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| **Reconstructing religious fatalism to acquire meaningful health messages for the voiceless** |
| **Background/Objectives**  Smokers in Indonesia are predominantly male, while women smokers are still considered culturally inappropriate. However, evidence suggests that this is changing, with tobacco consumption by women showing a steady increase of up to 15 fold in some regions of Indonesia within the last 12 years (2001-2013). Even though the number of women smokers remains relatively small at 6.7%, it continues to rise, and there are concerns that it is underreported. Women, both smokers and non-smokers, are likely to be vulnerable to Non-Communicable Diseases (NCDs) attributed to smoking. They also risk becoming single parents and primary breadwinners whenever their spouses are sick or die due to tobacco use. Many studies suggest the need to understand public health from women’s point of view to gain perspective based on their needs and preferences of the messages to counter their risky behaviour. This is the first study to explore women’s experience and their perception of health and smoking in the low-middle setting.  **Methods**  The study carried out a qualitative feminist ethnography through the semi-structured interview of a total of 39 women—19 smokers and 20 non-smokers aged 18 years old and above in Banda Aceh and Jakarta. The transcribed data were analysed through the social-constructionist lens and presented in narrative themes.  **Results**  The interviews were transcribed and analysed into two crucial themes of how women perceived smoking. First, ***self-resistance***, how women claimed to have an awareness of the hazards of smoking to health. At the same time, they believe economic outcomes, and illness or death-related to smoking are beyond their will and power. Second, ***contextual-resistance***, how stigmatised-related smoking may be counterproductive and reinforce women’s self-perception.  **Discussion**  Religious fatalism remains a problematic notion in carrying out better health messages. To develop meaningful counter smoking messaging that addresses the adverse effect of tobacco use, women must believe they have agency in their situation since they are a first concern for the health of their family, especially children. Thus, the ill perception of religious fatalism may reframe by depicting the high risk of smoking to their children as well as empowering this underrepresented voice to safeguard their loved one.  **Keywords**  women, interpretation, health intervention, anti-smoking messages, children |