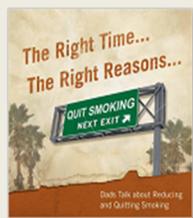


Suggestions for Health Professionals



The Right Time...

The Right Reasons

Dads Talk about Reducing and Quitting Smoking

This is a **motivational booklet** for expectant and new fathers. **How is this booklet different?**

This is an innovative approach to behaviour change that focuses on smoking as part of masculine identity and the desire to change behaviour when men become fathers. Rather than a “how to quit” guide, the focus in this booklet is on encouraging men to consider the advantages to being a dad who does not smoke. A powerful desire to be a non-smoking dad can successfully motivate men to take action.

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