Suggestions for Health Professionals

The Right Time...
The Right Reasons
Dads Talk about Reducing and Quitting Smoking

Why a booklet for dads and why now?
- Dads have attracted very little attention in terms of targeted tobacco reduction interventions.
- When men become fathers, they start to re-think their health behaviours.

What does the research say?
When expectant and new fathers reduce and quit smoking, they increase their well-being; support women’s tobacco reduction efforts during pregnancy and the postpartum; provide smoke free environments for children; and strengthen families by reducing tension related to continued smoking.

What do dads say?
- Becoming a father is a significant transition time for men.
- Transition influences many dimensions of men’s lives, including their attitudes to smoking.
- Many new dads become uncomfortable with their smoking and want to reduce or quit as a way to be a good dad and role model.
- Many new dads are interested in support for tobacco reduction and cessation.

Purpose of the booklet
- Takes advantage of this important opportunity for change.
- Engages expectant and new dads in thinking about being a dad who does not smoke.
- Educates expectant and new dads about the health effects of second-hand smoke on their newborns, infants and children.
- Inspires expectant and new dads to reach a “tipping point” for beginning to reduce and quit smoking.

What Can I do?
- I can start a conversation with dads about smoking that reinforces the messages in this booklet.
- I can assess their readiness to take the first step in reducing and quitting smoking.
- I can encourage dads to become more actively involved in the care of their infants.
- I can assist men in managing the stresses associated with being a new father (e.g., engaging in regular exercise).

Interested in Reading More?
Current research publications and other information about tobacco reduction and cessation are available at www.facet.ubc.ca