



Women's Health Victoria

healthy empowered equal

Learning from the experts:
How tobacco companies used gender transformative
strategies to get women hooked

Pam Rugkhla, Health Promotion Officer

Women's and men's tobacco use has become more similar over time



Attracting female market

- Women entering the job market and became a new market.



Gender blind



Gender analysis

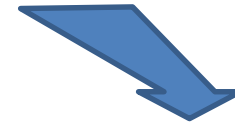


Gender exploitative

Exploit gender stereotypes of women being valued for their looks



Life course/diversity
Does not see women as a homogenous market. Examining women's life course and demographics.



Gender transformative
Challenges gender norms on smoking. Align smoking with the feminist movement.



Gender exploitative

- Exploit gender stereotypes of women being valued for their looks





Women's Health Victoria
healthy empowered equal

Life course/diversity

- Does not see women as a homogenous market.
- Examining women's life course and demographics.



You've got what it takes.
Salem Spirit

*Share the spirit.
 Share the refreshment.*

16 mg. "tar", 0.9 mg. nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Cigarette
 Smoke Contains Carbon Monoxide.**

Refreshment Low Tar
Salem LIGHTS
 100s

You've got what it takes.
Salem Spirit

*Share the spirit.
 Share the refreshment.*


Smoking. The Surgeon General Has Determined
 Cigarette Smoking Is Dangerous to Your Health.

Refreshment
Salem LIGHTS
 100s



Women's Health Victoria
healthy empowered equal

There's a lot of good between "Winston... and should."



Winston tastes good GOOD, like a cigarette should.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Vintage Ad Service Security Mark

20 mg "tar", 1.1 mg nicotine av. per cigarette by FTC method. © 1992 R.J.R.T.C.

Tonight it's the Orient at home. They like their parties a little different. And getting ready for them is at least half the fun. Their cigarette? Viceroy. They won't settle for less. It's a matter of taste.

All the taste. All the time.



VICEROY

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.



Women's Health Victoria
healthy empowered equal

For people
who like
to smoke...



BENSON & HEDGES



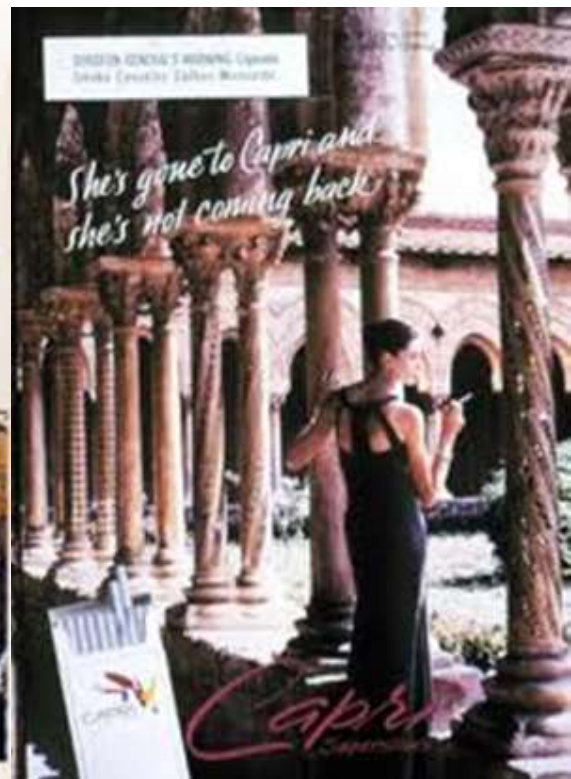
For people
who like
to smoke...



BENSON & HEDGES 100's
because quality matters.



© 1998, B&H T Co. Benson & Hedges is a registered trademark of B&H T Co. Benson & Hedges 100's is a registered trademark of B&H T Co.



*She's gone to Capri and
she's not coming back.*

Capri

Regular 10 mg "tar," 0.8 mg nicotine - Mavhal 11 mg
"tar," 0.8 mg nicotine av. per cigarette, by FTC method.

**SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.**

**SPOIL YOURSELF
WITH SATIN.**



Go ahead.
You deserve this Satin moment.
So enjoy the smooth, silky
taste of new Satin
with the luxurious Satin tip.



Satin
100's

Warning: The Surgeon General Has Determined
That Cigarette Smoking Causes Lung Cancer and Complicates Pregnancy at Your Health.



**Women
healthy**

Gender transformative

- Challenges gender norms on smoking.
Align smoking with the feminist movement.



"Winchester taught me things I didn't know I had to learn."

BLUETTE-OSAGE
WINCHESTER

I thought I knew all about men and the things they smoke. I kept telling my friends Winchester. And I thought my best Winchester guy style. It's only Light. It's a different experience, a gentle caress that holds me through that heavy moment that I get in restaurants. And it's a man. And Winchester. The just women enough to admit you taught me a thing or two. Winchester 7's, a whole better smoke. Available better price.

THE
Marlboro
WEEKEND

Marlboro

Us Tareyton smokers would rather fight than switch

Tareyton 100s
Tareyton 100s
The American Choice
Join the unswitchable

Charcoal is why
delivers a better taste.
an match.

Has Determined
appos to Your Health.

100 mg. 13 mg. "tar", 1.4 mg. nicotine.

"Light my Lucky."

Lucky Strike

WOMEN'S HEALTH'S 2000 BEST: Lucky Strike
New York, New York, New York, New York

"Light my Lucky."

Lucky Strike

WOMEN'S HEALTH'S 2000 BEST: Lucky Strike
New York, New York, New York, New York

I smoke for only one reason.

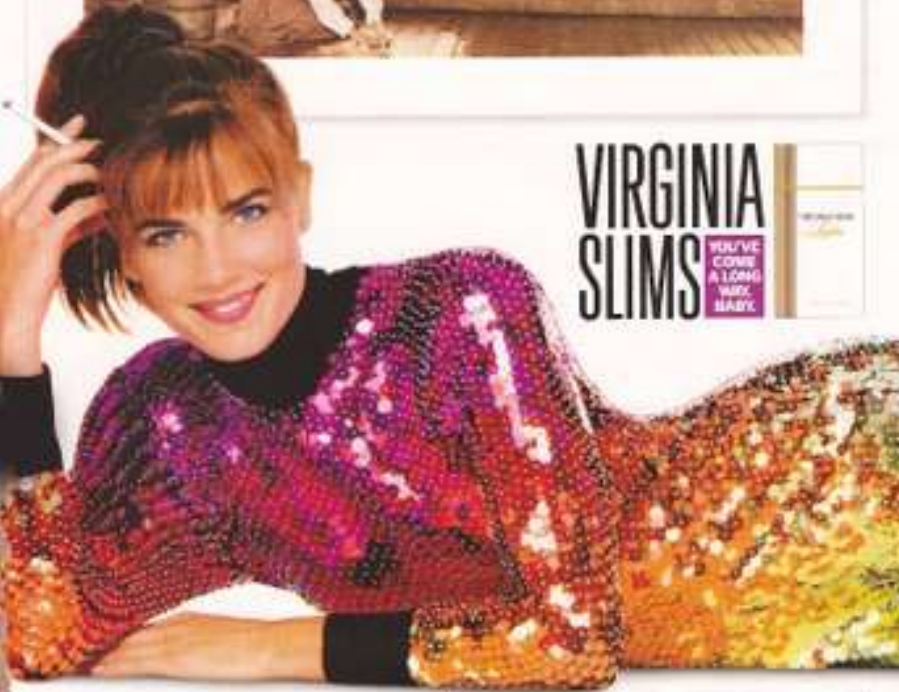
I don't smoke a brand to be like everybody else. I smoke because I enjoy it. I smoke Winston Super King. Super King's extra length gives me an extra smooth taste that's real. Real taste — and real pleasure — are what smoking's all about. Winston is for real.

Warning: Quitting Now Greatly Reduces Serious Risks to Your Health.



Women's Health Victoria
healthy empowered equal

In 1913, equal opportunity employer Richard Pittman gave women every opportunity to slim.



VIRGINIA SLIMS
YOU'VE COME A LONG WAY, BABY.



SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.
Found in Mom's Basement

© 1994, Philip Morris Inc. 1001
8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.



Virginia Slims empowers her. She's in control of 2012 and always on the edge ahead of her husband.

VIRGINIA SLIMS



You've come a long way, baby.



8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method. 1001

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

© Philip Morris Inc. 1001
Found in Mom's Basement



Women's Health Victoria
healthy empowered equal



At the opening of Wimbledon in 1919, French tennis star Suzanne Lenglen appeared in a light, one-piece, cotton frock that reached only mid-calf. The outfit was called "indecent" and "shocking." However, it allowed Suzanne freedom of movement, something that had never been a part of women's tennis. The following year Suzanne wore two yards of silk wound around her head to keep her hair in place. Throughout her career, Suzanne's tennis fashions and remarkable play introduced style and practicality into the women's tennis world.



Years later, Ted Tinling, who had designed Suzanne Lenglen's tennis clothing, was commissioned by Virginia Slims to design fashions for the current stars on the Circuit. His designs revolutionized women's tennis fashion by bringing color and individual flair to the basic tennis outfit. Along with increased prize money and stunning tennis action, the Virginia Slims Circuit brought a new, exciting and colorful look to women's tennis.

THE VIRGINIA SLIMS TENNIS CIRCUIT

The Circuit that made women's tennis what it is today.



WINNERS ON THE 1978
VIRGINIA SLIMS TENNIS CIRCUIT

Washington, D.C.	Natrabikova
Florida	Gooding
Houston	Natrabikova
Los Angeles	Natrabikova
Chicago	Natrabikova
Seattle	Natrabikova
Detroit	Natrabikova
Kansas City	Natrabikova
Dallas	Gooding
Boston	Gooding
Philadelphia	Exert

VIRGINIA SLIMS CHAMPION
MARTINA NAVRATILOVA



Women's Health Victoria
healthy empowered equal

Public health response



Anti-smoking laws and regulations

- Ban on tobacco advertising
- Anti-smoking ad campaigns
- Ban on smoking in public spaces
- Plain packaging
- Increasing price







ROD LAVER ARENA
WEDNESDAY APRIL 25

TICKETS ON SALE
THIS FRIDAY



facebook Home Profile Friends Inbox Becky Freeman Settings Log out Search

Lucky Strike Cigarettes [Become a Fan](#)

Wall Info Photos Boxes

Lucky Strike Cigarettes Just Fans

Advertise

FOXTEL End of Year Sale

HAPPY EOFYS

Lucky Strike Cigarettes PLEASE POST ALL YOUR PICS STUFF FROM L. S. The idea it's share some info :) POR FAVOR SUBAN TODAS LAS FOTOS DE SUS COSAS DE L.S. La idea es compartir algo de informacion :) Regards! Saludos! Pablo Sabogal :D
Mon at 11:54

8 people like this.

Lucky Strike Cigarettes at 17:07 on 01 June Report
Cmon all you!!! full our site with ALL THE PICS THAT ALL YOU GUYS WANT EPLONCH AFTER WE GONNA MAKE A "VOTATION" FOR LEAVE THE BEST PIC ON OUR PROFILE!!! :D

Lucky Strike Cigarettes We just now one thing... Lucky Strike RULES!!! :D
02 June at 15:42

10 people like this.

Dubbie Oudris at 17:06 on 02 June Report
of the

Dennis Wu at 08:02 on 02 June Report
Lucky Strike launched in TW on May/11/2009 What a good thing~

Massimo Foglia at 20:02 on 04 June Report
hooo tutto bene

Lucky Strike Cigarettes WE LOVE IT!!!! That's all!!!
05 May at 16:08

27 people like this.

Chat (Offline)

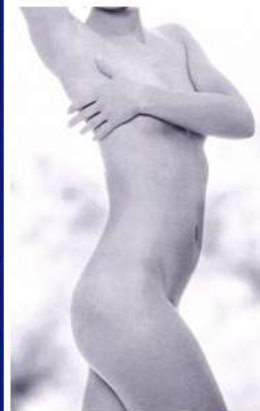
SMOKE
MAGAZINE ONLINE

SMOKE Primer

SMOKE 2012
Volume XVII, Issue 3

Complete Your Collection!
Back Issues of SMOKE
We have back issues of SMOKE from 1995 to 2012

- Current Issue
- Subscribe
- Buy This Issue!
- Classified Ads
- Auction
- Industry News
- Cigar Reviews
- Cigar FAQ
- Archives
- Search
- Advertise
- Editorial Reprints
- Sell SMOKE
- Contact Us
- SMOKE on TWITTER!



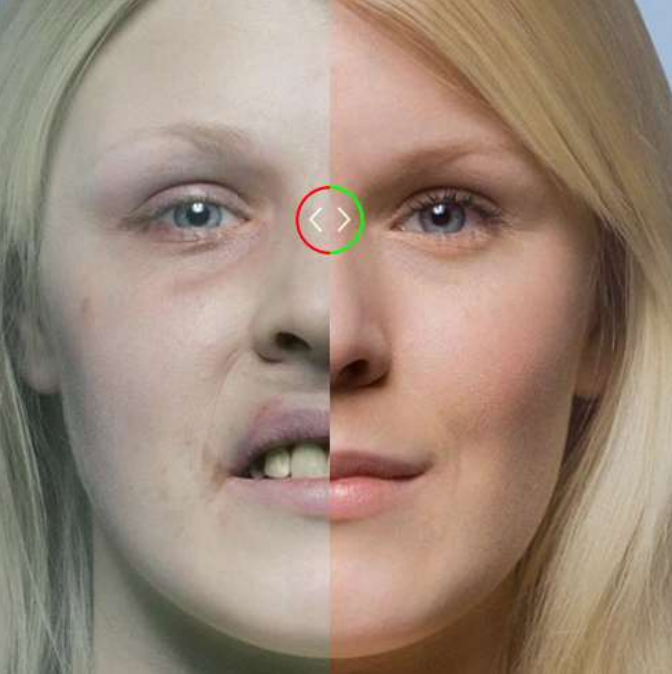
Body, Strength, and Flavor



Women's Health Victoria
healthy empowered equal

ANTI-TOBACCO AD CAMPAIGNS





31MAY:WORLDNOTOBACKODAY  World Health Organization

**Glamour?
No, mouth cancer.**

Protect women from tobacco marketing and smoke.

CHEWING TOBACCO IS UGLY



Women's Health Victoria
healthy empowered equal



ASSOCIATION FRANÇAISE
CONTRE LE TABAC



FUMER, C'EST ÊTRE L'ESCLAVE DU TABAC.

dof.asso.fr



The average smoker needs over five thousand cigarettes a year.

Get unhooked. Call 0800 169 0 169 or visit getunhooked.co.uk



Women's Health Victoria
healthy empowered equal

Issues with gender exploitative approach

- Reinforce gender stereotype of women that disempower women
- Valued for their looks, attractiveness
- Show women as victims and submissive



A CHEAPER WAY OF LOOKING SMOKING HOT...QUIT!

READY TO BE TOBACCO FREE?

CALL **1-866 NEW-LUNG**
(639-5864)

FOR FREE HELP IN QUITTING TOBACCO



Tobacco Prevention and Cessation projects are made possible by Tobacco Settlement Revenue Funds administered by the County of Orange Health Care Agency/Tobacco Use Prevention Program.



Challenges for the public health sector

- Funding
- Working within an ethical framework



THINGS WE CAN DO



- Moving the focus from gender exploitative approach to an empowering approach



Life course/diversity approach

- sex-disaggregated data
- A gender analysis of evidence
- Provision of cessation treatments that are affordable, effective and sensitive to the needs of women.
- Provision of cessation approaches that are sensitive to the stressors that undermine women's smoking cessation efforts.



Gender transformative approach

- Support women's empowerment through education, political participation, sports
 - Support positive role models ie health professionals, women in media, women in sports and women in politics
 - Women's watch dog organisations, new information technology to mobilise young women



Women's Health Victoria Resources

- Women & Tobacco: Gender Impact Assessment
- Gender Transformative Policy & Practice:
- Gender transformative health promotion: Clearinghouse Connector
- www.whv.org.au

Gender Impact Assessment
No. 14



Women's Health
Victoria

Women and Tobacco

December 2010

ISSN 1857-4029

© Women's Health Victoria



Women's Health Victoria
healthy empowered equal

Thank you



Pam Rugkhla

Health Promotion Officer

Pam.Rugkhla@whv.org.au

Follow us: @WHVictoria

Like us:

www.facebook.com/WomensHealthVictoria



Women's Health Victoria
healthy empowered equal