

# Gendered (& classed) experience of tobacco stigma: Implications for tobacco control

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## METHODS

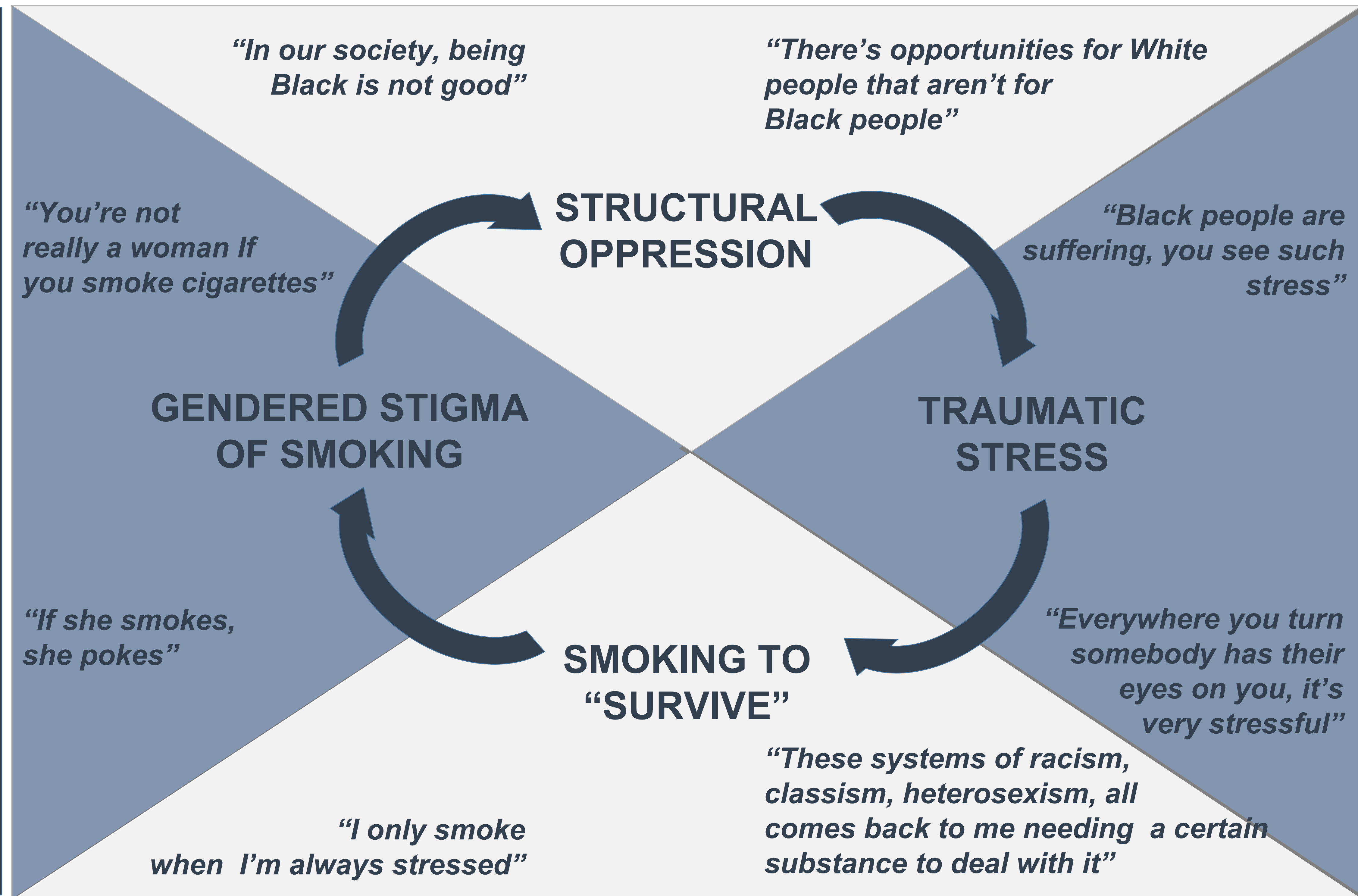
- Multi-method qualitative approach
- In-depth ethnographic Interviews

## ANALYTICAL SAMPLE

- 15 Black female smokers (18-25 years old)
- Low SES
- Perceive high degree of racial discrimination

## ANALYTICAL CODES

- Agency, resistance, freedom, body image, smoker identity, family attitudes, smoking practices & behaviors, self-stigma, public stigma, structural stigma, racial identity, femininity, masculinity, cessation, tobacco industry, policy restrictions, concealing



## SUMMARY

- The gendered stigma of smoking may intensify inequality and may reinforce, rather than discourage, smoking for working class Black females who currently smoke.
- Future studies should (1) test the validity of this theoretical model, (2) evaluate the potential of stigma reduction initiatives to facilitate cessation, and (3) emphasize the centrality of structural inequities and oppression in tobacco control.