

Seminar

on Thursday, April 27, 2017, 16:00 (ISPM seminar room 606, 1st floor)

## When good intentions go wrong: Smoking policies and the creation of the socially marginalized smoker

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Despite a declining trend in population-based smoking levels across industrialized nations, one area of concern to tobacco control and public health policy is the following: smoking prevalence and incidence is displaying an increasingly steep social class gradient, with people of lower educational attainment, in working class occupations and with lower income levels experiencing lower rates of decline in smoking than other social categories. This presentation explores the role that public health policy plays in the creation of the “marginalized” smoker, discusses the shortcomings of population-based policies to reduce smoking in certain population groups, and offers some options.



**Katherine Frohlich** is Full Professor at the Département de médecine sociale et préventive within the École de Santé Publique at Université de Montréal (ESPUM) as well as Research Associate with the Institut de Recherche en Santé Publique, Université de Montréal (IRSPUM). She is responsible for the Health Promotion option of the PhD programme in Public Health at ESPUM. She has recently received both SSHRC and CIHR funding for two of her projects: 1) social inequalities in smoking across Montreal neighbourhoods and 2) the current public health discourse on play and children. Frohlich sits on the Editorial Boards of the *International Journal of Public Health*, *Health & Place*, and *Social Science and Medicine*. Her current research interests include

social inequities in health-related practices, social theory in social epidemiology and health promotion, and the sociology of smoking.

**Organization:**

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