Hard To Reach Populations

Kevin McGirr
Do we understand the meaning of smoking in these communities?

Culture of smoking
Psychology & Neuro-biology
Day to day existence
Social Justice and Equity

How does the focus, attention and resource allocation compare with other issues, e.g.,

- HIV/ AIDS
- Substance Use Treatment
- Youth Vaping
Industry and Research

How do recent and emerging products and technologies address these communities?

• Sensory experience
• User friendliness
• Cognitive and manual capacity
• Access and Cost
• What happens after research?
Harm Reduction Elements

– Radical Acceptance
– Choice of options
– Flexibility in intervention and strategies
– Intensive and Sustained

• Accepting that change may be very long term
– Access with no cost or other barriers
Should Tobacco Harm Reduction be medicalized for certain populations?