

# Cost-of-living/ cost of smoking: Cooperative learning on NCD health inequalities in deprived communities within the cost-of-living crisis

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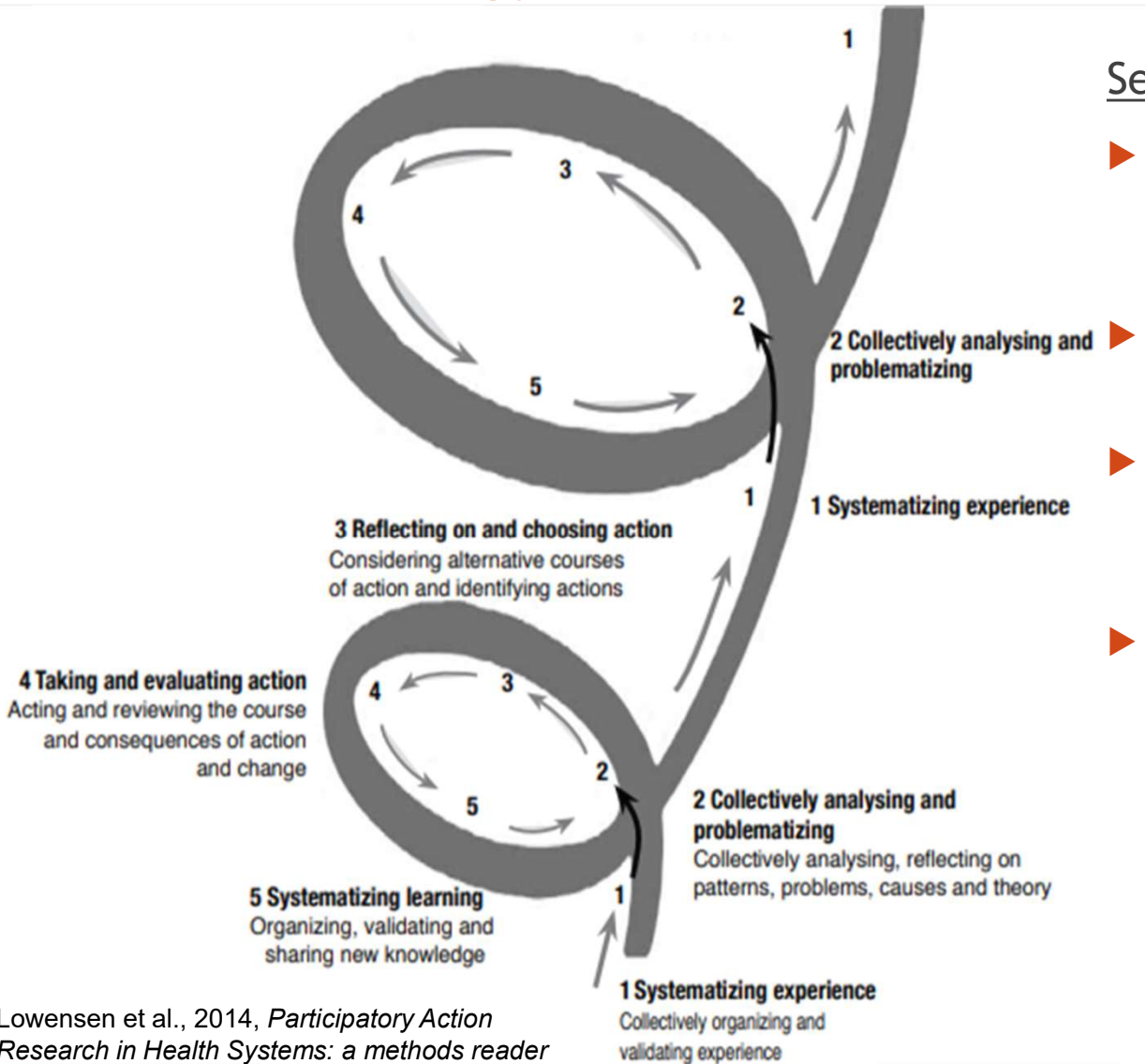
# Context and participants

- ▶ Median household income- £27,599 vs £40,007 Fraserburgh vs Aberdeenshire
- ▶ Child poverty rate 20.9% vs 12.6%
- ▶ Twice as likely to require hospital for alcohol and or drug related incidents
- ▶ 10% most deprived area in Scotland

## Participants

- ▶ M&F
- ▶ Low SIMD areas
- ▶ Majority affected by COL negatively
- ▶ Health issues personally related to smoking
- ▶ Family with long-term smoking-related illness
- ▶ Smokers, ex-smokers, e-cigarette users

# Methodology



## Sequence of workshops

- ▶ Workshops 1-4: Circumstances, causes and impacts
- ▶ Workshops 5-6: Actors and inter-relationship
- ▶ Workshops 7-8: Reflect on and prioritise action
- ▶ Current phase: Co-design intervention/engagement

# Workshop 1-4:

## Circumstances, causes and impacts

*Convergence* of increasing stress combined with increasing availability of smoking products

### Experiences/attitudes:

- ▶ Availability
- ▶ Stigma
- ▶ E-cigarettes
  - ▶ Very current and popular (fashionable)
  - ▶ Concerns of long-term damage
  - ▶ Ease of access, online, beauty shops
  - ▶ More addictive than cigarettes

### Root causes:

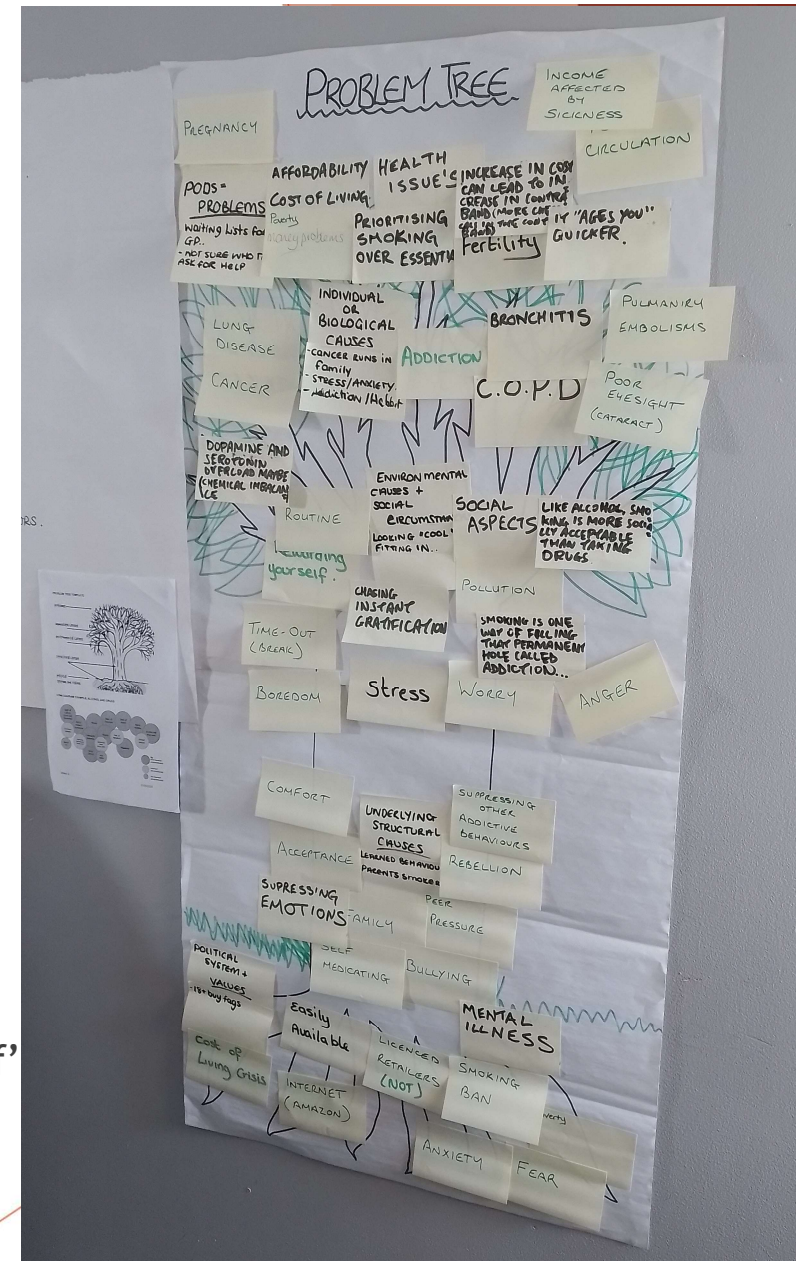
- ▶ Stress relief
- ▶ Social norm
- ▶ Boredom

### Impacts:

- ▶ Family
- ▶ Incomes
- ▶ Health

### COL/smoking:

- ▶ 'Financial stress through roof'
- ▶ Emotional turmoil, stress, anxiety
- ▶ Smoking essential





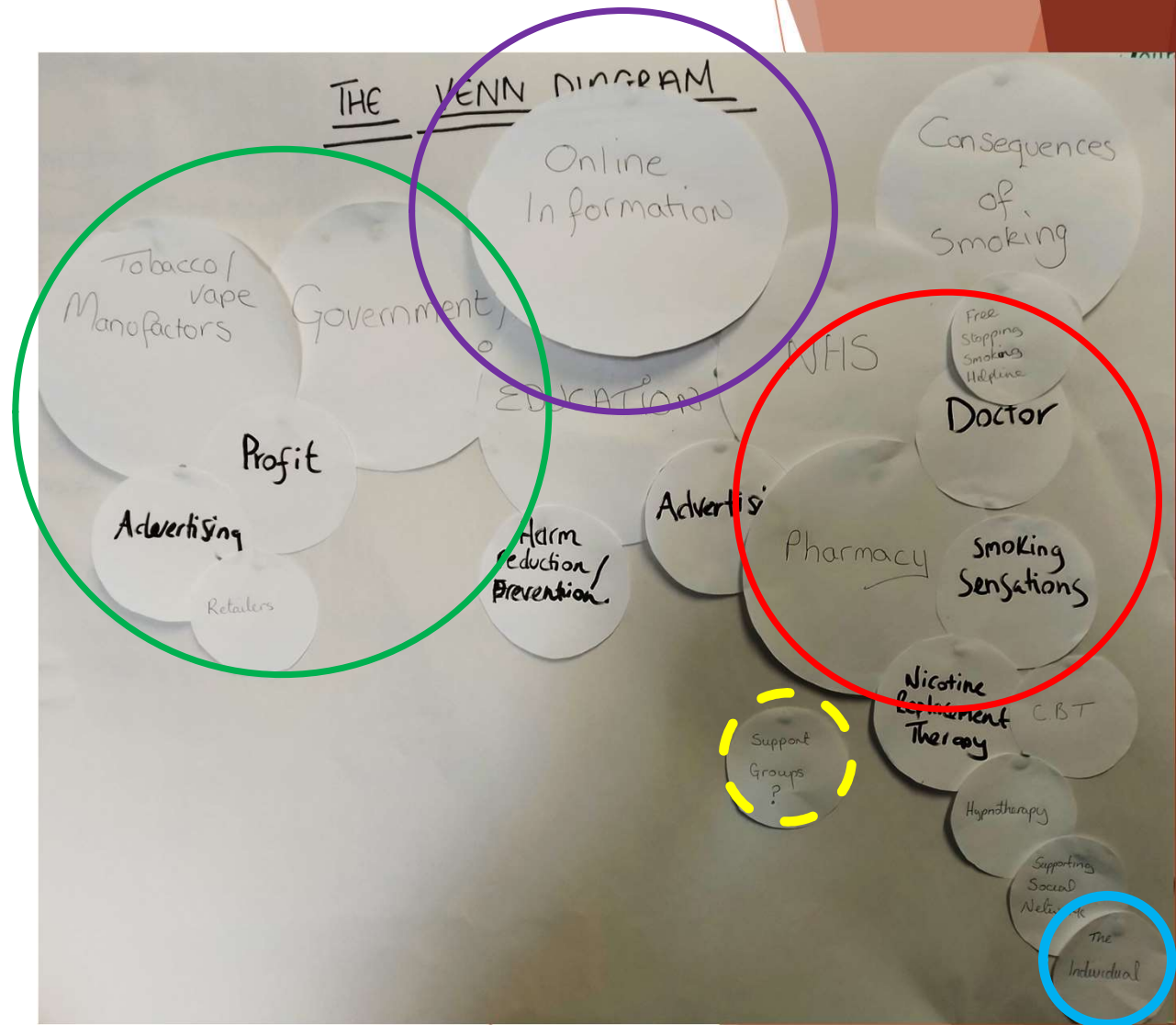
## Stress, smoking and poverty

- [illegible]

# Workshop 5 & 6: Actors and inter-relationships

## Representative of health improvement

- ▶ “It starts with us” ?
- ▶ “the individual is grain of sand in comparison, how does one individual affect the big institutions?”
- ▶ “We can have all the willpower but we need the support of other elements to be successful”
- ▶ Online information “ You go online for all info... everyone has access” mixed picture
- ▶ “We don’t know what are in vapes or how they affect health”



# Workshop 7: Reflecting on/ prioritising action

## Sophisticated cessation action agenda developed

3 cessation themes developed from participants

### 1. Incentivise: Not just survival, attractive benefits of quitting

Money saved could buy holiday/motorbike vs. groceries/energy. In recent campaign, word FREE small, for individuals struggling. Free wasn't obvious in this specific campaign.

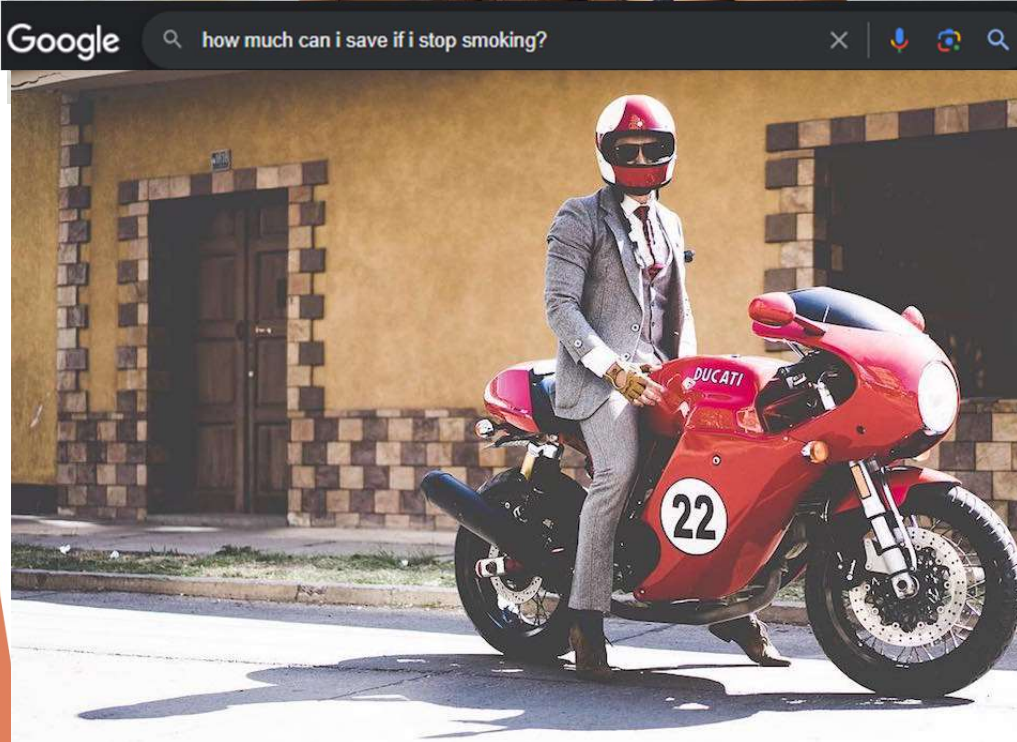
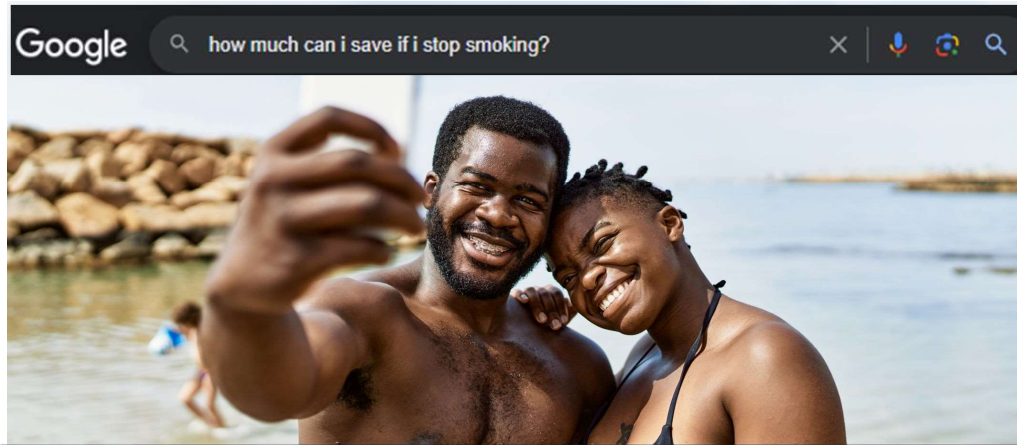
### 2. Target: Target root cause of the addiction. Stress cycle.

Cessation to recognise the only stress relief that some smokers have. Healthy alternatives to destress. CBT or other interventions with healthy alternatives to cope, meditation, understanding your mind. Recognise habitual side of smoking, hand to mouth. HIO thought very useful

### 3. Include: improve access. Visibility and options of techniques.

Visibility of campaigns. Participants not seen campaign presented to them. HIO recognised they have missed target demographic. Frustration in room, how can they access the service if they don't know it exists?





Young african american tourist couple wearing swimwear making selfie by the smartphone at the beach. Digital photograph, Adobe Stock, accessed 20 June 2023.  
 Free stamp. Stock illustration, iStock, accessed 20 June 2023.  
 Cigarette packets with health warnings are displayed in a convenience store. 2013. Digital Photograph, Cameron Spencer/Getty Images, accessed 20 June 2023.  
 The Best Motorcycle Instagrams To Follow. 2020. Digital Photograph, DMARGE, accessed 20 June 2023.  
 Woman doing Yoga at sunset.2012. Digital Photo, Stock Photos, accessed 20 June 2023.



# Language on poverty

“Generally, not good enough”

- ▶ Is “poverty” a relevant description for your lives? *3<sup>rd</sup> world, people using food banks, poor education, homelessness/begging, poor health, generational trauma, crime, unemployment, benefits etc. ‘Class’ inappropriate term (strong feeling)*
- ▶ Consensus: *-ve associations, stigmatising, victimising, disempowering,*
- ▶ Participants looked up definition of poverty in dictionary and agreed it could be correctly used to describe their situation developed preferred descriptors. Would prefer poverty was not used. Alternatives: underprivileged, hardship, destitute, **deprived social circumstances.**
- ▶ Poverty seen as a political problem



A starving child in Ethiopia. 1985. Photograph, REX/Shutterstock, accessed 20 June 2023.  
Food Bank simple concept illustration. 2019, Stock illustration, iStock, accessed 20 June 2023.

# Workshop 8: Photo Voice

## Collecting, selecting and captioning visual evidence



**Pollution On Our Planet**



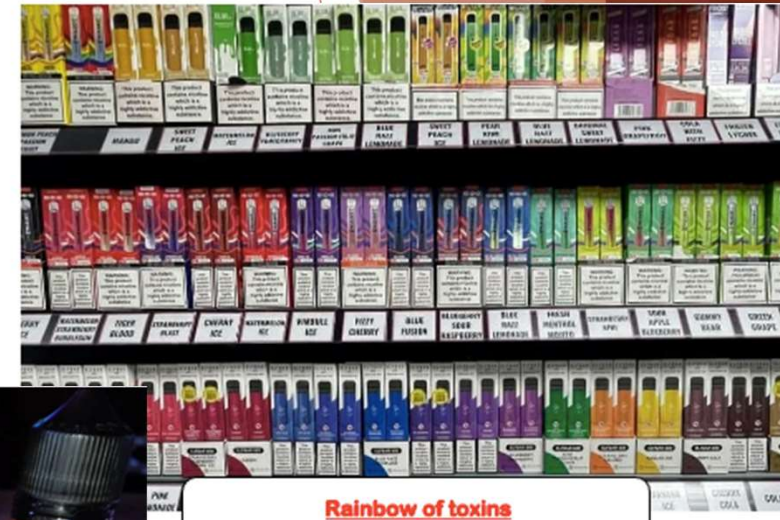
This product contains nicotine which is a highly addictive substance.



**£75 spent on vaping products**

**vs**

**£75 spent on shopping**



**Rainbow of toxins**

# Process reflection

- ▶ Feeling of empowerment - opportunity to participate/make a difference
- ▶ Regular expressions of anger, frustration and hurt: owing to financial circumstances
- ▶ Heated discussions with heated debates at points
- ▶ Genuine frustration marketing campaigns miss target populations/services exist that unaware of
- ▶ Managed with sensitivity, validation, action-orientation
- ▶ Managing expectations: now and towards end

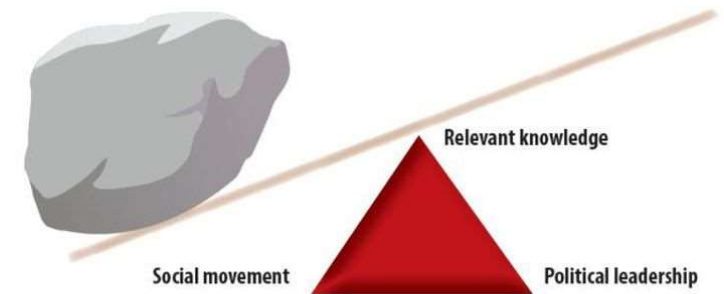


## Next steps- Engagement phase

- ▶ NHS Grampian
  - ▶ Substantive results- Smoking cessation team
    - ▶ 3 planned workshops with NHS Grampian smoking cessation
  - ▶ Senior management
- ▶ National policy and advocacy with ASH-Scotland
- ▶ Move from consultation to dialogue

### TRIANGLE THAT MOVES MOUNTAINS

Combination of knowledge, social pressure and government leadership has been called the “triangle that moves mountains”



Taskeen Khan., Health in policies Training, WHO