SMOKING DENORMALISATION: A CONCEPTUAL FRAMEWORK

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INTRODUCTION

- Many countries have adopted progressive policies to reduce smoking prevalence, including:
 - Setting explicit 'endgame' goals;
 - Using policies to develop environments that support smokefree behaviours.

Smoking Denormalisation

- Reducing the social acceptability of smoking may have varied impacts.
 - Some people report feeling motivated to quit as smoking becomes less acceptable and prevalence falls.
 - Others resist measures designed to stimulate quitting and exhibit reactance.



RESEARCH AIM

• To develop a conceptual framework of denormalisation and identify measures that would enable monitoring of denormalisation domains.



METHODS

- A narrative review of studies published since 2013.
 - Examined how denormalisation had been conceptualised.
 - Used Link and Phelan's theory of stigma to explore how experiences of denormalisation could be assessed and monitored.¹
 - Focussed on how differences become associated with negative characteristics to create 'other' groups with lower status.



FUTURE INVESTIGATIONS

- Measuring associations between these domains and cessation-related behaviours could deepen knowledge of how denormalisation works and its effects on different groups.
- Examining smoking denormalisation's intersection with other power imbalances, such as gender or ethnicity, could provide new insights into broader social inequalities.



RESULTS

Our conceptual framework includes three domains:societal, social, and personal denormalisation.



SOCIETAL DENORMALISATION

Societal denormalisation positions smokefree lifestyles as normal.

Measures:

- Smokers' perceived social status relative to non-smokers;
- Perceptions of smokefree interventions on social standing and opportunities.

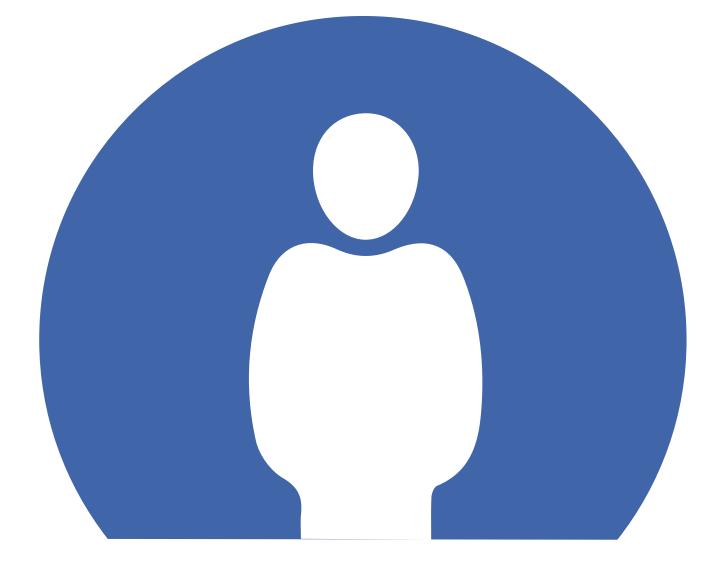


SOCIAL DENORMALISATION

Social denormalisation occurs when social networks that once accepted smoking become less receptive to smoking.

Measures:

 Perceptions of smoking prevalence and normativity within social groups.



PERSONAL DENORMALISATION

Personal denormalisation changes how people see themselves, depending on how deeply embedded smoking is in their identity positions.

Measures:

- Perceptions of personal well-being;
- Experiences of 'othering' (e.g., passiveaggressive reactions to smoking);

CONTACTS

- Loss of agency and self-efficacy;
- Compliance with or subversion of smokefree measures.

CONCLUSIONS

- Despite widespread use of measures to reduce smoking's social acceptability, few countries have monitored how perceptions of denormalisation at societal, social and personal levels evolve.
- Systematic monitoring of how denormalisation may affect other power imbalances is also required.
- Denormalisation measures carry risks as well as potential benefits.
 - Comprehensive approaches to assess the impact of this approach are crucial as strategies to reduce smoking prevalence intensify.

REFERENCES

ACKNOWLEDGEMENTS

This project was funded by the Health Research Council of New Zealand (grant 16/149).

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Luke Pilkinton-Ching for this poster design.

CONFLICT OF INTEREST STATEMENT

There are no conflicts of interest to report.





