

# Stigmatization of Smokers: the Contribution of Community Health Nurses to the Imperatives of Social Justice

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# What is smoking?

An individual health behaviour?    A collective lifestyle?



# Plan

- Social inequities in smoking
- Contribution of tobacco control strategies in (re)producing SIS.
- Transformation of social norms regarding smoking
- What CHN can do

# The problem: social inequalities in smoking

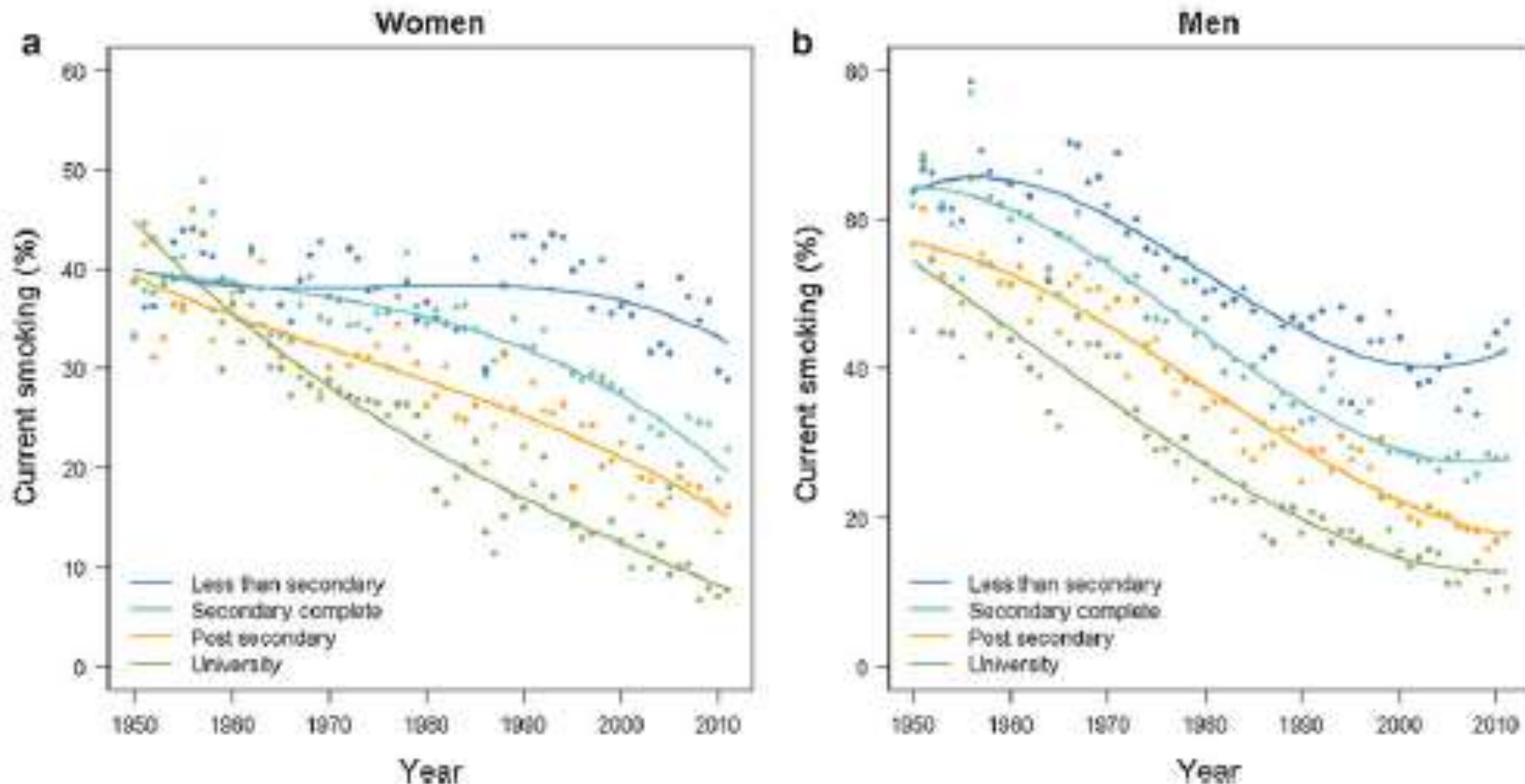


Fig. 3 Prevalence of current smoking by level of education in Canada for women (panel a) and men (panel b), 1950–2011

Corsi, D.J., M.H. Boyle, S.A. Lear, C.K. Chow, K.K. Teo et S.V. Subramanian. « Trends in smoking in Canada from 1950 to 2011: progression of the tobacco epidemic according to socioeconomic status and geography », *Cancer Causes Control*, vol. 25, n° 1, Jan, 2014, p. 45-57.



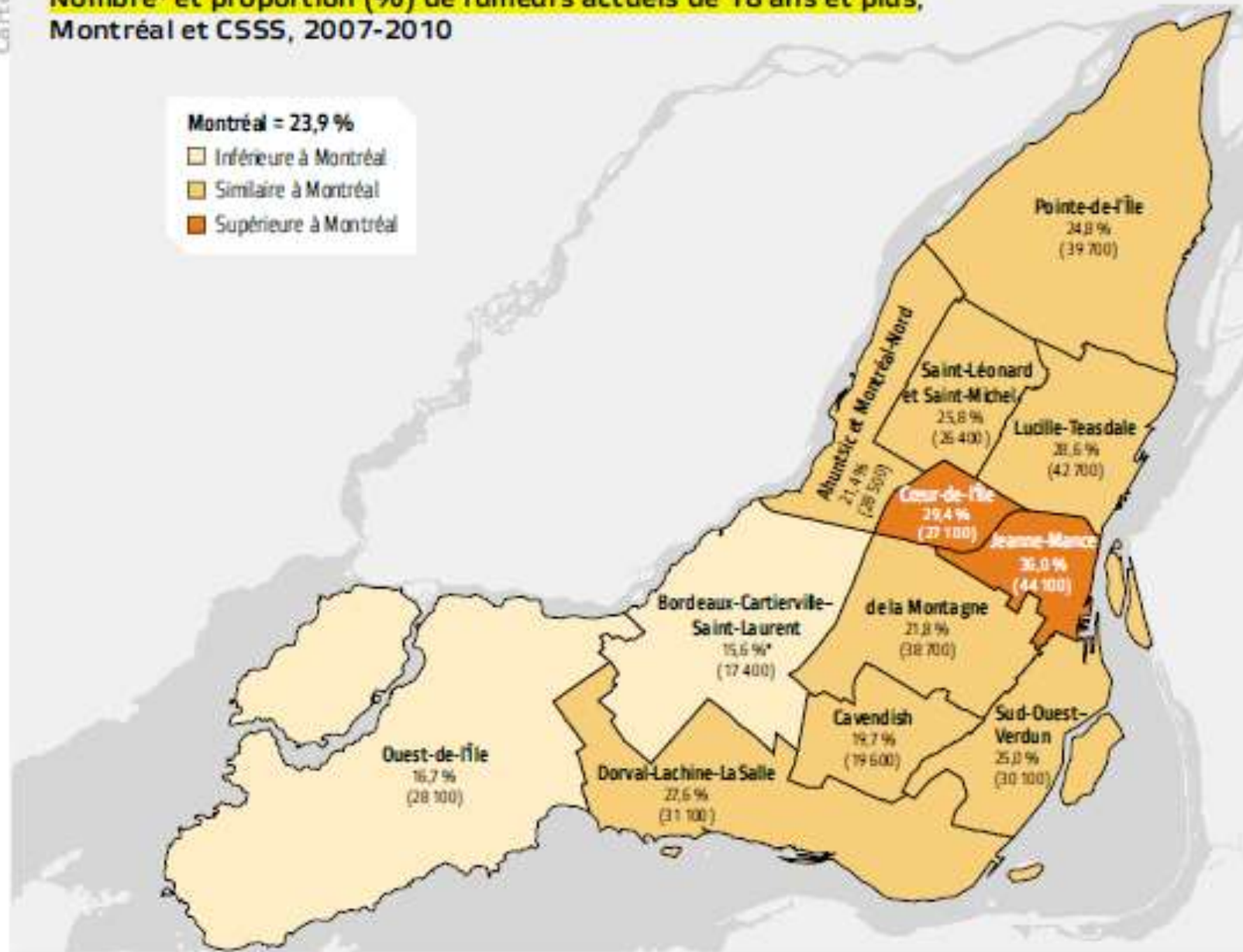
## Nombre<sup>1</sup> et proportion (%) de fumeurs actuels de 18 ans et plus, Montréal et CSSS, 2007-2010

Montréal = 23,9 %

□ Inférieure à Montréal

■ Similaire à Montréal

■ Supérieure à Montréal



<sup>1</sup> Nombre estimé dans la population.

Note : Les territoires en jaune pâle ou orange ont une valeur significativement inférieure ou supérieure à celle de Montréal, au seuil de 5 %.

\* Coefficient de variation supérieur à 16,6 % et inférieur ou égal à 33,3 %. La valeur doit être interprétée avec prudence.

Source : STATISTIQUE QUÉBEC, ESCC 2007-2008 et ESCC 2009-2010, cycles cumulés, Fichier de partage, 2012.

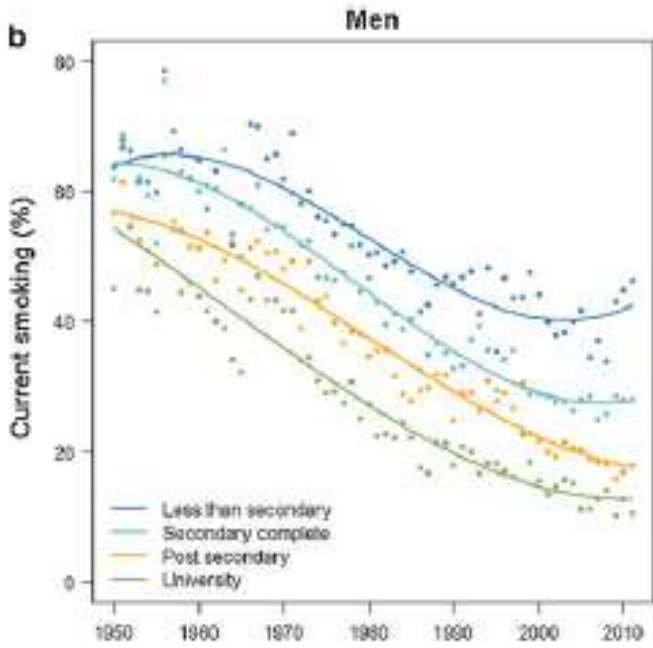
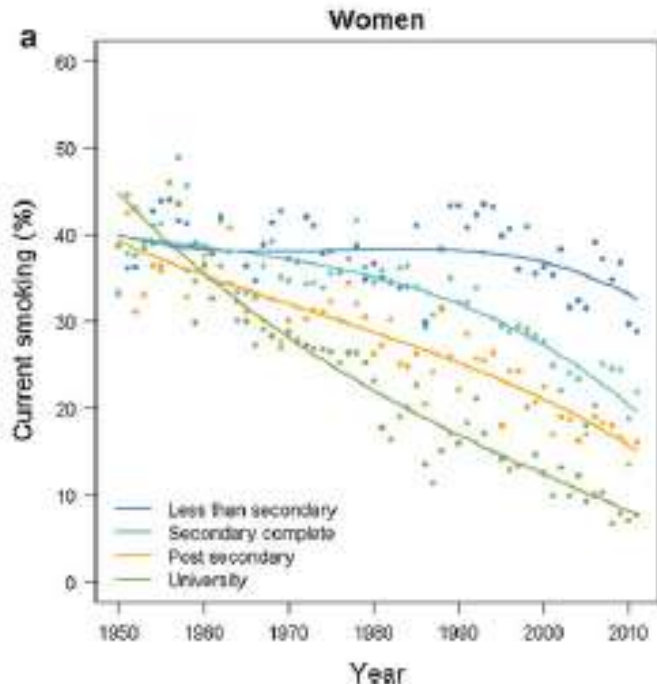
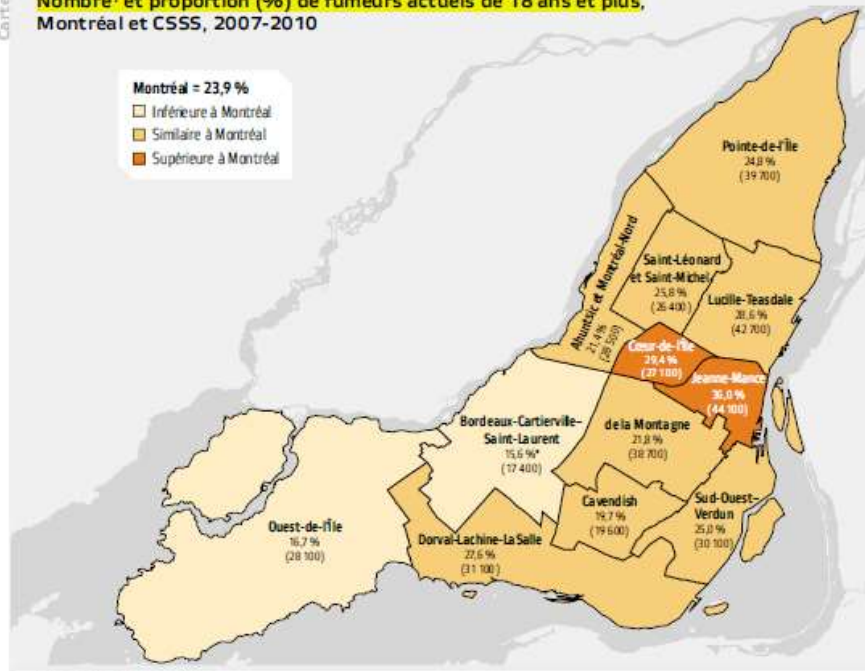


Fig. 3 Prevalence of current smoking by level of education in Canada for women (panel a) :

# SOCIAL AND SPATIAL INEQUITIES IN SMOKING.

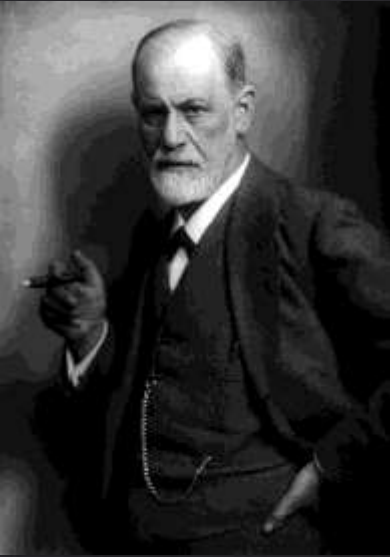
## WHY ???

Nombre<sup>1</sup> et proportion (%) de fumeurs actuels de 18 ans et plus, Montréal et CSSS, 2007-2010



<sup>1</sup> Nombre estimé dans la population.  
 Note : Les territoires en jaune pâle ou orange ont une valeur significativement inférieure ou supérieure à celle de Montréal, au seuil de 5%.  
 \* Coefficient de variation supérieur à 16,6 % et inférieur ou égal à 33,3 %. La valeur doit être interprétée avec prudence.  
 Source : STATISTIQUE CANADA, ESCC 2007-2008 et ESCC 2009-2010, cycles canalisés, Fichier de partage, 2012.





De-normalization of smoking

Stigmatization of smoking

Marginalization of smokers

SOCIAL SMOKING IS AS RIDICULOUS AS SOCIAL FARTING.



WARNING

Your kids are sick of your smoking.

Second-hand smoke causes more frequent and severe asthmatic attacks in children.

You can quit. We can help.  
1-866-366-3667  
gosmokefree.gc.ca

Health Canada Health Canada



HARDLY ANYONE SMOKES ANYMORE.



Don't kill yourself and us too.





# What Tobacco control practitioners say about youth and smoking...

- “Like using drugs, being more likely to be involved in other risk behaviours in their sex lives, experimenting with alcohol, drugs, bad stuff. **Once one is addicted to one important drug...we have to intervene to help them stop smoking.** There are so many studies also that tell us that youth who smoke are also **more likely to make other poor choices** in their life as well.”
- “ (...) they’re likely coming from homes where there’s open smoking in the home, over their lifetime, so essentially they’ve been exposed to secondhand smoke and probably **somewhat conditioned**, you know, almost tolerant of it. And maybe even craving ... if they have a bit of an addictive ... **propensity** I guess. Then I think **some of it’s culture and some of it is genetic ...**”

# Experiences of smoking-related stigma

## Least deprived neighbourhood

- Intolerance to smoking
- Stigmatizing smokers
  - « Me, I judge people like [workers] who smoke outside. **I judge them in the sense that it's clear they look addicted.** It's the addiction aspect that means they'll put on their coat and go fuckin' smoke in -40, at 11 in the morning. Even me, who smokes, that's not something I do." (Juliana, Q1)
- Except for hedonist contexts
- Smoking = symbol of poverty
  - « All the people who were a bit weirdo, that's the side we were on. **It wasn't the tidy people on the other side of the street, with children who have piano lessons in the morning and big cars. They're property owners, they don't smoke.** But then there's us, we're a bit different." (Emma, Q1)





# Experiences of smoking-related stigma

## Most deprived neighbourhoods



- Greater diversity in smoking social norms
- Formal and informal rules:
  - « There's a **smoking ban** to avoid smoking near a certain place, but I would say that's **not respected in my neighbourhood**. No one comments, I've never seen anyone get mad about this, it's like it's a habit; **they smoke near closed spaces because everyone does.**» (Viviane, Q4)
- Gender-specific stigma:
  - « Even, there's a guy who told me once « ah, me a girl who smokes, it's a total turn off » it really was... « look, I think **you look cute, but you smoke so it's never going to happen** » It was... yes, them, they were destroying me. » (Katie, Q4)
- Trying to hide to smoke

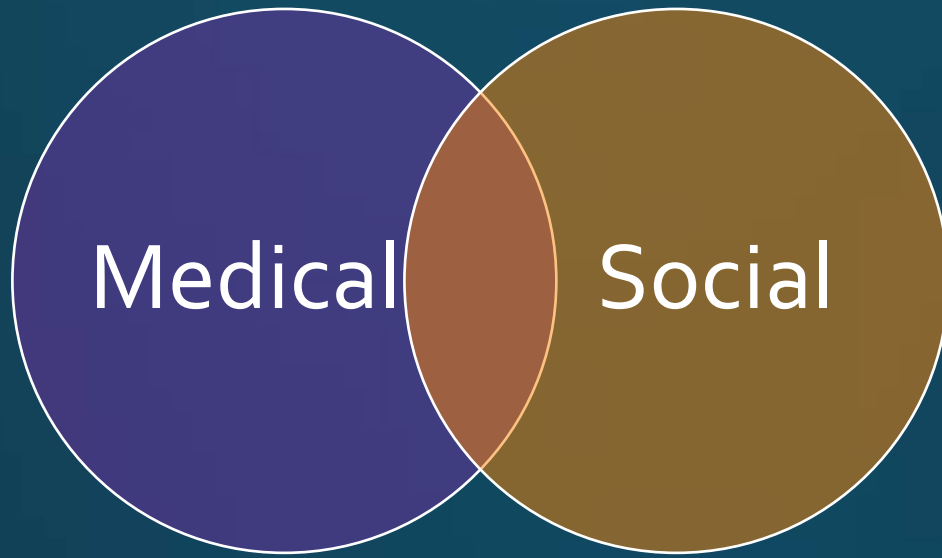


How can CHN help reduce smoking prevalence, but in an equitable way?









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# Smoke and vape free MUHC

*so we can all breathe easier*

The MUHC has adopted a new Smoke and Vape Free Policy.

This means no smoking or vaping will be permitted on hospital grounds. Our goal is to:

- promote good health
- contribute to a better healing environment

The policy is being rolled out on the following dates across the MUHC:

- November 1, 2015 Glen site
- January 4, 2016 Montreal General Hospital
- March 1, 2016 Montreal Neurological Hospital and Allan Memorial Institute
- May 2, 2016 Lachine Hospital and Camille-Lefebvre Pavilion

Why is the MUHC doing this?

Every year, more than five million deaths are the result of direct tobacco use, while more than 600,000 fatalities are the result of non-smokers being exposed to second-hand smoke. Allowing smoking and vaping on our sites undermines our healthcare mandate.

Who will be in charge of reinforcing this?

As this is an MUHC policy, all personnel will be expected to help ensure this policy is respected.

You opinion matters

Please share your opinion about the Smoke and Vape Free Environment at the Glen site by [completing this questionnaire](#) and emailing it to: [charles.sounan@muhc.mcgill.ca](mailto:charles.sounan@muhc.mcgill.ca)

## MUHC PATIENTS

What should you do if you smoke?

To provide you with the best care, please inform your nurse. He or she will make a note in your file. This information will be considered in your treatment plan.



# ASSEMBLÉE NATIONALE

PREMIÈRE SESSION

QUARANTE ET UNIÈME LÉGISLATURE

Projet de loi n° 44

## Loi visant à renforcer la lutte contre le tabagisme

“I have a patient that’s paralyzed and he cannot go off the grounds with the hospital chair, so he’s limited to where he can go,” one employee told Global News. “So I don’t find it’s right.” <http://globalnews.ca/news/2304643/muhc-bans-smoking-and-vaping-on-hospital-grounds/>





# Discussion

c'est  
toujours la même  
histoire,  
jusqu'à  
ce que ...

1  
PCR'É

- Smoking bans in public spaces and anti-smoking campaigns hinge on a binary model, negating complexity
- Challenge to universal interventions/policies
- Importance of intervening upstream to reduce social inequities

# Acknowledgements

c'est  
toujours la même  
histoire,  
jusqu'à  
ce que...



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