Cameras, Knowledge, Action: The potential for participant produced photographs to inform smoking cessation interventions amongst new fathers

Bottorff J, Oliffe J, Greaves L, Bhagat R, Dauphinee A, Hill T, Hussein R, & Poole N.
Men, fatherhood & smoking

- masculinities and tobacco
- fatherhood
- men’s health practices
Participant produced photographs: “smoking through the eyes of fathers”

- New fathers who cohabitated with female partner, smoked during partner’s pregnancy and post-partum

- 308 photographs, series of semi-structured individual interviews
Smoking on the job

Bifurcated domestic sphere

Solitary confinement

Knowledge
Paltry

- does not =

- adjective 1. meagre, petty, trivial, trifling, beggarly, derisory, measly, piddling (informal) inconsiderable << OPPOSITE considerable

- adjective 2. insignificant, trivial, worthless, unimportant, small, low, base, minor, slight, petty, trifling, Mickey Mouse (slang) piddling (informal)
Knowledge to action: developing tailored interventions

- understanding audience
- engaging potential end users
- building relationships
- mutual learning

Action
Knowledge broker-facilitated group consultation sessions: innovative practices
Finding a Place to Smoke
What might work for fathers:

- $ 
- support groups 
- competition 

- for someone else
Next Steps…

- partner, health professionals and service provider perspectives
- re-focusing the fathers groups on interventions
- distribution
Thank you