

Supporting Low-Income Women's Tobacco Reduction and Cessation with Liberation

Does your organization serve low-income women who may be interested in quitting smoking cigarettes? Liberation can help you offer tailored support.

About Liberation

Liberation is a virtual social support group focused on tobacco reduction and cessation among low-income women.

Developed by the Centre of Excellence for Women's Health and building on its longstanding leadership in women's smoking cessation, Liberation is guided by sex- and gender-informed principles. It is also trauma-informed; harm-reduction focused; and committed to promoting equity, wellness, and empowerment among low-income women. As such, it directly responds to the critical need for tobacco reduction and cessation supports responsive to the circumstances of women facing financial and social inequities, which may include financial and psychosocial stress, histories of trauma and violence, housing and food insecurity, and gendered caregiving burdens, among other pressures.

What's Included?

The Liberation program includes a peer-facilitated virtual social support group and a companion workbook that can be used by women's resource centres and other organizations serving low-income women across Canada. These materials address six key themes connected to sex- and gender-related influences on the smoking and cessation experiences of low-income women.

Key Themes

1. Women, smoking, and the power of coming together to quit or reduce tobacco use.
2. Smoking and women's bodies across the lifespan, including ways to reduce the risks associated with cigarettes, vaping, and second- and third-hand smoke.
3. Relationships, supports, gendered caregiving responsibilities, emotions, and their role in low-income women's smoking and cessation experiences.
4. Media and tobacco marketing, including strategies for recognizing and resisting their influence.
5. The cost of smoking and opportunities for greater financial confidence, freedom, and joy through tobacco reduction or cessation.
6. Exploring pathways towards cessation and supporting low-income women in identifying approaches that work for them.



Get Involved

To learn more about Liberation and explore opportunities to implement it in your practice, visit the [Liberation from Tobacco](https://www.cewh.ca/Liberation-from-Tobacco) webpage at [cewh.ca](https://www.cewh.ca) or contact us at bccewh@gmail.com.

You can also download [this information sheet](#) about the program to share with clients as a handout.

 www.cewh.ca

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