



Impact of Anti-Smoking Campaigns among Youth:- With Special reference to Pattambi Municipality

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Research Guide

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Abstract: *Smokers view their behaviour with bias. They attempt to rationalise their smoking despite being aware of the harm it is causing to society and their health because they believe it boosts their self-esteem and makes them feel good about themselves. Consequently, it is clear why anti-smoking messages fail to resonate with young people because of their optimism bias. The purpose of the study is to determine how successful youth anti-smoking initiatives are.*

Key Words: *Anti-Smoking Campaigns, Smokers, Nonsmokers*

1. INTRODUCTION:

A lot of diseases that affect people of all ages include tobacco as a key risk factor. According to WHO estimates, tobacco use kills around six million people annually. Almost 600,000 of those deaths are attributable to secondhand smoke exposure for nonsmokers, while five million are directly related to tobacco usage. Every six seconds, a tobacco user passes away.

Presently, over half of the world's population resides in countries that have implemented anti-smoking policies, including health advisories, media campaigns against tobacco use, cigarette taxes, and warning labels on packs of cigarettes. Tobacco products might include up to 4000 hazardous and poisonous ingredients. Nicotine is a substance that is extremely addicting and hazardous. When used, it can cause an increase in heart rate, blood pressure, and blood flow to the heart, as well as artery narrowing.

These days, anti-smoking campaigns are as prevalent as toothpaste or detergent commercials, yet for some reason, people are still not getting the facts straight. Billions of dollars are invested in print and television advertisements aimed at encouraging smokers to give up their habit, yet the effectiveness of these campaigns varies depending on the population they target. However, plenty of things and easy access to tobacco and its products are detrimental.

While research indicates that an additional 160 million smoker deaths worldwide could result from a lack of anti-smoking campaigns, a slowdown in social media advertising, or efforts by various government bodies and non-governmental organisations, we cannot ignore the fact that up until now, these efforts have directly benefited those who already use tobacco and are addicted. In 2002, the World Health Organisation and the Government of India established 13 tobacco cessation centres (TCCs) throughout the country; as of right now, there are 19. Thus, this paper represents a modest attempt to determine the impact of anti-smoking campaigns on smokers and non-smokers.



2. OBJECTIVES OF THE STUDY :

- To understand the smoking behavior among youth.
- To assess the effectiveness of anti-smoking campaigns on the behavior of smokers and non-smokers

3. RESEARCH METHODOLOGY :

Primary data has been collected from the youth in the Pattambi. A scheduled questionnaire is used to collect data from the respondents. From the total youth in the Pattambi 50 respondents were selected according to the convenience. Secondary Data regarding anti-smoking campaigns, smoking behavior, ill effects of smoking etc. was collected from websites, books, journals etc. Convenience sampling technique was used to select the samples among the population. Sample size of the study is 50 respondents. 50 samples were collected from the total population. Simple statistical tools such as tables, percentages, mean, and standard deviation are used to analyze the primary data.

4. RESULTS AND DISCUSSIONS :

TABLE 1 : CATEGORIZATION OF RESPONDENTS

Responses	Number of Respondents	Percentage
Smokers	21	34
Non Smokers	29	66
Total	50	100

(SOURCE: PRIMARY DATA)

INTERPRETATION: 34% of the respondents turned out to be smokers and 66% of the respondents are non-smokers.

TABLE 2: SMOKING STATUS OF RESPONDENTS

Type of Smoking	Number of Respondents	Percentage
Regular	10	20
Chain Smokers	8	8
Occasionally	3	6
Never	29	66
Total	50	100

(SOURCE: PRIMARY DATA)

INTERPRETATION: 66% of respondents are non-smokers and in the rest 34% , 20% are regular smokers followed by 8% chain smokers and 6% occasional smokers.

TABLE 3: NOTICEBLE ANTI-SMOKING CAMPAIGNS IN LAST 30 DAYS (NEWSPAPER, MAGAZINES, T.V, etc....)

RESPONSES	NO OF RESPONDENTS	PERCENTAGE
Yes	44	88
No	6	12
Total	50	100

(SOURCE; PRIMARY DATA)

INTERPRETATION 88% of respondents opined that they have noticed anti-smoking campaigns and 12% of respondents have not noticed any anti-smoking campaign in last 30 days.

TABLE 4: HAS ANTI-SMOKING CAMPAIGNS MOTIVATED RESPONDENTS TO QUIT SMOKING

RESPONSES	NO OF RESPONDENTS	PERCENTAGE
YES	9	43
NO	12	57
TOTAL	21	100

(SOURCE: PRIMARY DATA)

INTERPRETATION: 71% of the respondents are not motivated to quit smoking by anti-smoking campaigns and 29% of the respondents are motivated to quit smoking.



TABLE 5: ANTI-SMOKING CAMPAIGNS DEMONSTRATE SOUND AND HEALTHY PEOPLE WHO DO NOT SMOKE

smokers and nonsmokers	Mean	N	Std. Deviation
Smokers	3.0345	29	1.56941
Nonsmokers	4.1429	21	.65465
Total	3.5000	50	1.37396

Source: Primary data

The data reveals differing perceptions between smokers and nonsmokers regarding anti-smoking campaigns featuring healthy nonsmokers. Smokers rated these campaigns lower on average (mean = 3.0345) with greater variability (std. dev. = 1.56941), while nonsmokers rated them more positively (mean = 4.1429) with less variability (std. dev. = 0.65465). Overall, the combined perception across both groups falls in between (mean = 3.5000) with moderate variability (std. dev. = 1.37396).

TABLE 6: ANTI-SMOKING CAMPAIGNS DEMONSTRATE NONSMOKERS HAPPIER

smokers and nonsmokers	Mean	N	Std. Deviation
Smokers	2.8621	29	1.72635
Nonsmokers	4.4286	21	.59761
Total	3.5200	50	1.56805

Source: Primary data

The data indicates a disparity in the perceptions of smokers and nonsmokers regarding anti-smoking campaigns depicting nonsmokers as happier individuals. Smokers, on average, rated these campaigns lower (mean = 2.8621) with a higher degree of variability (std. dev. = 1.72635). In contrast, nonsmokers viewed the campaigns more positively (mean = 4.4286) with less variability (std. dev. = 0.59761). Overall, combining both groups, the mean perception stands at 3.5200 with moderate variability (std. dev. = 1.56805).

TABLE 7: ANTI-SMOKING CAMPAIGNS DEMONSTRATE NONSMOKERS ARE MORE SOCIAL IN NATURE

smokers and nonsmokers	Mean	N	Std. Deviation
Smokers	3.1379	29	1.52887
nonsmokers	4.0952	21	.62488
Total	3.5400	50	1.31258

Source: Primary data

The data suggests differing perceptions between smokers and nonsmokers regarding anti-smoking campaigns depicting nonsmokers as more socially inclined. Smokers, on average, rated these campaigns lower (mean = 3.1379) with a relatively higher variability (std. dev. = 1.52887). In contrast, nonsmokers viewed the campaigns more positively (mean = 4.0952) with less variability (std. dev. = 0.62488). When considering both groups together, the mean perception stands at 3.5400 with moderate variability (std. dev. = 1.31258).

TABLE NO.8: ANTI-SMOKING CAMPAIGNS DEVELOP ATTITUDE TOWARDS QUIT SMOKING

smokers and nonsmokers	Mean	N	Std. Deviation
Smokers	3.2069	29	1.49712
nonsmokers	4.5238	21	.51177



Total	3.7600	50	1.34862
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Source: Primary data

The data indicates a discrepancy in the attitudes towards anti-smoking campaigns aimed at promoting quitting smoking, between smokers and nonsmokers. Smokers, on average, rated these campaigns lower (mean = 3.2069) with a moderate level of variability (std. dev. = 1.49712). Conversely, nonsmokers viewed the campaigns more positively (mean = 4.5238) with less variability (std. dev. = 0.51177). When combining both groups, the mean perception stands at 3.7600 with a moderate level of variability (std. dev. = 1.34862).

TABLE 9: ANTI-SMOKING CAMPAIGNS LEAD TO DECREASE IN SMOKING PREVALENCE

smokers and nonsmokers	Mean	N	Std. Deviation
Smokers	3.6897	29	1.36548
nonsmokers	5.0000	21	.00000
Total	4.2400	50	1.22157

Source: Primary data

Smokers, on average, rated these campaigns moderately positively (mean = 3.6897) with a moderate level of variability (std. dev. = 1.36548). In stark contrast, nonsmokers perceived the campaigns extremely positively (mean = 5.0000) with no variability (std. dev. = 0.00000), indicating unanimous agreement among nonsmokers. When considering both groups, the combined mean perception is 4.2400 with a moderate level of variability (std. dev. = 1.22157). This suggests a general agreement across the sample that anti-smoking campaigns have a positive impact on decreasing smoking prevalence, albeit with differing levels of optimism between smokers and nonsmokers.

TABLE 10: ANTI-SMOKING CAMPAIGN LEAD TOWARDS IMPROVEMENT IN QUALITY OF LIFE

smokers and nonsmokers	Mean	N	Std. Deviation
Smokers	3.4828	29	1.59510
Nonsmokers	4.4762	21	.51177
Total	3.9000	50	1.34392

Source: Primary data

The data highlights varying perceptions between smokers and nonsmokers regarding whether anti-smoking campaigns lead to an improvement in the quality of life. Smokers, on average, rated these campaigns moderately positively (mean = 3.4828) with a moderate level of variability (std. dev. = 1.59510). Conversely, nonsmokers perceived the campaigns more positively (mean = 4.4762) with less variability (std. dev. = 0.51177). When considering both groups together, the combined mean perception is 3.9000 with a moderate level of variability (std. dev. = 1.34392). This suggests a general consensus across the sample that anti-smoking campaigns contribute to enhancing the quality of life, although nonsmokers tend to hold a more optimistic view compared to smokers.

TABLE NO 11: ANTI-SMOKING CAMPAIGNS TALK ABOUT ACUTE DISEASES DUE TO SMOKING

smokers and nonsmokers	Mean	N	Std. Deviation
Smokers	3.3448	29	1.47057
nonsmokers	4.8095	21	.40237
Total	3.9600	50	1.35466

Source: Primary data

The data indicates differing perceptions between smokers and nonsmokers regarding anti-smoking campaigns discussing acute diseases caused by smoking. Smokers, on average, rated these campaigns moderately positively (mean = 3.3448) with a moderate level of variability (std. dev. = 1.47057). In contrast, nonsmokers perceived the campaigns



more positively (mean = 4.8095) with less variability (std. dev. = 0.40237). When considering both groups together, the combined mean perception is 3.9600 with a moderate level of variability (std. dev. = 1.35466). This suggests a general agreement across the sample that such campaigns are effective in conveying the risks of acute diseases due to smoking, with nonsmokers expressing a more optimistic view compared to smokers.

5. FINDINGS :

Majority of the respondents are non-smokers. Majority of the respondents have noticed anti-smoking campaigns. Majority of the smokers are not motivated to quit even after observing anti-smoking campaigns. Majority of the respondents strongly agree that anti-smoking campaigns demonstrate sound and healthy people who do not smoke. Majority of the respondents strongly agree that anti-smoking campaign demonstrate non-smokers healthier. Majority of the respondents strongly agree that non-smokers are more social in nature. Majority of the respondents strongly agree that anti-smoking campaigns lead to decrease in smoking prevalence. Majority of the respondents strongly agree that anti-smoking campaigns increases self-protective behavior. Majority of the respondents strongly agree that anti-smoking campaigns create awareness against drug addiction. Majority of the respondents strongly agree that anti-smoking campaigns lead towards improvement in quality of life . Most of the respondents strongly agree that anti-smoking campaign talk about acute diseases due to smoking.

6. Conclusion :

Anti-smoking campaigns play a very important role. The researcher found that respondents have a positive attitude towards anti-smoking campaigns and even some of the respondents are motivated to quit their smoking behavior through antismoking campaigns. Anti-smoking campaigns demonstrate non-smokers as healthy, social, active, etc. this will motivate the smokers. Non-smokers are shown as they lead a healthy and prosperous life with a high living standard while smokers are demonstrated as unhealthy and as they suffer from lot of acute diseases. Anti-smoking campaigns falls in the category of social awareness to public about their current condition and what can happen in the future. These campaigns are observed by majority of people and smokers can cause an inner tension due as the ill effect of smoking is literally shown. Frequent contact with these campaigns can motivate youth to quit their smoking behavior. Hence, in general anti-smoking campaign is effective.

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