Gender equity, tobacco use and change

Responding to women's tobacco use and exposure

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This presentation will

- articulate an equity oriented approach to reducing tobacco use and exposure among women and girls

- describe a women-centred cessation guidebook for providers and a casebook on women and tobacco issues

- describe the use of international human and women's rights levers to reduce tobacco use and exposure

Changing tobacco control from exploitive to respectful

Why broaden the approach to this issue?

- Changing generic tobacco control approaches is long overdue

- Taking the perspective of *gender equity* is validating, effective and addresses inequities among women and between men and women

- Defining women-centred approaches from micro to macro levels is required

Overarching Trends in Tobacco Use

- Global rates are on the rise, especially females

- Male global rates of smoking *have peaked* and are on the decline

- Overall Canadian and Australian rates are on the decline, but specific groups still have high rates

- There are sex and gender issues affecting use of and exposure to tobacco

Reducing stigma a key aspect of reducing inequity

- Acknowledge increasing negative social and provider responses to smokers

- Providers need to assist in dealing with stigma, punishment and blame.

Is it fair to force your baby to smoke cigarettes?

This is what happens if you smoke when you're pregnant.

Every time you inhale you fill your lungs with nicotine and carbon monoxide.

Your blood carries these impurities through the umbilical cord into your baby's bloodstream.

Smoking can restrict your baby's normal growth inside the womb. It can make him underdeveloped and underweight at birth. Which, in turn, can make him vulnerable to illness in the first delicate weeks of his life. It can even kill him. Last year, in Britain alone, over 1,000 babies might not have died if their mothers had given up smoking when they were pregnant.

If you give up smoking when you're pregnant your baby will be as healthy as if you'd never smoked.

The Health Education Council

Low smoking rate for 15-24 yr olds masks patterns of inequity

- Young girls access tobacco through social sources far more than young boys

- Aboriginal young people
  - 59% of 15-24 yr old Inuit smoke in 2006
  - 51% First Nations youth (under 28)
  - 25% of 12-17yr old girls compared to 15% of boys are smokers

Exposure to smoke- a global women's health issue

- Even when smoking rates for women are low, exposure is high
- 75% of global deaths due to second hand smoke are women and children
- Exposure to smoke (and smoking) causes breast cancer in young, premenopausal women, and affects reproductive outcomes

Tobacco use increases with mental health issues and alcohol and drug dependence

- Smoking among those with alcohol and drug dependencies are three times higher

- Smoking among those with mental illness are two times higher than general population
  - Among those with schizophrenia- 90%
  - Among those with depression- 50%

Johnson et al, 2006. Tobacco Reduction in the context of mental health and addictions. CAR BC

Smoking during pregnancy is not equitably distributed in Canada and Australia

- Some groups of concern:
  - Aboriginal and Indigenous women
  - young women
  - women on low incomes
  - women with mental health and violence concerns
  - women who use alcohol and other substances

Tobacco use, pregnancy and age

Overall estimates of tobacco use among pregnant women in Canada and the United States range from 13-27%.

(Sources: Greaves et al, Expecting to Quit 2nd Edition, 2011)

7% of mothers age 25-44 smoked during most recent pregnancy

29% of mothers age 15-19 smoked during most recent pregnancy

Exposure to tobacco use during pregnancy

- Key issue in low and middle income countries
- Few regulatory controls in public spaces
- Little decision-making power in household
- Gender inequity a key issue in exposure

How can we address these disparities among women?

And how to address *both* tobacco use and gender inequity at micro to macro levels?

Start with the meanings of smoking to women

- Organizing social relationships
- Creating an image
- Controlling emotions
- Having comfort and dependency
- Forming and feeding identity

- Greaves L. Smoke Screen- Women's Smoking and Social Control 1996, Fernwood, Zed books
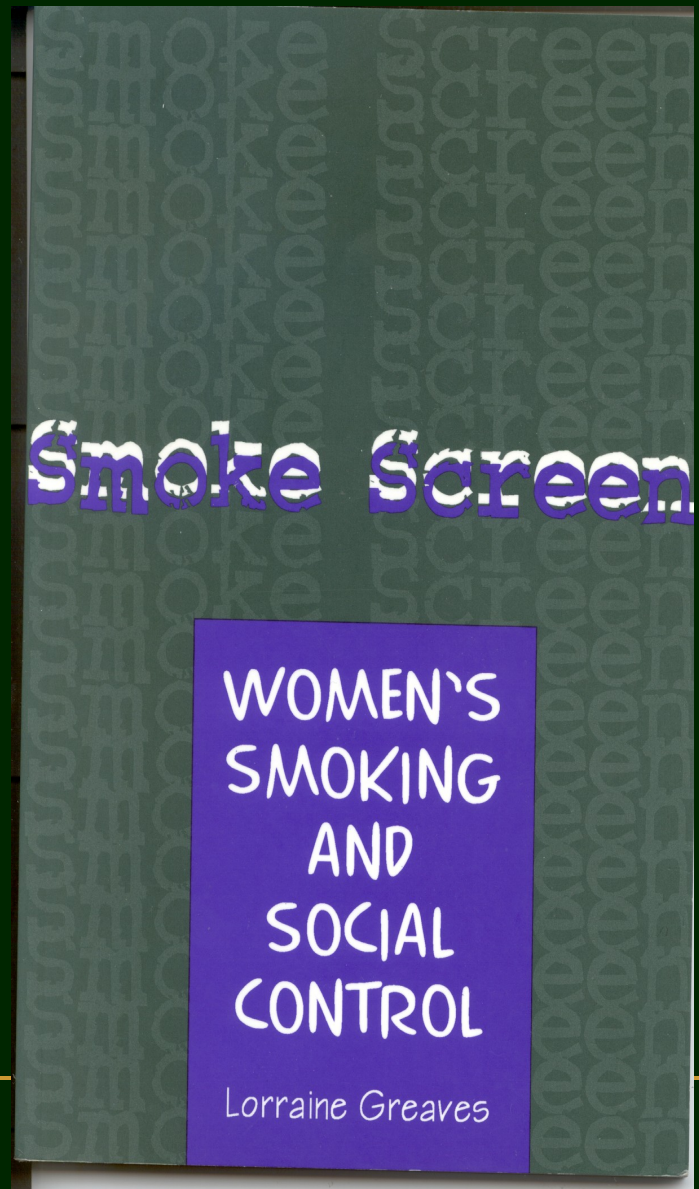
Women-centred brief intervention

Liberation!
A Guide to
Women-Centred
Tobacco
Treatment

The Liberation Guide is aimed at providers

- To increase the confidence of practitioners in providing comprehensive tailored cessation support for women by offering ideas on 'how' to have women-centred conversations about tobacco

Guiding Principles

1. *tailored*

2. builds *confidence and increases motivation*

3. integrates *social justice issues*

4. *holistic and comprehensive*

What does it offer?

- Practical ideas on how to collaboratively begin the conversation; make links with other areas of her life;

- Strategies for guiding the conversation towards change

- Ideas on how to share information without (re)traumatizing and shaming women

- Questions to pace the conversation

- Tools for planning and next steps

Expecting to Quit

A best practices review of smoking cessation interventions
for pregnant and postpartum girls and women.

Second Edition

Financial contribution from
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Health   Santé
Canada   Canada

British Columbia
Centre of Excellence
for Women's Health

But cessation patterns during pregnancy are also inequitable

Pregnant women more likely to quit

- More educated, older, lighter smokers
- Those with social support
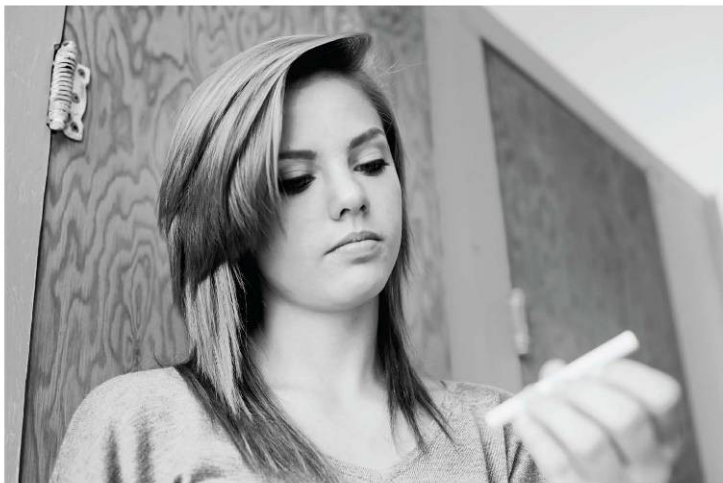- Those with non-smoking partners and family members

Pregnant women more likely to continue smoking

- Women living on low income
- Less social support
- Heavier smokers

International Casebook on Women and Tobacco

Women & Tobacco
A CASEBOOK

CONTEXTS AND ISSUES ▶ STRATEGIES AND INTERVENTIONS ▶ ADVOCACY AND ACTION ▶ DIVERSITY AND EQUITY ISSUES ▶ POLICY AND RESEARCH ▶ DISCUSSION GUIDES ▶ RESOURCES

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INTRODUCTION

▶ OUR STORY
▶ OUR APPROACH
▶ ABOUT THIS CASEBOOK

I. CONTEXTS & ISSUES

▸ GIRLS, WOMEN, AND TOBACCO: GLOBAL TRENDS
▸ WOMEN WORKING IN THE HEALTH CARE SYSTEM AND TOBACCO CONTROL
▸ WOMEN AND EXPOSURE TO SECONDHAND SMOKE
▸ WOMEN WORKING IN TOBACCO PRODUCTION
▸ INDIGENOUS WOMEN AND TOBACCO

II. WORKING WITH GIRLS AND WOMEN

▸ WOMEN-ONLY GROUP PROGRAMS FOR REDUCING AND QUITTING SMOKING
▸ HARM REDUCTION SUPPORT STRATEGIES FOR MOTHERS WHO SMOKE
▸ WOMEN-CENTRED BRIEF INTERVENTIONS BY HEALTH CARE PROVIDERS
▸ STRATEGIES FOR REDUCING TOBACCO USE WITH PREGNANT AND POSTPARTUM WOMEN
▸ WOMEN-CENTRED APPROACHES TO SMOKING CESSATION DRUGS AND NICOTINE REPLACEMENT THERAPIES (NRTs)
▸ GIRLS, WOMEN, MEDIA, AND TOBACCO

III. ADVOCACY & ACTION

▸ THE INTERNATIONAL NETWORK OF WOMEN AGAINST TOBACCO
▸ USING SHADOW REPORTING TO ADVANCE WOMEN'S HEALTH AND REDUCE TOBACCO USE
▸ CHANGING ORGANIZATIONS: INTEGRATING TOBACCO INTERVENTIONS INTO TREATMENT FOR OTHER ADDICTIONS
▸ SEX- AND GENDER-BASED ANALYSIS AND TOBACCO POLICY
▸ DIVERSITY, EQUITY, AND SECOND HAND SMOKE POLICIES

Addressing gender inequity and tobacco use among women at the macro level

- Using human rights and women's rights instruments
- Broadening the view of women, girls and tobacco issue

- Changing the nature of generic tobacco control initiatives
- Changing health promotion paradigms

Using Shadow Reporting to Advance Women's Health and Reduce Tobacco Use

IN SUM

There are numerous legal tools available to advance women's health, human rights and reduce tobacco use. The WHO-FCTC (Framework Convention on Tobacco Control) is an international public health treaty that identifies gender as a key element in its Preamble. Shadow reports help make the connections between tobacco control and human rights and can be a tool for civil society organizations to advocate at national and international levels.

The Framework Convention on Tobacco Control (FCTC) is the world's first international public health treaty, adopted in May 2003, by the member countries of the World Health Organization (WHO). Argentina signed the FCTC on September 25, 2003. By 2012, Argentina, the second largest producer of tobacco in the region, was one of the few countries in the world and the only one in South America that had yet to ratify the FCTC. Rates of smoking for women in Argentina are approximately 22%. It's estimated that tobacco use causes 40,000 deaths annually in Argentina; policies recommended by the FCTC could save 16,000 lives.

In July 2010, a diverse group of national and international women's and civil society organizations submitted a 'shadow report' to the United Nations Committee on the Convention on the Elimination of Discrimination against Women (CEDAW) in response to the sixth periodic report submitted by the Argentine government. These organizations included:

- The O'Neill Institute for National and Global Health Law
- The Campaign for Tobacco-Free Kids
- Argentina Smoke-Free Alliance (ALIAR)

> **WHAT IS SHADOW REPORTING?**
>
> Shadow reports are submissions to treaty monitoring bodies to successfully lobby various UN bodies, including treaty-monitoring bodies (such as the Committee on the Elimination of Discrimination Against Women) or thematic groups (such as the Special Rapporteur on Violence Against Women), charter-based bodies (such as the Commission on the Status of Women) and the High Commissioner for Human Rights. They often address omissions, deficiencies, or inaccuracies in official government reports. The shadow reporting process plays a critical role in holding governments accountable to their international human rights obligations.

- FIC – Argentina: Fundación Interamericana del Corazón Argentina [Argentine Interamerican Heart Foundation]
- Fundación Cardiológica Argentina [Cardiology Foundation Argentina]
- Center for the Study of State and Society
- Foundation for Women's Study and Research (FEIM)
- Argentine Cardiology Society (SAC)
- The Foundation for the Development of Sustainable Policy (FUNDEPS)

The report, "Challenges in the Prevention and Reduction of Women's Tobacco Use in Argentina," described how Argentina could improve its tobacco control policies and highlighted the negative health impacts of tobacco use in women. After its official review, the CEDAW Committee released its

SOURCES

The O'Neill Institute for National and Global Health Law, Fundación Interamericana del Corazón Argentina, et al. (2010). *Challenges in the Prevention and Reduction of Women's Tobacco Use in Argentina: Shadow Report To The Sixth Periodic Report By The Government Of Argentina*. www.law.georgetown.edu/oneillinstitute/documents/2010-07_Argentina_Shadow_Report.pdf

Mejia, R., Schoj, V., Barnoya, J., Flores, M. L., & Pe'rez-Stable, E. J. (2008). Tobacco industry strategies to obstruct the FCTC in Argentina. *CVD Prevention and Control*, 3, 172-179.

World Health Organization. (2012). World Health Statistics 2012. Available from: www.who.int

The International Network of Women Against Tobacco

IN SUM

Advocating for a reduction in tobacco use by women and girls, as well as for improvements in women's health and status are the dual goals of the International Network of Women Against Tobacco (INWAT).

The International Network of Women Against Tobacco (INWAT) was established in 1990 by a group of concerned women to bring international attention to the issues surrounding girls, women and tobacco use. The inaugural group met in Perth, Australia at the 7th World Conference on Tobacco or Health to set down the objectives of INWAT.

This action was necessary to redress the ongoing exclusion of women and tobacco issues from the World Conference agenda. Reflecting the tobacco control movement at the time, there was scant attention paid to women and tobacco, other than the singular and medicalized interest in smoking during pregnancy.

Advocating for a reduction in tobacco use by women and girls, as well as for improvements in women's health and status are the dual goals of INWAT. The group does this through maintaining a network of members, doing research and projects to highlight new issues of concern, and communicating with mainstream tobacco control organizations about the issues of gender and equity.

SOURCE

International Network of Women Against Tobacco www.inwat.org

Feminist critics highlighted tobacco marketing and the sexism of tobacco control then focused on a male model of smoking and treatment. Bobbie Jacobson, Hilary Graham and Lorraine Greaves addressed these issues in the books, *The Ladykillers* (1981) and *Beating the Ladykillers* (1986), *When Life's A Drag* (1999) and *Smoke Screen: Women's Smoking and Social Control* (1996). These books were hard hitting – not only describing the gendered issues of tobacco marketing and the sexist focus on pregnancy and smoking, but also highlighting the importance of equity, the social determinants of women's health and the impact and links of violence and trauma to women's smoking.

These books heralded the key issues of the 21st Century for tobacco control. Globally, male smoking rates have peaked and yet female rates are still on the incline. The use of tobacco is declining overall among high-income countries and moving to low-income countries. When tobacco companies moved their growing and marketing to low-income countries, the links between poverty and tobacco use became even more stark and the challenge of integrating gender and equity into tobacco control had to be faced head-on by global organizations. At the same time, the remaining groups of smokers in high-income countries were those least privileged, dealing with a range of social and economic issues.

INWAT emerged in 1990 to define a wider view of women's tobacco use and exposure, but its goals are even more relevant today. It

RESOURCES

The NET - E-Zine of the International Network of Women Against Tobacco www.inwat.org

INWAT Europe
\www.facebook.com/
pages/INWAT-Europe-
International-Network-
of-Women-Against-
Tobacco/254091551276926

More respectful and realistic tobacco material

- Identifies the positive and negative couple dynamics associated with quitting or reducing smoking
- Including conflicts and power and control tactics
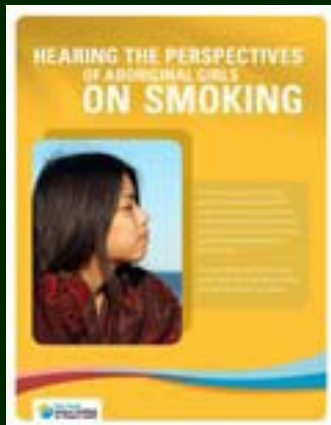

Couples and Smoking

What You Need to Know When You are Pregnant

Highs & Lows
Canadian Perspectives on Women and Substance Use

Edited by Nancy Poole and Lorraine Greaves

HEARING THE PERSPECTIVES OF ABORIGINAL GIRLS ON SMOKING

Turning a New Leaf
Women, Tobacco and the Future

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Women and Tobacco Research Program since 1996

www.coalescing-vc.org

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