

LEVERAGING MASCULINITIES TO STRENGTHEN MEN'S SMOKING CESSATION SUCCESS



January 18, 2016

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Home Research Videos Publications Resources Team

Families Controlling and Eliminating Tobacco


FACET is a program of research based out of UBC that is committed to finding original ways to support young families in their efforts to become smoke-free.

We develop effective gender-sensitive materials and promote the exchange of information between researchers and the community.


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Booklets



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Videos




Co-recipient of Researcher of the Year Dr. Joan Bottorff speaks about her research on UBCO TV.




Dr. Joan Bottorff is featured in this video discussing a new collaboration with Dr. Tinghong Yang and others researchers in China to develop men-friendly approaches to quitting smoking.



In this video, Tobin talks about the strength it took for him to quit smoking. Find out where he pulled that strength from and what advice he has for other new dads like him.




Discussion with Dr. Joan Bottorff about Dads in Gear, a new program for dads who are interested in quitting smoking.



[Game On! Healthy Lifestyles for Men](#)

This video was filmed during a Men's Health Forum at UBC's Okanagan campus that featured presentations and guest speakers from Australia, Ireland and Canada. [Click here](#) for the FACET YouTube Channel.



Search the Site



GOALS

- ❑ Support young families in their efforts to become smoke free
- ❑ Develop effective gender-appropriate tobacco reduction interventions
- ❑ Promote knowledge translation between researchers and community



COUPLE DYNAMICS & TOBACCO

Conclusions:

- ❑ SC programs need to account for couple dynamics and routines.
- ❑ Women face challenges quitting and staying quit when partners continue to smoke.
- ❑ Women are unsuccessful in encouraging male partners to quit.
- ❑ Find ways to help dads with SC to support women's efforts to quit.



GENDER-RELATED INFLUENCES

Gender

- ❑ **Multi-dimensional social construct**
- ❑ **Culturally specific, temporal**
- ❑ **Linked to power & to economic & social status**



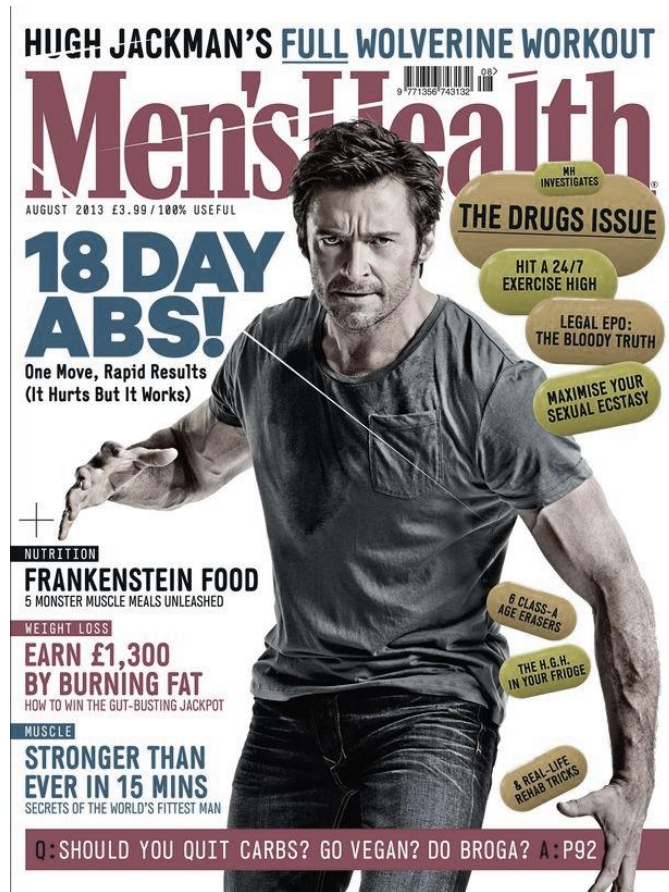


**MASCULINITIES &
GENDER ROLES
AFFECT MEN'S
HEALTH
BEHAVIOURS**



GENDER IDENTITIES

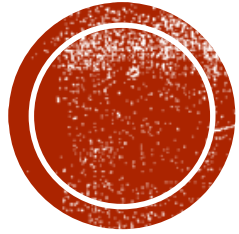
Masculinities



Femininities



GENDER & MEN'S SMOKING



Smoke like a man: Die like a man!



FEW MEN REDUCE DURING THEIR PARTNER'S PREGNANCY

- ❑ **15 % of households report daily exposure to a smoker.**
- ❑ **Partner smoking a risk factor for women's PP relapse.**



HOW MANY DADS SMOKE?



CTADS ANNUAL 2013 FEB. 1 – DEC. 31, 2013

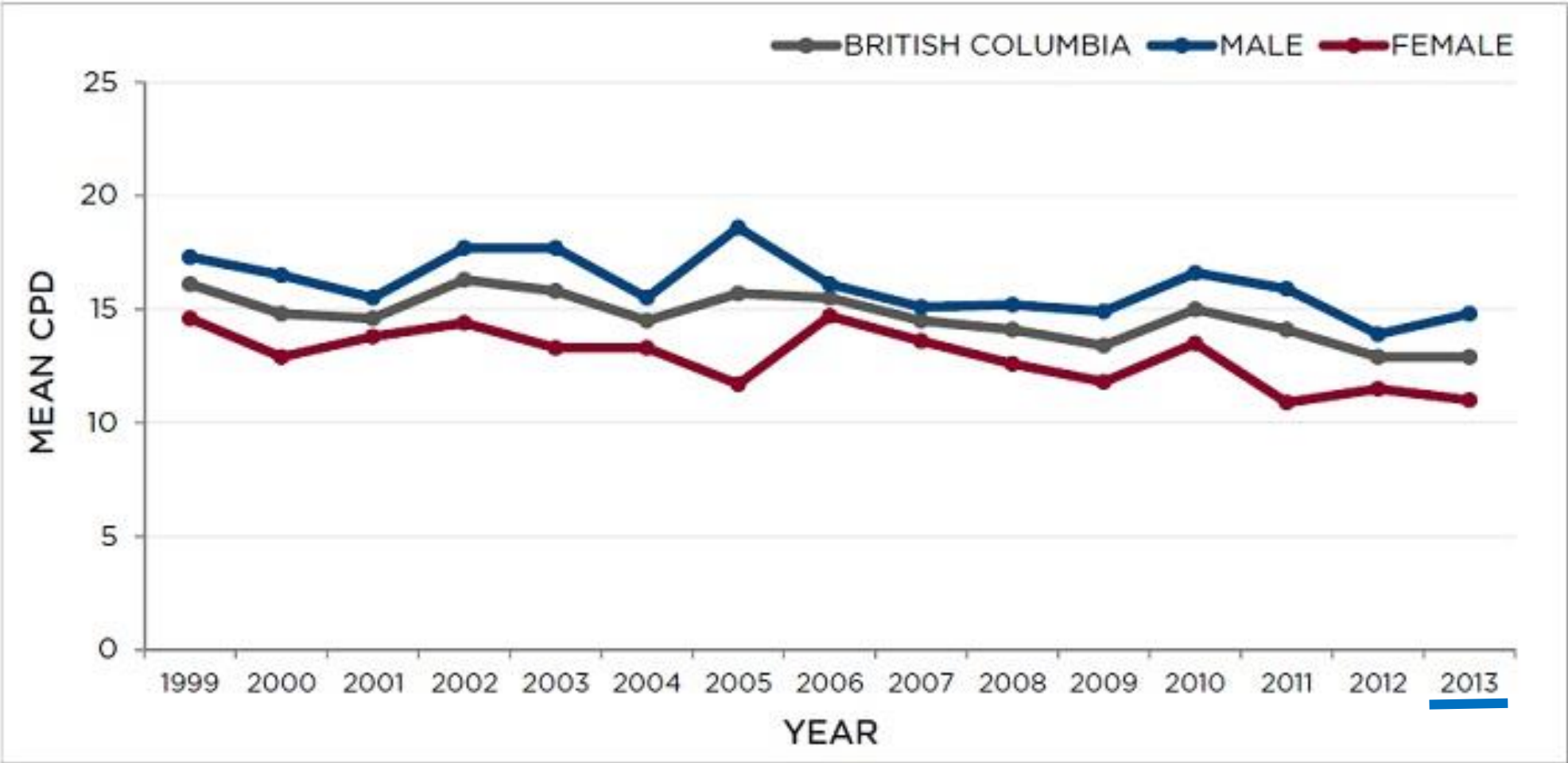
| Smoking Status and Average Number of Cigarettes Smoked per Day | | | | | | | | |
|---|-------------------|----------------------------|----------------------------|---------------------|----------------------|---------------------|---------------------|-----------------------------------|
| Sex | Age group (years) | Population estimate ('000) | Current smokers (%) | Daily smokers (%) | Nondaily smokers (%) | Former smokers (%) | Never Smoked (%) | Average cigarettes smoked per day |
| Total | All age groups | 28,923 | 14.6 [13.5-15.8] | 10.9 [9.8-11.9] | 3.8 [3.2-4.5] | 25.9 [24.5-27.2] | 59.5 [58.0-61.0] | 13.9 [13.3-14.6] |
| Male | | 14,311 | 16.0 [14.2-17.9] | 11.6 [10.0-13.3] | 4.5 [3.6-5.4] | 29.0 [27.0-31.1] | 54.9 [52.6-57.3] | 15.2 [14.3-16.2] |
| Female | | 14,611 | 13.3 [11.8-14.8] | 10.1 [8.8-11.4] | 3.2 [2.3-4.0] | 22.8 [21.1-24.4] | 64.0 [62.1-65.9] | 12.5 [11.6-13.4] |

Smoking prevalence was highest among young men aged 20 – 24 (21.2%) and 25 – 34 (22.3%).

Male smokers consumed approximately 3 cigarettes more per day than females.



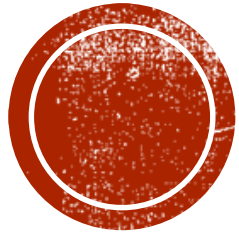
FIGURE 2.5: AVERAGE DAILY CIGARETTE CONSUMPTION* BY SEX, BRITISH COLUMBIA, 1999-2013



*AMONG DAILY SMOKERS
DATA SOURCE: CTUMS, 1999-2012; CTADS, 2013



SHIFTING MASCULINITIES – THE GOOD DAD



Bottorff, Oliffe, Kalaw, Carey & Mroz (2006) Oliffe, Bottorff, Kelly & Halpin (2008)

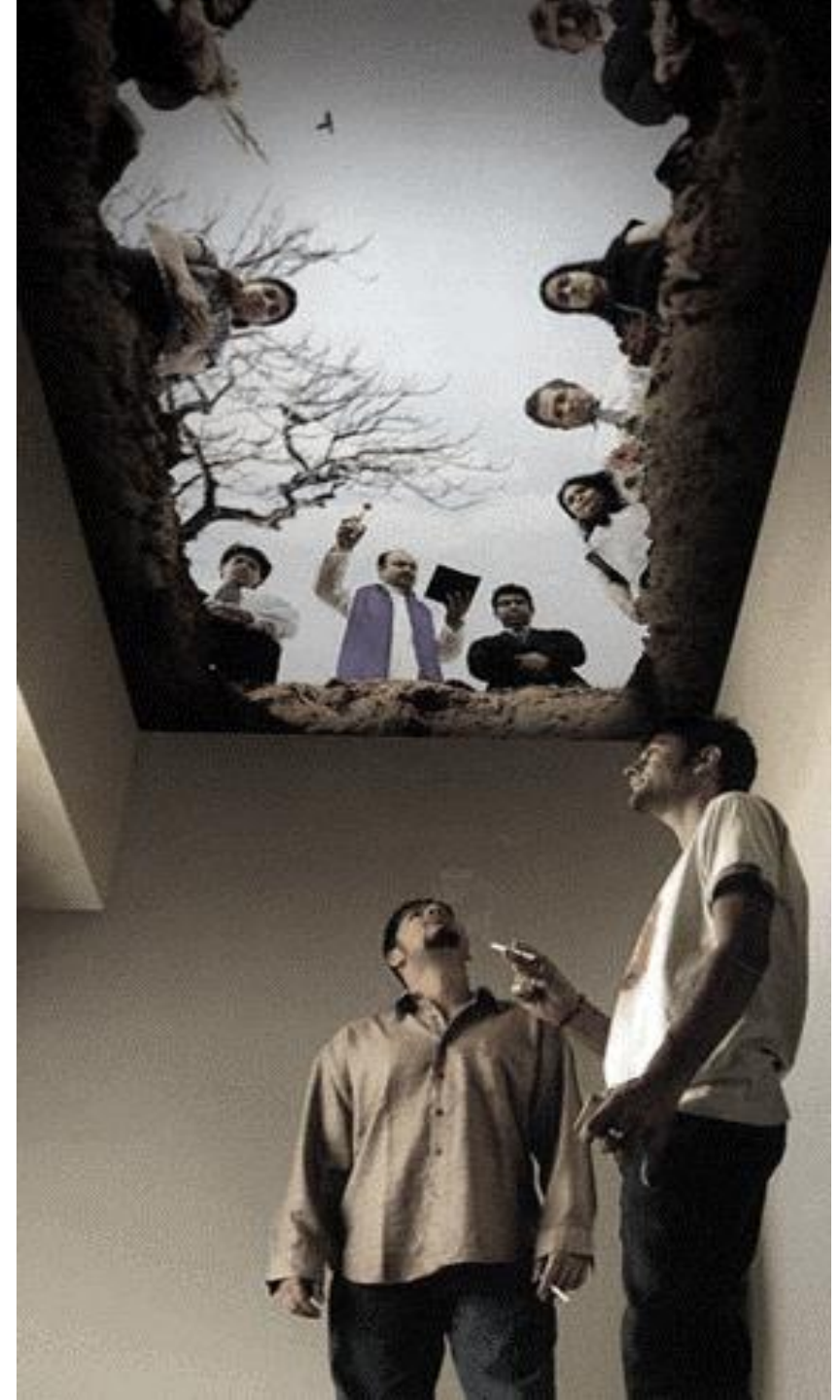
EXPERIENCES OF STIGMA

❑ Externalized Stigma

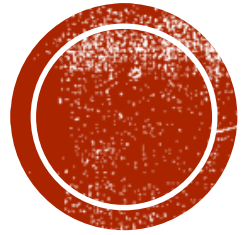
- Pressure and judgment at home, at work and in public

❑ Internalized Stigma

- Guilt, embarrassment, regret, self-blame, self-loathing, shame



MEN'S TOBACCO REDUCTION NARRATIVES



Cold Turkey
Planned Reduction
Baby is the Patch
Forced Reduction



Will power

Self-reliance

Autonomy



HELPING DADS REDUCE AND QUIT SMOKING . . .

- Supports women's efforts to reduce and quit**
- Supports men's health**
- Creates smoke-free homes for children**



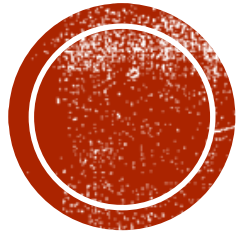


“Once you have that newborn in your hand, I mean it’s like the world stops. That’s the moment you think about the future, and how much your life has changed. Why not go that extra step?”

Oliffe, Bottorff & Sarbit (2010). *The right time. The right reasons: Dads talk about reducing and quitting smoking*
www.facet.ubc.ca



STRENGTHENING MOTIVATION



- ✓ **Support shifts in masculine roles**
- ✓ **Strength-based, positive messages to support change**
- ✓ **Testimonials to reflect shared challenges & peer support**
- ✓ **Masculine look/feel**



Dads Talk about Reducing and Quitting Smoking

DADS IN GEAR

**FIRST SMOKING CESSATION PROGRAM IN
THE WORLD TO FOCUS ON NEW DADS!**





GAME-CHANGING INTEGRATED COMPONENTS

- Fathering
- Physical Activity
- Tobacco Reduction



MEN-CENTRED GUIDING PRINCIPLES

- Evidence-based – extensive research with men
- Strength-based positive messaging to promote change
- Foster emotional connections to fathering
- Reflect masculine ideals
- Reflect desires for autonomous decision making
- Include testimonials to reflect shared challenges & peer support
- Promote interaction with materials
- Male facilitators and positive role models

Oliffe, J. L., Bottorff, J.L. , Sarbit, G. (2012). Mobilizing masculinity to support fathers who want to be smoke free. *CIHR Institute of Gender and Health Knowledge Translation Casebook*





SESSION 1: Puck in the Net



Objectives

1. Introduce dads to the three components of the program (fathering, physical activity, tobacco reduction) and identify how they are related.
2. Discuss the importance of dads in children's lives and describe activities that provide opportunities for dads to be involved.
3. Engage dads in identifying their personal strengths.
4. Provide an opportunity for dads to be physically active.
5. Engage dads in discussing their reasons for wanting to quit smoking, and build positive outcome expectations for their quit.



8 SESSIONS ORIGINAL PROGRAM THEMES

1. **Puck in the Net**
2. **Full House**
3. **Fishing for Answers**
4. **Games People Play**
5. **Let's Walk . . . Let's Eat!**
6. **Where the Wild Things Are**
7. **Bases are Loaded**
8. **Kids are Worth It**



Facilitator Login Participate Forum

Home Being a Dad Healthy Dad Smoke-free Dad Videos Contact Us



DADS IN GEAR

Welcome Dads and almost Dads! On this site, you'll find tips, tricks, ideas, facts, and reasons for you to be healthy, smoke-free and active with your kids. Give it a shot - try a quiz, test some tips, watch a video or 2 videos or 3 videos!



Being a Dad → **Being a Healthy Dad →** **Being a Smoke-free Dad →**



Videos, Stories, Quizzes & more

☑ The more you are involved with your kids, the easier it is to quit smoking. Your positive involvement is a key factor in their healthy development.



Videos, Nutrition, Fitness & more

☑ Physical activity and healthy eating are excellent ways to reduce your stress and model healthy habits for your kids. Adding physical activity to a daily routine increases the success of quitting smoking.



Videos, Quit Stories, Tips & more

☑ It's much easier to successfully quit smoking with a better understanding of what options are available to support your efforts.

DIG WEBSITE

- ❑ For DIG facilitators and dads to access resources wherever they are and whenever they can.
- ❑ Foster on-line community of DIG dads who want to quit smoking.

www.dadsingear.ok.ubc.ca





DADS IN GEAR PROGRAM IMPLEMENTATION

YEAR 1

**West Kelowna
Abbotsford**

YEAR 2

**Merritt
Vernon
Nelson
Mission
Prince George**





DIG TRAINING



Are you a new dad or expecting a baby?
Do you want to reduce & quit smoking?
this **FREE** program is for you!

Start Date:

Location:

Once a week for 8 weeks

Time:

FREE infant/childcare
FREE program "gear"

For more information or to register:

Call:

Email:

info@diggear.ok.ubc.ca

RECRUITING DADS

For expectant and new
dads with a child
under the age of 6,
who smoke and want
to quit.



DEMOGRAPHICS – 1ST TWO GROUPS (N=13)



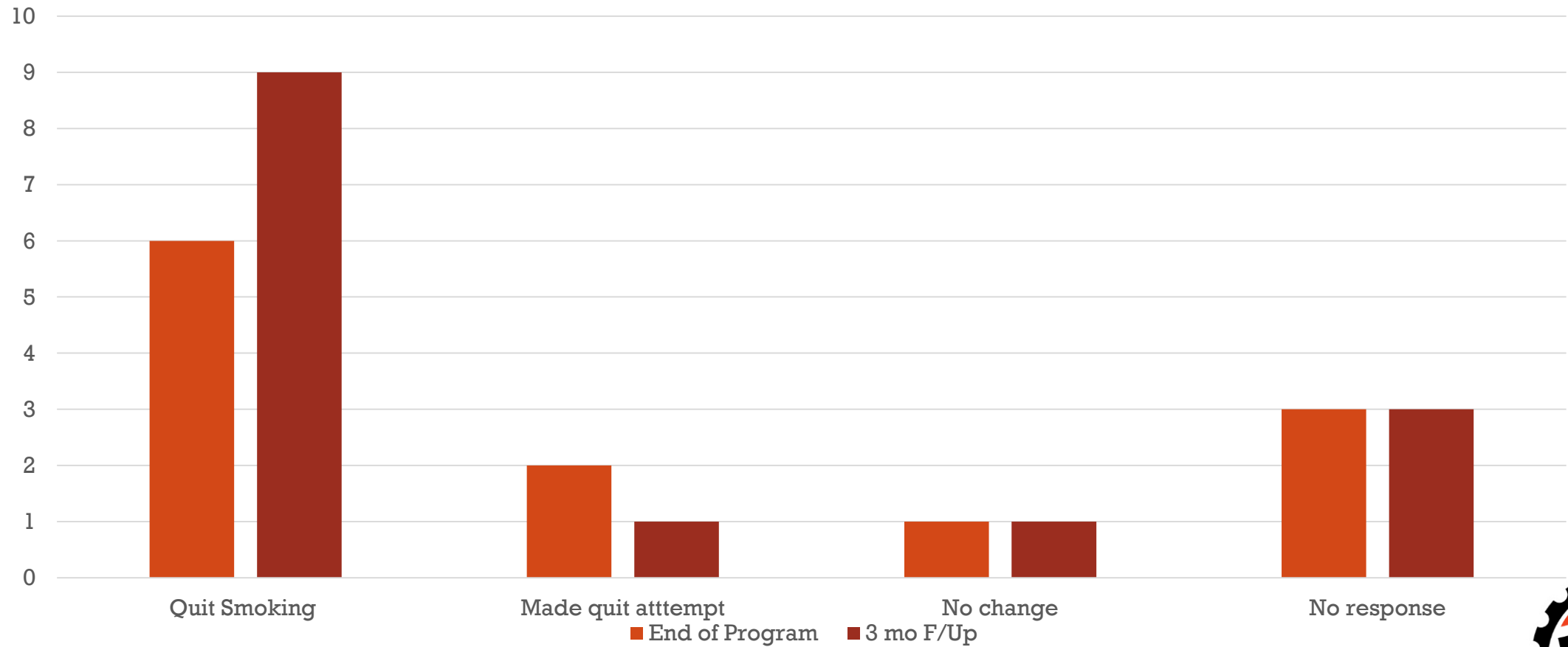
- ❑ **Age** (X) = 33.4 years old (SD = 9.31)
- ❑ **Marital status**
 - Married or common-law n=5
 - Single n=4
 - Separated n=3
- ❑ **Children – on average 2**
- ❑ **Main Activity**
 - Fulltime employment n=6
 - Caring for family n=3
 - Other n=3
- ❑ **Ethnicity**
 - Caucasian n=3
 - Aboriginal n=8
 - Black 1

SMOKING PATTERNS



- ❑ 15.17 years old (SD = 3.51) when they had their first cigarette.
- ❑ Smoked an average of 11.0 (SD = 6.51) cigarettes a day
- ❑ **Fagerstrom nicotine dependency score of 8.67 (SD = .89)**
- ❑ During partner's most recent pregnancy
 - No change in smoking n=7
 - Smoked less n = 3 (on average 2.33 cigarettes less)
 - Smoked more n - 2 (on average 20 cigarettes more)
- ❑ **Average confidence quit to score of 7.1 (SD=3.5) on a scale from 1-10**

SMOKING CESSATION OUTCOMES

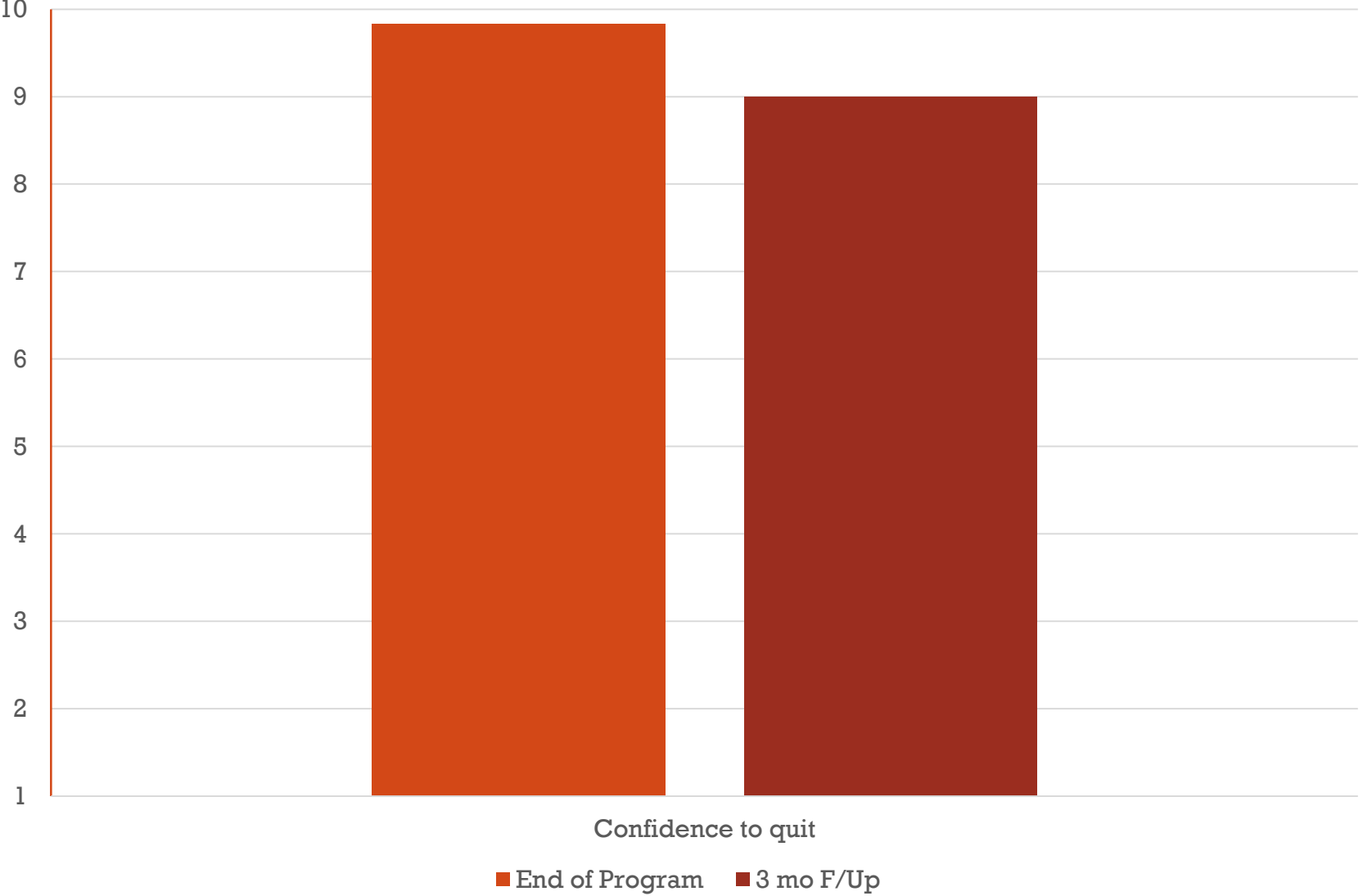


Resources Used in the Past 8 Weeks to Help Reduce or Quit Smoking by Time Point (n=9)

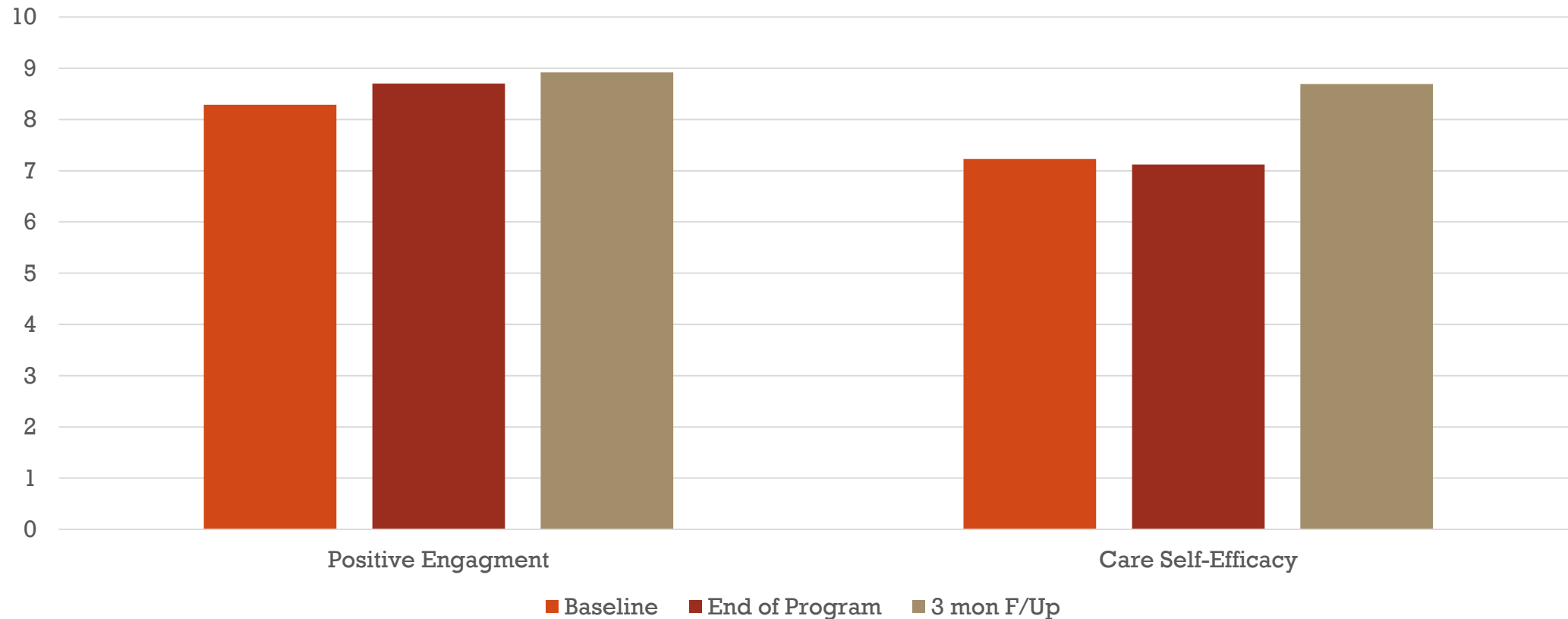
| Resource | Post-Program | 3-Month Follow-up |
|--|--------------|-------------------|
| Willpower | 6 (66.7%) | 4 (44.4%) |
| Distraction Strategies | 6 (66.7%) | 4 (44.4%) |
| Group support | 5 (55.6%) | 3 (33.3%) |
| E-cigarettes | 3 (33.3%) | 2 (22.2%) |
| Support from friends outside of DIG | 2 (22.2%) | 3 (33.3%) |
| Nicotine replacement therapy | 2 (22.2%) | 1 (11.1%) |
| Prescription medication | 1 (11.1%) | 1 (11.1%) |
| Online resources and support | 1 (11.1%) | 1 (11.1%) |
| DIG website | 1 (11.1%) | 1 (11.1%) |
| Other resources | 1 (11.1%) | 0 (0.0%) |
| Did not use resources | 1 (11.1%) | 0 (0.0%) |



CONFIDENCE TO STAY QUIT

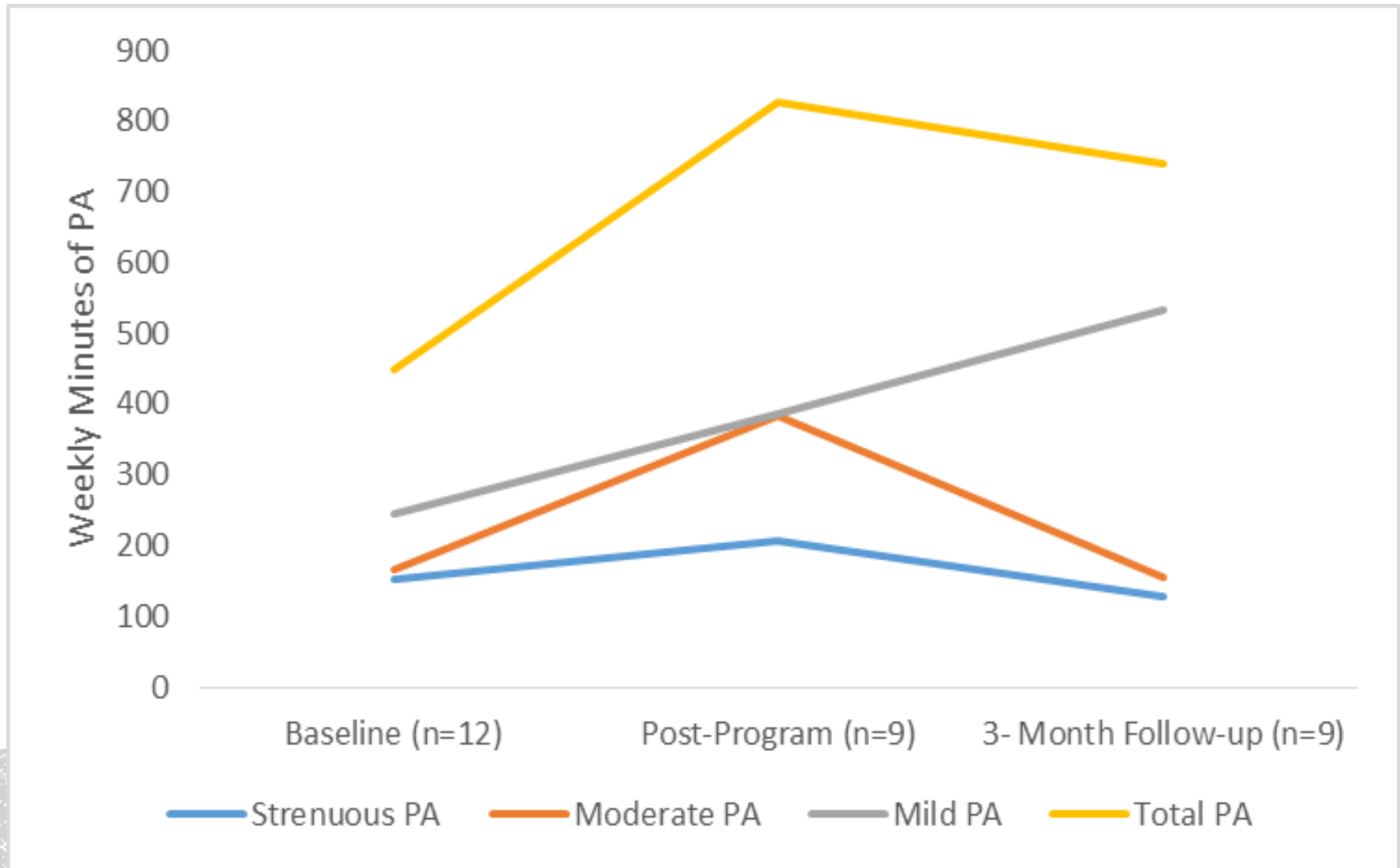


FATHERING SELF-EFFICACY



Sevigny, P. R., Loutzenhiser, L., & McAuslan, P. (2015, August 31). Development and Validation of the Fathering Self-Efficacy Scale. *Psychology of Men & Masculinity*. Advance online publication. <http://dx.doi.org/10.1037/a0039659>





PHYSICAL ACTIVITY

BRENT DIG PROGRAM PARTICIPANT

“I don’t smoke anymore...I quit at the beginning of the program and I appreciate the good living that comes with being healthy, it brings such serenity and optimism. I’ve really thought about what it means to be a good dad...to be a good dad involves taking care of yourself so you can take care of others.”

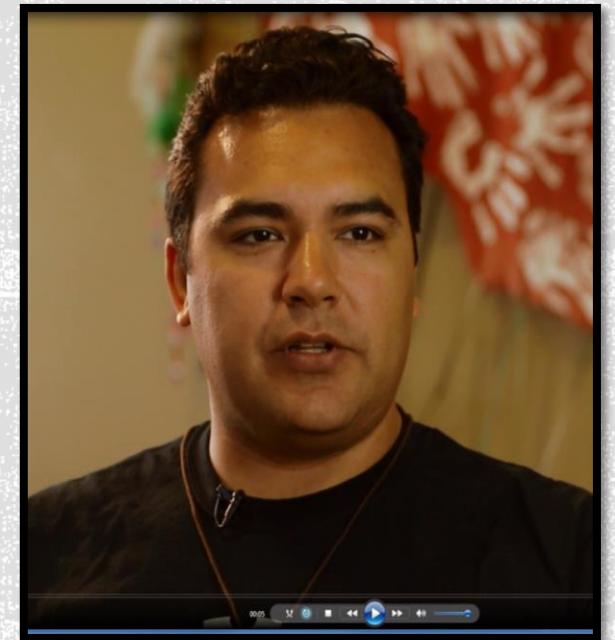


I really appreciate that we always honoured our culture, we got together and always said a prayer, we had an Elder at the opening the program and again today for closing, and that's important for all of us dads, because an aboriginal identity is like a big hole missing in our life, and we're trying to find good ways to fill that hole, and that brings us together...DIG has brought us together, let us laugh together and create friendships.

BRENDEN DIG PROGRAM FACILITATOR



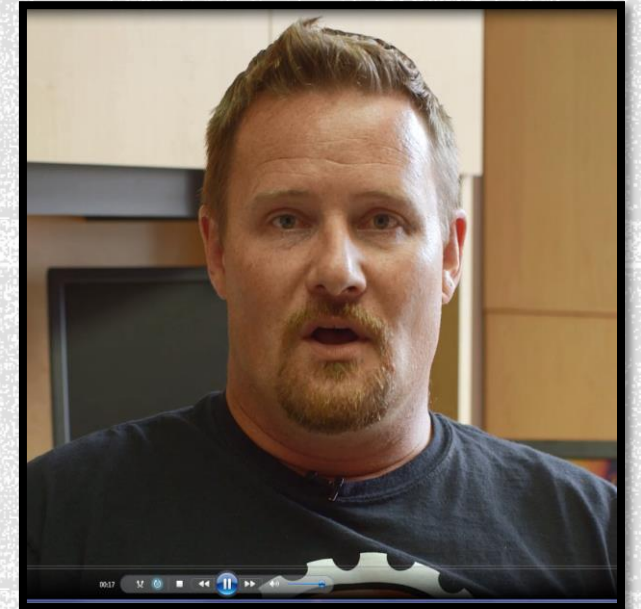
**FRANK
DIG PROGRAM
PARTICIPANT**



<https://www.youtube.com/watch?v=kIENofJCUwg>



**JEFF
DIG PROGRAM
FACILITATOR**



<https://www.youtube.com/watch?v=hJmrvMaSK6M>



**SCOTT
DIG PROGRAM
PARTICIPANT**



<https://www.youtube.com/watch?v=BoCFH-HW-mw>



ADDITIONAL LEARNINGS



- Program outcomes are very encouraging.
- Dads valued time spent being active, laughing & sharing with other dads.
- Dads appreciated being acknowledged as good dads.
- Dads viewed quitting smoking as broader than personal achievement (encompasses and benefits whole family).
- Relationships with community-based facilitators and their trustworthiness were central.
- DIG can be facilitated successfully by community organizations.
- There are skilled male facilitators already engaged with men in their communities.



SUMMARY

- ❑ **Being a new father is an important opportunity to engage men in SC.**
- ❑ **Leveraging masculinities can pay off with successful quits and benefits to family health.**



DADS IN GEAR IS GEARING UP



- ❑ DIG is now available to organizations wishing to have the program delivered in their communities.
- ❑ Seeking partnership opportunities with community organizations to be trained to deliver DIG, and to develop a DIG self-management SC online resource for dads.

QUESTIONS



Thank you!

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- ❑ Kym Howay
- ❑ Cristina Caperchione

Funded by: Canadian
Cancer Society
Innovation Grant
#702831

