

Dads in Gear Meets Web 2.0

The Intersection of Research Evidence and Technology
to Support Smoking Cessation for New Fathers

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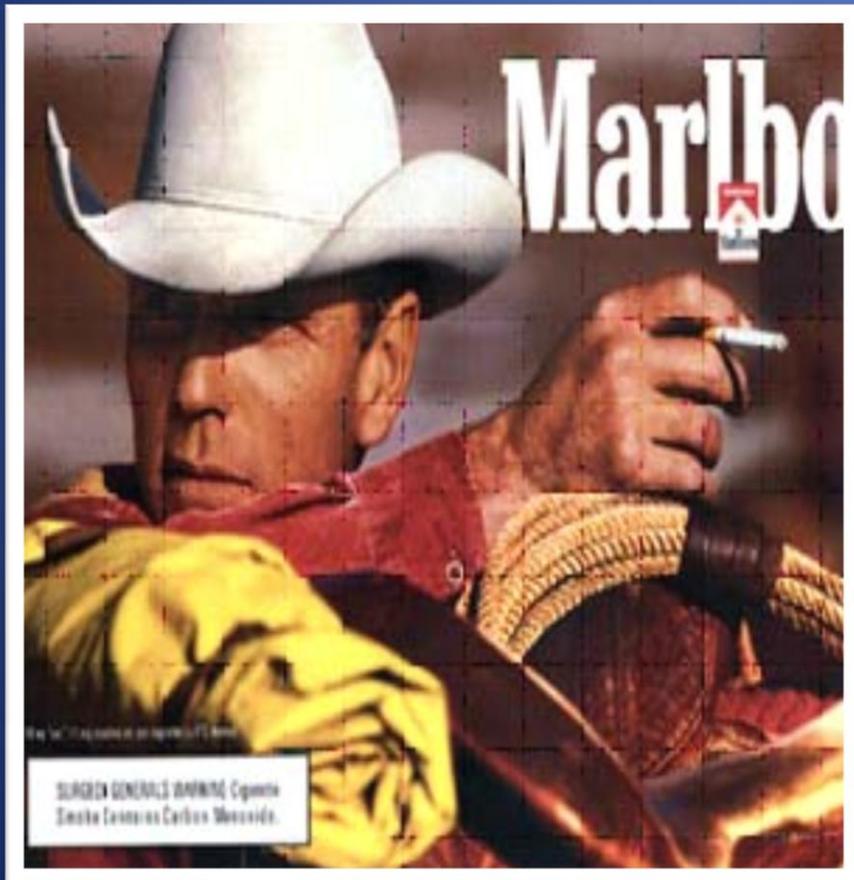
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June 2013

How many fathers smoke?



GENDER & MEN'S SMOKING



Shifting Masculinities

The “Good” Dad



If we could help fathers reduce and quit smoking.....

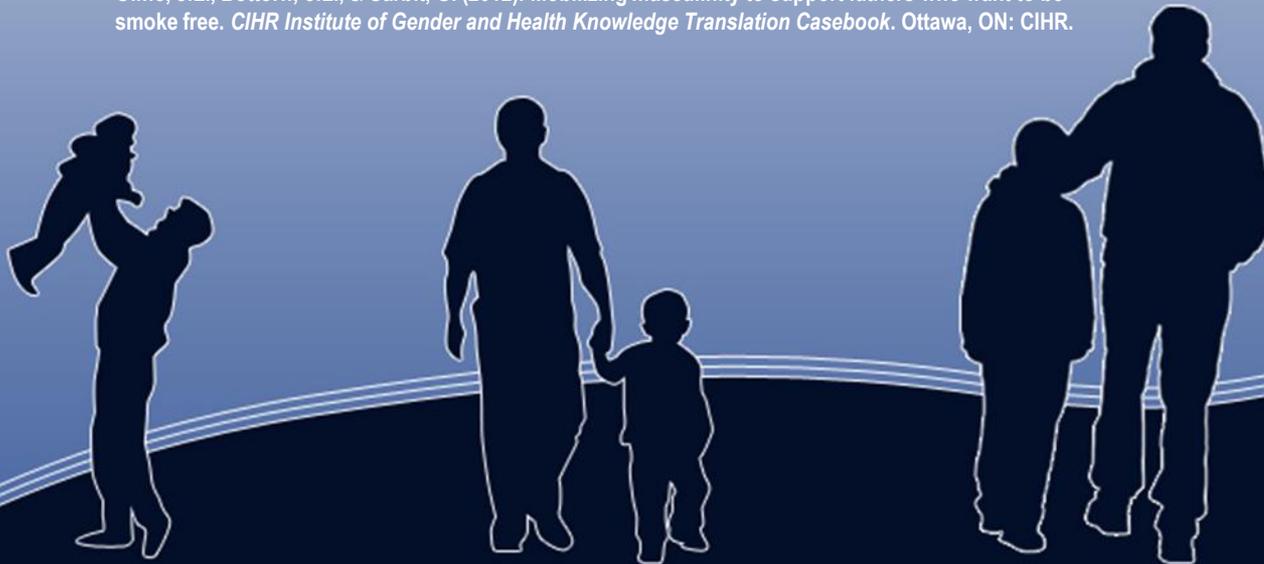
- Support women's effort to reduce and stop smoking
- Support men's health
- Smoke-free homes for children



HOW DO WE SUPPORT NEW FATHERS WHO WANT TO QUIT?

- ✓ Strength-based + messages to promote change
- ✓ Foster connection to positive identities
- ✓ Reflect desires for autonomous decision making
- ✓ Testimonials to reflect shared challenges & peer support
- ✓ Promote interaction with materials
- ✓ Masculine look/feel

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*. Ottawa, ON: CIHR.





INTERVENING WITH FATHERS WHO SMOKE

- ✓ Support shifts in masculine roles
- ✓ Engage new dads in thinking about being a smoke-free dad
- ✓ Educate re: SHS and smoking
- ✓ Inspire men to reach a “tipping point”



DADS IN GEAR

Innovative program for expectant and new dads who smoke and want to reduce and quit





PROGRAM COMPONENTS



1. Fathering

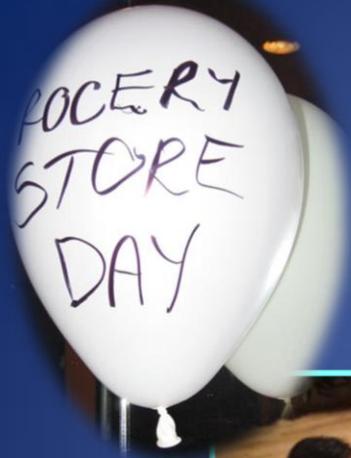
2. Exercise

3. Tobacco Reduction

DIG GUIDING PRINCIPLES

- Positive messaging to promote change
- Privileging testimonials
- Connect masculine ideals with being smoke-free
- Attention to Masculinities





PROGRAM THEMES



Puck in the Net

Full House

Fishing for Answers

Games People Play

Let's Walk . . . Let's Eat!

Where the Wild Things Are

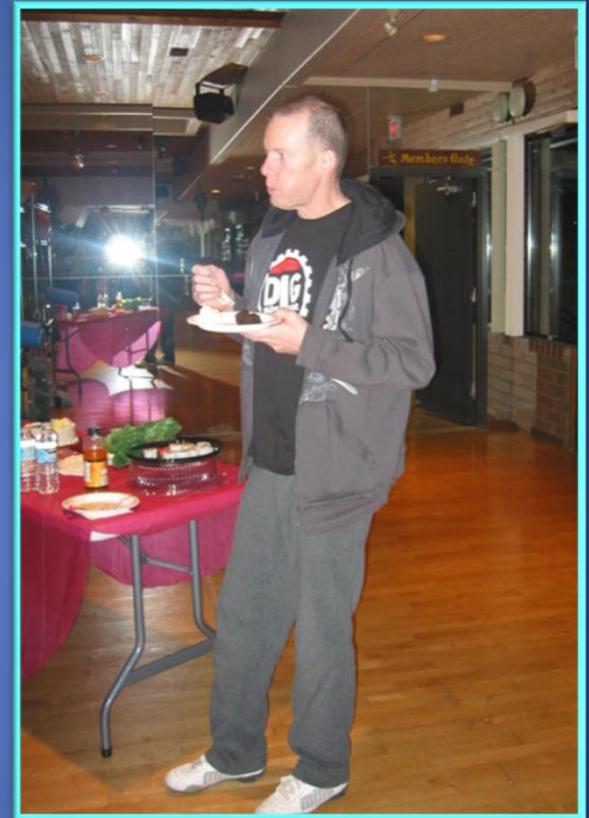
Bases are Loaded

Kids are Worth It



KEY LEARNINGS

- ✓ Men responded with mutual support
- ✓ Men valued time together with other dads
- ✓ Men appreciated being acknowledged as a good dad
- ✓ Credibility of facilitators important to men
- ✓ Autonomous decision making related to TR important to men



“I like being a Dad in Gear”



THE RIGHT TIME ... THE RIGHT REASONS ...

"Once you have that newborn in your hand,
I mean it's like the world stops."

Dads in Gear (DIG) is a program for new and expectant
dads who want to stop smoking. The program focuses on
fathering, healthy living, and quitting smoking.



Dads in Gear meets Web 2.0

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Smoke-free Dad
Toolbox

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VIDEOS BEING A DAD HEALTHY DAD SMOKE-FREE DAD TOOLBOX ABOUT

THE RIGHT TIME ... THE RIGHT REASONS ...

“When I actually saw the baby, it clicked.
I needed to think about making some changes.”

Dads in Gear (DIG) is a program for new and expectant dads who want to stop smoking. The program focuses on fathering, healthy living, and quitting smoking.

❖ Accessible program resources

❖ Support and sustain men’s self-management

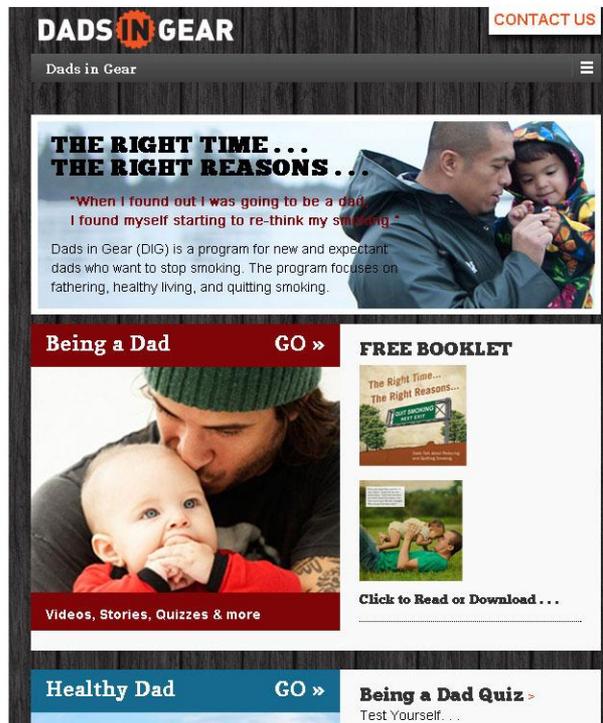
❖ Foster community

CROSS-PLATFORM OPTIMIZATION

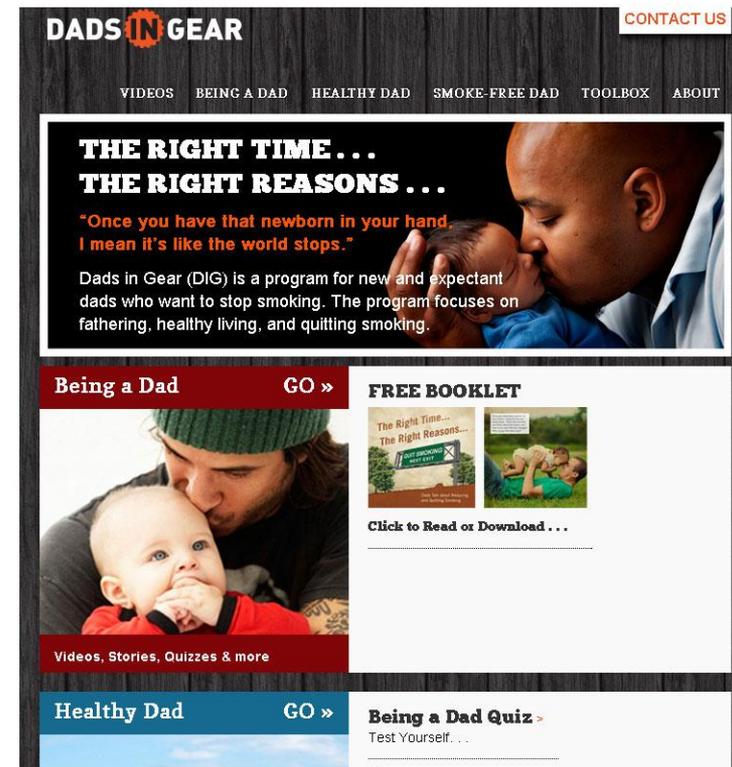
OLDER IPHONE



IPHONE 5 SAMSUNG GLXY 2



OLDER IPADS IPAD MINI, NEXUS 7





12 VIDEOS



DAVID TALKS ABOUT QUITTING SMOKING



EXPERT REVIEW



Dr. Caroline Gotay
University of British Columbia
Canada



Dr. Mitchell Duncan
Central Queensland University
Australia



Dr. Noel Richardson
Institute of Technology Carlow
Ireland



Are you an expectant or new dad who smokes or has recently quit?

Do you have a child under 5 years old?

Do you know how to use a computer?



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Are you an expectant or new dad who smokes or has recently quit? **Do you have a child under the age of 5?** Are you 19 years or older? **Do you know how to use a computer?**



\$150.00 for up to 3 hours of your time

Tell us what you think about a new computer program to help dads quit smoking.

Further information contact:
gayl.sarbit@ubc.ca
250-807-8054

I agree to be contacted by a member of the research team.



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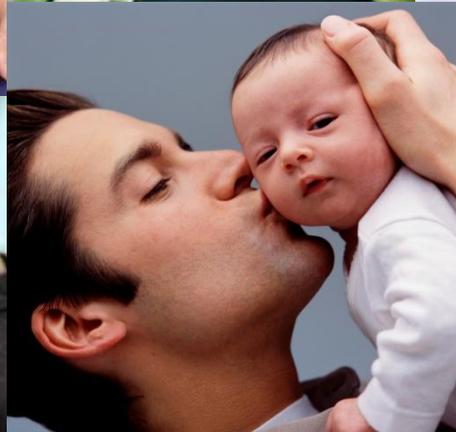
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Signature

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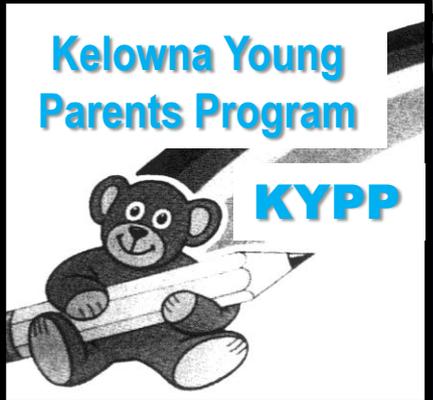
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THE RIGHT TIME . . .





Community Partners



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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@FACETobacco

- Youth take action against tobacco - Bravo!... **2 weeks ago**
- RT @JoanBottorff. Dads can quit RT @ubco_tv. Our piece about @JoanBottorff's research on cancer prevention: youtu.be/SNtOBcOy-88 @canc... **3 weeks ago**
- Smoking cessation has "wiped out 1/3 of all cancer" news.nationalpost.com/2013/03/15/war... **3 weeks ago**
- Know anyone who smokes/ has quit/ has family member w/ lung cancer? They can join phone study \$50 raquel.graham@ubc.ca 250 807-8054@ubconews **4 weeks ago**
- Family member with lung cancer? Smoke/ have quit? Join research/ phone interview receive \$50 raquel.graham@ubc.ca 250 807-8054@ubconews **4 weeks ago**



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DIG is a program for new and expectant dads that focuses on fathering healthy living and quitting smoking.

[Check back soon for the Dads in Gear website!](#)

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THANK YOU

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