

# **Social Context of Smoking**

**Knowledge Translation  
Development**

# Team Members

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# Background

- Pilot project funded by CTCRI:  
*The Social Context of Smoking: Laying the conceptual and empirical foundation for a theoretical toolkit in tobacco control research*
  - Review of social theory literature
  - Qualitative interviews with smokers (n=17)
- 2005 Symposium:
  - Inter-sectoral group from across Canada
  - Gap = knowledge of *others' work* in social context of tobacco use, control

# Goals

1. Initiate the development of a 'community of practice'
2. Develop proposals to move CTCRI-funded pilot work into the next phase of development

# Communities of Practice (Wenger)

- Shared interest, concern
- Regular interaction, sharing:
  - Information
  - Experience
  - Assets
  - Current work
  - Questions, gaps in knowledge
  - Problem-solving
- Improvement of practice

# Work Plan

Create opportunities to interact around:

- Compiling resources
  - Available to members of team
  - Seeking sources beyond the team
  - Means to catalogue, share
- Developing proposals for further work
  - Symposia (researchers, decision-makers...?)
  - Knowledge translation

# Website

- [www.ice-rci.org/socialcontext](http://www.ice-rci.org/socialcontext)
- Including:
  - Why the social context of tobacco use?
  - Definitions of social context
  - Useful resources (searchable)
  - Community (bios, projects, message board)
- Solicits user submissions for above
- Access to some content requires registration

# Proposals

## Agendas/foci:

- refining framework & tools for understanding social context
- bringing social context into TC practice - exploring a role for “Dialogical methods”

Frohlich et al to CIHR, NCIC (fall 2006)

Richardson et al to CIHR (fall 2006)

Poland et al to CTCRI (April 2007)

# Reflections on Process

- Shared interest, but disparate:
  - Definitions of social context
  - Projects
  - Career positions
- Limited face-to-face contact
- Need for focus on specific project:  
emphasis on website as space for  
information, interaction

# What Next?

- Workshop at OTC, Dec. 5 (Niagara Falls)
- Website launch by Jan. 1, 2007
- Burning Questions:
  - sustainability of website
  - moving forward on the social context agenda: beyond 'one-project-at-a-time'
  - is 'academic community of practice' an oxymoron?