

# New approaches for low socioeconomic status smokers

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The Difference is Research

**Aim:** To examine low-SES smokers barriers to cessation and obtain guidance for alternative support options

**Method:** Qualitative focus groups and in-depth interviews (N=24)

Smoking rates by SES



*"It's [smoking] just like getting up and breathing, you know what I mean. It becomes so engrained into your person."*

*"And shame - I mean, it is so unacceptable, and I just have to be very secretive about it. I would never let anybody I work with know that I smoke...it's just so shameful."*

*"Because if you're calling Quitline then you're accepting defeat of some form. People just don't like doing that stuff."*

*“Yeah. I think it’s [text support] probably a little bit better than a phone call because it’s a little bit more personal....everyone uses their phones these days, so yeah.”*

*“Knowing the progress you’ve made as opposed to being constantly reminded that you’re a smoker.”*

*“If I was getting a text message when I was feeling vulnerable, it could probably turn me a way [from smoking].”*

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Review

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Review

**The Methodological Quality and Effectiveness of Technology-Based Smoking Cessation Interventions for Disadvantaged Groups: A Systematic Review and Meta-analysis**

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