Marion, Meade, Nelson, Washington)

#### *Region 6: Seven Counties*

(502) 439-4591  
(Bullitt, Henry, Jefferson, Oldham, Shelby, Spencer, Tribble)

#### *Region 7: North Key*

(859) 283-0952 ext 4251  
(Boone, Campbell, Carroll, Gallatin, Grant, Kenton, Owen, Pendleton)

#### *Region 10: Pathways*

(606) 324-1141 ext 4532  
(Bath, Boyd, Carter, Elliott, greenup, Lawrence, Menifee, Montgomery, Morgan, Rowan)

#### *Region 12: Kentucky River*

(606) 436-5761 ext 7110  
(Breathitt, Knott, Lee, Leslie, Letcher, Owsley, Perry, Wolfe)

#### *Region 13: Cumberland River*

(606) 337-2070  
(Bell, Clay, Harlan, Jackson, Knox, Laurel, Rockcastle, Whitley)

#### *Region 14: Adanta*

(606) 679-9425  
(Adair, Casey, Clinton, Cumberland, Green, McCreary, Pulaski, Russell, Taylor, Wayne)

### Katie Stratton

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