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## **The role of media in reducing tobacco use: A cross sectional study on 18-40 age group people in Bhopal City**

**Dr. Amit Sharma, Dr. Manish Sen Kinra, Dr. Alpana Tiwari, Dr. Mangleshwar Dubey and Dr. Mandar Todkar**

### **Abstract**

Aim of the study is role of media in reducing tobacco use. Objective of the study is to assess the positive influence of media on tobacco cessation.

Introduction: The health consequences of tobacco use include heart disease, multiple types of cancer, pulmonary disease, adverse reproductive effects, and the exacerbation of chronic health conditions. Anti-tobacco mass media campaigns have also been shown to be effective at reducing smoking rates and increasing the perceived harm from smoking. These campaigns are much stronger when media communications are combined with other strategies of tobacco control, and are dampened by tobacco marketing activities. Methodology: A cross sectional study was conducted in Bhopal city, in age group of 15-40 years people. Participants were asked to answer 15 close ended questions to answer, sample size of the study was 100 participate, statistical analysis done by SPSS 23 version and statistical analysis done by chi-square test. Result: 59% of the study population had TV as their source of entertainment. 46% found information from TV and 46% from newspaper useful. 35% adapted the warnings shown through mass media. 50% knew the ill effects of tobacco. 46% had saw and read anti tobacco messages on TV and newspaper. Discussion: We found several distinct patterns in our investigation into mass media use and tobacco use among Indian adults. Within the constraints of our data analysis found that television is the most commonly used mass media among tobacco users in India

**Keywords:** reducing tobacco, media, Bhopal city

### **Introduction**

The role of mass media in promoting and reducing tobacco use in the United States is now well-documented. Mass media marketing of tobacco products through direct advertising, as well as through product placement in cultural and entertainment events, has been linked to increased tobacco use. For example, evidence from the United States indicates that higher exposure to smoking in entertainment programming leads to greater initiation among youth possibly through social modelling and by reducing resistance to counter-arguments<sup>[1]</sup>. At the same time, research has shown that mass media can be successful in discouraging all forms of tobacco use. Exposure to newspaper coverage of tobacco issues has been shown to be related to reduce smoking rates and higher levels of disapproval of smoking behaviours. Anti-tobacco mass media campaigns have also been shown to be effective at reducing smoking rates and increasing the perceived harm from smoking. These campaigns are much stronger when media communications are combined with other strategies of tobacco control, and are dampened by tobacco marketing activities. While much of the published work about tobacco use comes from developed countries, it is now widely agreed that a disproportionate burden resulting from tobacco use is likely to be borne by the developing world. The burden of chronic disease associated with tobacco use is attracting increasing attention in emerging economies such as India where an estimated 700,000–900,000 new cancer cases are diagnosed every year and approximately 250,000 of these cases are directly attributable to the use of tobacco each year<sup>[2]</sup>. India is the second largest tobacco consumer in the world and tobacco use is the leading cause of cancer of the oral cavity and lung and is a major contributing factor to tuberculosis mortality. Tobacco use is expected to claim nearly 1 million lives in India in 2010, and the total is expected to climb to 1.5 million lives annually by 2020 which will account for 13% of

all Indian deaths. Initial research in India has found that specific media content such as media advertising is associated with higher smoking rates, and exposure to cigarette brand names or actors smoking on television have been found to be related to increased youth smoking in India [3]. At the same time, anti-smoking messages delivered through the mass media have been shown to reduce smoking in India

**Aim**

To study the role of media in reducing tobacco use

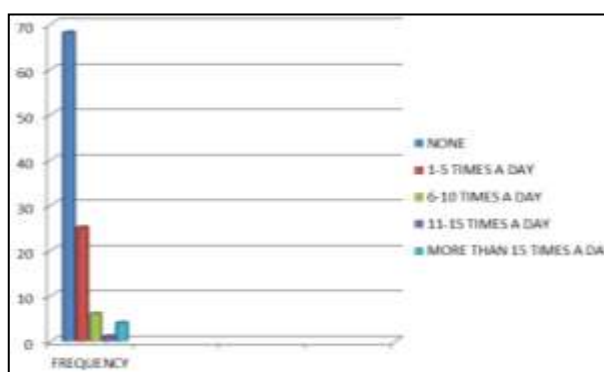
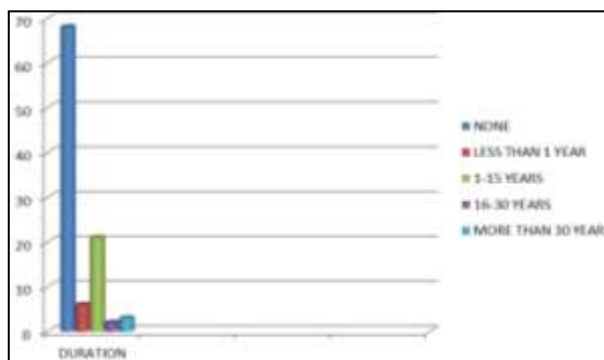
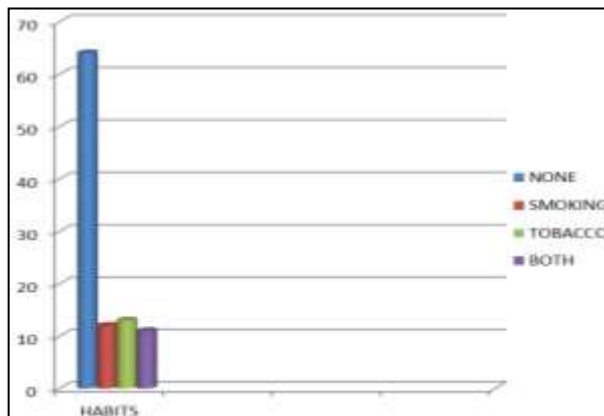
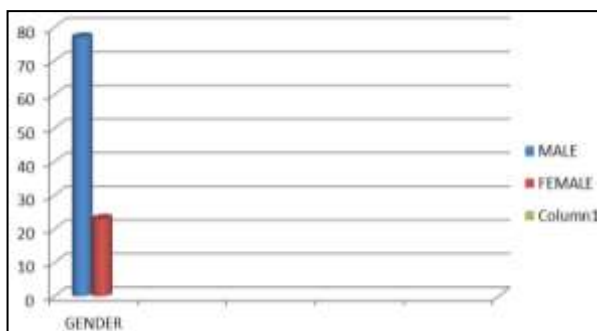
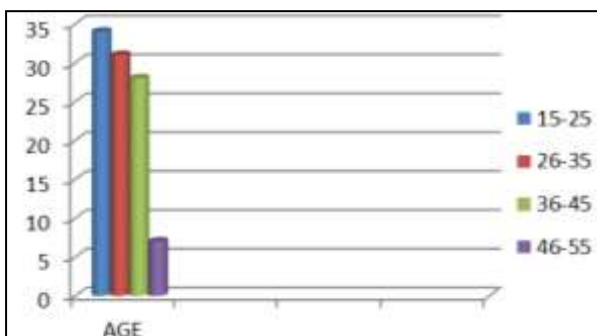
**Objectives**

To assess the positive influence of media on tobacco cessation

**Materials and Methods**

A cross-sectional survey was conducted to assess role of media in reducing tobacco use in Bhopal population. The minimum sample size calculated was 100. The study protocol was presented in front of Research approval committee and after making required changes the study was approved by the Research approval committee of People’s College of Dental Sciences & Research Centre. Then research got approval from Institutional Ethical Committee. It was assured that participants would not be individually identified in research reports, nor data from any single individual will be conducted as report results. Participants were informed about the aim and detailed information about the study and their individual consent is taken. A pre-designed questionnaire was used for collection of data. The questionnaire was prepared in English language. A copy of the questionnaire is enclosed in the annexures. Questionnaire consisted of two parts. First part included a provision for recording socio-demographic data of the participant. Second part consisted of a set of 15 closed-ended questions on role of media in reducing tobacco use. Questionnaire was investigator administered. A calibrate examiner was asked the question to the participants for the better response rate of the study. For the statistical analysis SPSS version 23 was used.

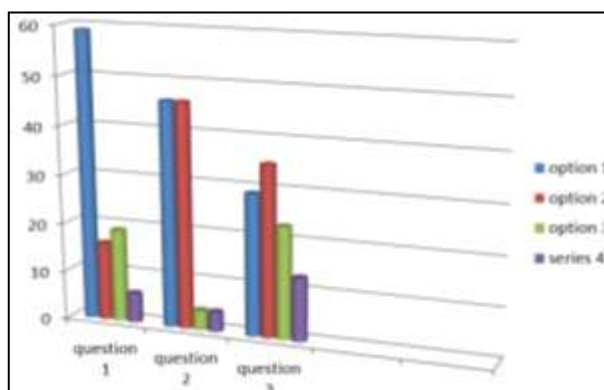
**Results**



1. What is your source of information and entertainment?  
 a) Television    b) newspaper    c) internet    d) film

2. The information’s given by television and newspapers were useful for you?  
 a) Always    b) sometimes    c) seldom    d) never

3. Do you adapt the warning shown in media in your daily life?  
 a) Always    b) sometimes    c) seldom    d) never



**4. How much u knows about the ill effects of tobacco?**

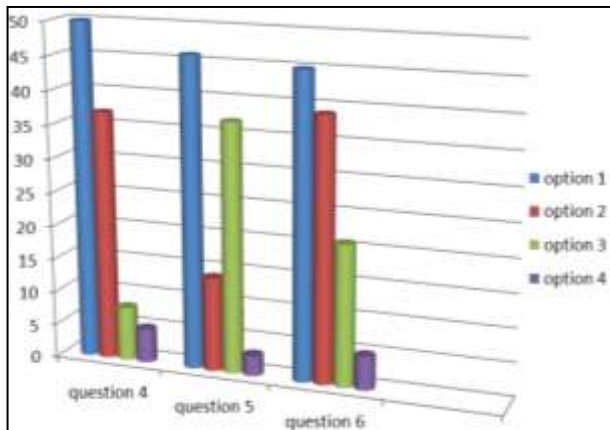
- a) All b) Very much c) few d) None

**5. Did u ever seen or heard any anti-tobacco message on television & newspaper?**

- a) Heard b) seen c) seen & heard d) not seen or heard

**6. How much you are aware of ill effects of tobacco from television and newspaper?**

- a) All b) very much c) few d) none



**7. Do you think the initiative taken by mass media in reducing tobacco use is effective?**

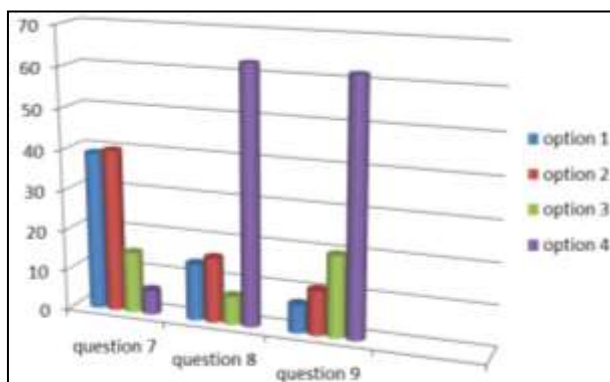
- a) Very much effective b) effective  
c) not effective d) no information

**8. Which form of tobacco you are using?**

- a) cigarette/bidi b) ghutkha  
c) both d) none

**9. Which ill effects of tobacco are u known about?**

- a) Teeth discolouration b) restricted mouth opening  
c) cancer d) all the above



**10. Name the chew gum used to withdraw tobacco use?**

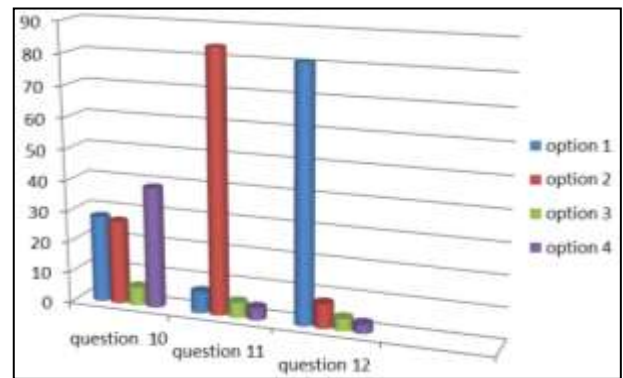
- a) bubblegum b) centre fresh c) orbit d) nicorette

**11 what is the warning given in films and advertisements?**

- a) chewing gum injurious to health  
b) smoking injuries to health  
c) stop drinking cold drink  
d) alcohol beneficial to health

**12 what was the major disease caused by tobacco?**

- a) Oral & lung cancers b) diabetes  
c) Allergy d) AIDS



**13. What is the major harmful substance in tobacco?**

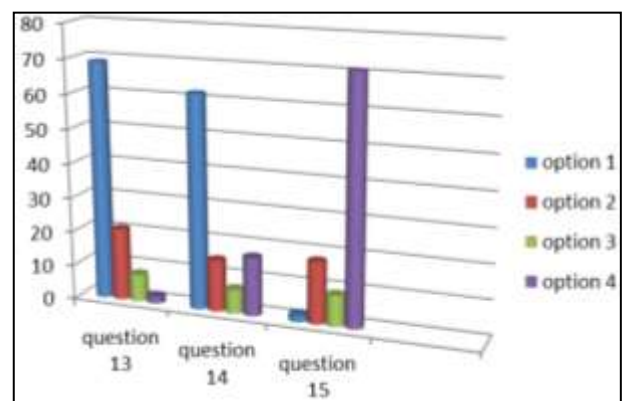
- a) Nicotine b) lime c) salt d) fennel

**14, Have you ever tried to leave tobacco habit after hearing or reading the warnings from television/newspaper?**

- a) Left b) tried many times c) tried once d) never tried

**15, will you try to consume tobacco in future?**

- a) Always b) sometimes c) may be d) never



59% of the study population had TV as their source of entertainment. 46% found information from TV and 46% from newspaper useful. 35% adapted the warnings shown through mass media. 50% knew the ill effects of tobacco. 46% had saw and read anti-tobacco messages on TV and newspaper. 45% came to know about ill effects of tobacco from TV and newspaper. 40% found initiative of mass media in reducing tobacco use very much effective. 64% didn't use any form of tobacco. 62% knew the ill effects of tobacco as restricted mouth opening. Only 39% knew that nicorette is the chewing gum eaten for tobacco with drawl. 84% knew that smoking is injurious to health. 81% knew that oral and lung cancer are caused by tobacco. 69% knew nicotine is the harmful substance in tobacco. 64% didn't use any form of tobacco. Out of remaining 36%, 13% tried many times to leave the habit, 7% tried once and 17% didn't try at all. 71% said that they will never try to consume tobacco in future.

**Discussion**

We found several distinct patterns in our investigation into mass media use and tobacco use among Indian adults. Within the constraints of our data analysis found that television is the most commonly used mass media among tobacco users in India, as in previous research reported that television is the most commonly used mass media among tobacco users [2]. There is awareness about ill effects of tobacco amongst Indian

adults. They know the diseases caused by its use. Through the results of our study it is clear that mass media has spread awareness amongst people. This is consistent with previous research [3]. But what is not known is how to overcome the habit of tobacco use. An issue worth speculating about is the literacy levels of the participants. While we do not have direct measures of literacy, it is highly likely that education or formal schooling is related to differential media use which in turn may influence the effects of mass media. It is also important to note that while our data were limited to four traditional media types, other mass media channels such as billboards, cell phones, and promotional items could also be important methods of communicating tobacco-related messages. Further studies should be carried out to assess the positive impact of mass media in reducing tobacco.

### **Recommendations**

1. Should give counselling's to the people mainly in teenagers for reducing the use of tobacco
2. Mass media should implement more advertisements, warning signs, pamphlets, counselling shows, talk shows for reducing tobacco use.
3. Government should ban tobacco products.
4. Promotional programs for reducing tobacco use should conduct in hospitals, schools, communities etc

### **Conclusion**

Present study can be conclude:

1. Television is the most commonly used mass media among tobacco users in India.
2. Television programming can provide demonstrations of behavioural skills not possible in written self-help material.
3. Behavioural change achieved with the aid of a television or radio program can be attributed to one's own efforts, because it does not involve seeking help from a professional or a face-to-face in clinic.
4. Mass media are a potentially cost-effective approach to reducing the smoking problem.

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