



**A STUDY TO ASSESS THE EFFECTIVENESS OF AUDIO VISUAL DISPLAY
REGARDING ILL EFFECTS OF TOBACCO PRODUCTS ON THE
AWARENESS AND ATTITUDES OF ADOLESCENT BOYS TOWARDS
USING TOBACCO PRODUCTS IN SELECTED SCHOOLS AT INDORE M.P.**

Mr. Asif

(Ph.D. Scholar, Malwanchal University)

Introduction

Tobacco users have become more common and it is a leading cause of incurable disease. More than 5 million people are dying. The annual death will rise to 8 million by 2030. The fourth round of Global Youth Tobacco Survey revealed prevalence of tobacco use among boys was 9.6%. Many of the studies suggested education through media will help the adolescents to be aware of using tobacco products and its ill effects.

Tobacco is a risk factor for six out of eight leading causes of death in the world. More than 80% of deaths due to tobacco use occur in the developing countries, including India. Each year, 0.8–0.9 million Indians die due to tobacco-related diseases. India has the highest number of oral cancer cases in the world, and 90% of all oral cancers are related to tobacco use. Half of the total cancers among men and 20% of cancers in women are tobacco related. Overall prevalence of tobacco use among men was 57%, while among women it was 10.8%. 36.9% school-going youths (aged 13–15 years) in India had already initiated smoking before the age of 10, and 11.9% were other tobacco products. All these facts point towards an urgent need to plan effective interventions to curb the growing tobacco epidemic.

Tobacco use is a lifestyle issue and it forms part of socio-cultural milieu in many parts of the country. The research indicates that behavioral change at a mass level is dependent upon the beliefs and values shared by an individual and the community along with the level of awareness. It is also determined by an individual's attitude, combined with

subjective norms that form his/her behavior intention. Thus, to bring about an effective change, awareness as well as attitudinal and behavioral changes are required. Keeping in lieu with the above, an interventional study was carried out to assess the effect of anti-tobacco audiovisual spots on attitudinal change towards smoking and smokeless forms of tobacco use of adult subjects.

The main aim of the study is to determine whether the audio visual display makes any difference in the level of awareness and attitude of adolescent boys (smokers & non smokers) with regard to tobacco products and its use.

Research Methodology

The study was conducted in a Boys Higher Secondary School which is situated in Indore. The conceptual framework for the study was developed on the basis of Rosentochs and Becker "Health Belief Model". One group pre and post design was used to determine the effectiveness of audio visual material on adolescent boys. The sample consisted of 300 students selected by simple random sampling from the 10th, 11th and 12th standards.

The data from the adolescent boys were collected using knowledge questionnaire and attitude scale one day before the audio visual material display as pre test. Then audio visual material was displayed for 4 days. First day the researcher allowed the students to visit the audio visual material in class time. The researcher explained each audio visual material and encouraged the students to ask questions and clarified to them. Next day onwards students attended the exhibition during their free hours. The researcher confirmed that all selected samples visited the exhibition by maintained an attendance list. On the 5th day video teaching program was conducted on ill effects of using tobacco products. On the 6th day live experience of the people was shared to the students. Then on the 20th day, the questionnaires were administered to the 300 samples as post test.

Result

The study result showed that before intervention smoker and non smoker had poor knowledge (mean knowledge score percentage in non smokers 35.5 and smokers 28.0). Statistically there was significant difference between the knowledge mean score of non smokers and smokers before intervention ($t = 3.90$ at $df = 299$, $p = 0.05$). After intervention both the groups had good and average knowledge (mean score percentage

in non smokers 70.3 and smokers 69.5) .After intervention the difference observed in the mean score of non smokers and smokers was statistically significant. ($t = 3.86$ at $df = 299, p = 0.05$). Similarly before intervention both the groups had poor attitude (mean attitude score percentage in non smokers 30.3 and smokers 27.0). Statistically there was significant difference between the attitude mean score of non smokers and smokers before intervention ($t = 2.81$ at $df = 299, p = 0.05$).). After intervention both the groups had good and average level of attitude (mean attitude score percentage in non smokers 70.0 and smokers 67.5). The difference observed in the mean attitude score of non smokers and smokers was statistically non significant ($t = 1.67$ at $df = 299, p = 0.05$).

Conclusion

The study concludes that audio visual material display is a cost effective nursing intervention to enable the individuals to acquire knowledge on ill effects of using tobacco products and also to develop a favorable attitude towards quit to smoke and say 'no' to tobacco products.

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