

Happy Thursday Friends!

For centuries, the differences between men and women have been socially defined.

However, many of those differences are being socially redefined through equality.

As the goal of equality between men and women moves closer, we must also be mindful not to lose our awareness of the [critical and valuable differences](#).

Now I'm not here to stir up a PC discussion on equality. But I want to focus on the need to recognize the amazing differences in men and women.

After all, the world would be much less interesting if everyone was the same.

A man's skull is almost always thicker and stronger than a woman's.

This "thick headedness" has been associated with an attraction to high speed, reckless behavior that usually involves collisions.

I think we can assume that women didn't invent the game of "chicken".

Even many male animal species tend to charge and crash into each other in their "spare time".

There's a definite difference between men and women.

Right down to the ways that [our brains are wired](#).

Research shows that on average, female brains are highly connected across the left and right hemispheres, while the connections in male brains are typically stronger between the front and back regions.

Men's brains tend to perform tasks predominantly on the left-side, which is the logical/rational side of the brain.

They approach problem solving in a very different manner than women.

Solving a problem presents an opportunity to demonstrate their competence and strength of resolve.

How they solve it is not nearly as important as getting it solved effectively and in the best possible manner.

This can be critical information to understand as you work with male patients to develop quit plans.

Women perform better at "bigger picture" *situational thinking* while men do better on more specific *spatial thinking* (problem solving, and pattern prediction involving objects and their spatial relationships).

Women are better at social thinking & interactions, while men are more abstract and task-oriented.

This is why women are typically better at communication while *men often prefer relying on themselves to get things done*.

Treating the "Marlboro Man"



keet
@KeetPotato

 Follow

accountant: "youre basically broke"

wife: "he keeps spending money on stupid stuff"

me: "lets ask the dog if he thinks his jeans are stupid"

4:44 PM - 27 Oct 2015



Josh
@iwearaonesie

 Follow

Before I got married I didn't even know there was a wrong way to put the milk back in the fridge

8:41 PM - 10 Jun 2015

Try to [imagine the Marlboro Man in therapy](#).

The image just doesn't compute.

He wouldn't admit to needing help.

He might not even recognize that he needs help.

In a nutshell, this is the problem with convincing men to seek help of any kind.

Traditionally society demands that men emulate the Marlboro Man ideal...

Tough & Independent.

That just isn't compatible with therapy.

Because of this, men are less likely to seek help, even though they encounter problems and need to make behavior changes at the same or greater rates as women.

Some men may also worry that society will look down on a man who can't "tough it out" on his own, and that seeking, or even needing, help is not "normal" male behavior.

This social stigma can keep men from seeking help... Men are supposed to be 'strong'.



Kent Graham

@KentWGraham

Follow

I don't understand how God can have Ten Commandments for the whole world, and my wife can have 152 just for our house.

4:03 AM - 21 Sep 2014

Gender Differences and Tobacco

While sex refers to the biological differences between men and women, gender refers to the array of socially constructed roles and relationship, personality traits, attitudes, behaviors, values, relative power and influence that society ascribes to the two sexes on a differential basis.

Both [sex and gender are relevant for tobacco control](#).

Gender differences are apparent right down to the way that men are affected by tobacco and influenced by tobacco messaging.

Men smoke more from habit or to enhance positive sensations.

Smoking is portrayed as a manly habit linked to happiness, fitness, wealth, power and sexual success, while in reality it brings premature death and sexual problems.

Ultimately as providers, we have to find a way to communicate that men do seek help for behavior change and adjust the description of therapy itself to make it more appealing to men.

This is one of the reasons that the Oklahoma Tobacco Helpline has coined the title "QuitCoach™" rather than counselor or therapist.

They can help men develop a *game plan* for quitting.

CME, Educational & Research Opportunities

News Stories

[F.D.A. Imposes Rules for E-Cigarettes in a Landmark Move](#) -- The FDA issued sweeping new rules that for the first time extend federal regulatory authority to e-cigarettes, banning their sale to anyone under 18 and requiring that adults under the age of 26 show a photo identification to buy them.

[Smoking during pregnancy associated with increased risk of schizophrenia in offspring](#) -- A study reports an association between smoking during pregnancy and increased risk for schizophrenia in children.

[Democrats' opposition leads to cigarette tax bill's defeat in Oklahoma House](#) -- A political squabble between Democrats and Republicans in the Legislature derailed a plan Wednesday to impose a \$1.50-per-pack cigarette tax to stabilize an ailing Medicaid system.

[Study Links Excess Pre-Pregnancy Weight, Smoking to Heavy Kids](#) -- British researchers say two key reasons explain why kids from disadvantaged families are more often overweight and obese than other children: mom smoking in pregnancy and being overweight before pregnancy.

[E-cigarette poisonings in kids skyrocket](#) -- The number of children under 6 poisoned by nicotine in e-cigarettes rose by nearly 1,500% between 2013 and 2015.

Eufaula's Only Hospital Closes: In the wake of a statewide healthcare budget crisis, another hospital closes its doors. The shutdown of Eufaula's only hospital will affect those who need emergency care. These signs along Highway 69 in Eufaula no longer point to the Epic Medical Center Hospital. On Tuesday morning, the hospital turned into an urgent care facility. The urgent care, offering X-rays, lab testing, and other basic services, will be open every day, but only from 7 until 7 [[NewsOn6](#)]. Rejecting federal funds to expand health coverage to the low-income uninsured is devastating Oklahoma's rural hospitals [[OK Policy](#)].

Free CME & Training Opportunities

[The Smoking Cessation Leadership Center \(SCLC\)](#) is excited to announce our latest webinar recordings, eligible for continuing education credit for physicians and allied health professionals*: *"Beyond The Basics: Pharmacotherapy for Smoking Cessation"*

This recordings, plus 15 others, are accessible from our website. Feel free to complete more than one course. Each online course is designated with **1.5 AMA PRA Category 1 Credits™**, with one exception. Follow instructions on this link to register: <http://smokingcessationleadership.ucsf.edu/Webinars/cme>

Remember...

Ultimately, the way to get men to seek help in quitting (or any behavior change) is to convince them that the things they need help with are "normal."

One expert recommends taking a cue from the erectile dysfunction drug industry.

With all the commercials out there, men see it as normal to seek help.

Until next week,

Oklahoma Strategic Tribal Alliance for Health (OSTAH)

Margie Burkhart

Cherokee Nation Healthy Nation



Oklahoma Hospital Association (OHA)

Jennifer W. Roysdon

Hospitals Helping Patients Quit



"There is no clinical treatment available today that can reduce illness, prevent death, and increase quality of life more than effective tobacco treatment interventions."

-Treating Tobacco Use and Dependence, US Public Health Service, US Dept. of Health and Human Services