



EVALUATE THE EFFECTIVENESS OF INFORMATION, EDUCATION AND COMMUNICATION ON SUBSTANCE ABUSE AMONG STUDENTS

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ABSTRACT A study was conducted to determine the IEC on knowledge and attitude regarding substance abuse among students in a selected college, Salem. The pre-experimental (one group pre-test post-test) design were used for 55 students were selected from Sri Vidya Mandir Arts & Science College, Salem by using non probability convenient sampling technique. The mean pre-test knowledge score was 23.74.55 and in post-test it was 37.53.82 with a mean difference of 13.8. The mean pre-test score on attitude was 62.812.56 and in post-test it was 86.26.37 with a mean difference of 23.4. Hence the study concluded that IEC were effective in improving the knowledge and developing positive attitude regarding substance abuse among students.

KEYWORDS :IEC- Information, Education and Communication

INTRODUCTION:

The term substance can refer to any physical matter and abuse refers to maladaptive pattern of substance use that impairs health in a broad sense. Substance abuse has come to refer to the overindulgence in and dependence of a drug or other chemical leading to effects that are detrimental to the individual's physical and mental health, or the welfare of others. (Pham-Kanter, 2012)

According to the WHO, "substance abuse is persistent or sporadic drug use inconsistent with or unrelated to acceptable medical practice." The transition from adolescence to young adulthood is a crucial period in which experimentation with illicit drugs begins in many cases. (Indian J Community Med, 2008) The common substances of abuse amongst children and adolescents in India are tobacco, alcohol, cannabis, and opium; even intravenous use of drugs has also been reported. A new trend has emerged in drug and substance abuse with children now taking a cocktail of drugs through injection, and often sharing the same needle, which increases their vulnerability to HIV infection. (Hussain Y, 2010)

NEED FOR THE STUDY:

Substance abuse is a serious public health problem that affects almost every community and family in some way. Each year substance abuse results in around 40 million serious illnesses or injuries among people in the states. Teens who abuse drugs with needles increase their risk of blood borne diseases like HIV, AIDS and Hepatitis B and C. (Casapalmera, 2016) Nevertheless, experimentation with substances, particularly alcohol and tobacco, is progressively more common behavior among college students. There is causal relationship between alcohol consumption and more than 60 types of diseases and injury worldwide alcoholism's estimated to cause about 20% - 30% of esophageal cancer, liver cancer, and cirrhosis of liver, homicide, epilepsy and motor vehicle accidents. Worldwide 1.8 million deaths and 58.3 million daily attributed to the use of alcohol. (Petel, 2010)

Substance abuse by students in secondary schools and colleges is a serious problem. As it is gaining gradual popularity among college students, it would be vital to examine their knowledge towards substance abuse. Awareness program is an important strategy of all the programs to prevent and control substance abuse.

OBJECTIVES:

1. To assess the knowledge and attitude regarding substance abuse among students.
2. To determine the effectiveness of IEC on knowledge and attitude regarding substance abuse among students.
3. To find out the correlation between knowledge and attitude regarding substance abuse among students.
4. To find out the association between the pre-test level of knowledge and attitude regarding substance abuse among students and their selected demographic variables.

HYPHOTHESIS

H₁: There is a significant difference in the level of knowledge and attitude regarding substance abuse in students before and after IEC at $P \leq 0.05$ level.

H₂: There is a significant correlation between knowledge and attitude regarding substance abuse among students.

H₃: There is a significant association between the level of knowledge and attitude regarding substance abuse among students and their selected demographic variables at $P \leq 0.05$ level.

METHODOLOGY

Research Approach: An pre-experimental research design with one group pretest post test design was adopted.

Population & setting: Students who are all studying in Sri Vidhya Mandir Arts & science college, Neikkarapatti, Salem.

Sample and Sampling techniques: 55 students was selected using non probability convenient sampling techniques.

CRITERIA FOR SELECTION

Inclusion Criteria:

- Students,
1. who can able to read and write in tamil.
 2. who are present on the day of data collection.

Exclusion Criteria:

1. Who are not willing to participate in the study.
2. Who are sick at the day of data collection time.

RESEARCH TOOL

Section-I: Demographic data

Section-II: Structured questionnaire to assess the knowledge.

Section-III: Five point Likert scale of attitude.

SCORE INTERPRETATION:

Knowledge:

A structured close ended questionnaire consists of 48 items where each correct answer was scored as 1 and wrong answer scored as 0.

0-16 - Inadequate knowledge

17-32- Moderate adequate knowledge

33-48- Adequate knowledge

Attitude:

A Five point Likert scale of attitude consist of 20 statements (10 positive and 10 negative statements). Reverse scoring will be done for negative statements.

0-50 -Undesirable attitude

51-100-Desirable attitude

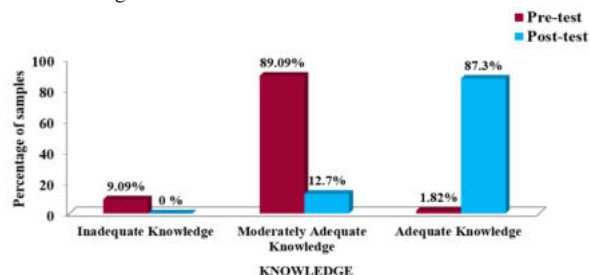
RELIABILITY OF THE TOOL:

The reliability of the tool was assessed by split half method and ' r ' value was 0.92 for knowledge and 0.94 for attitude.

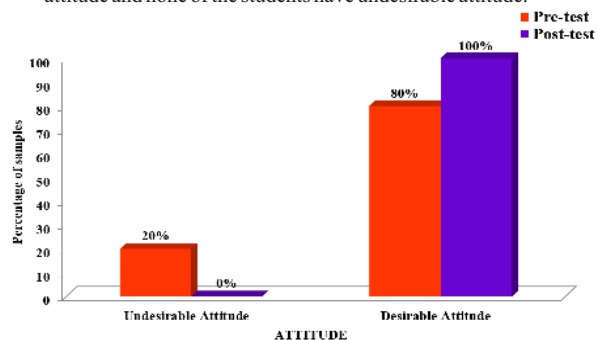
FINDING OF THE STUDY

- Majority of the students 39(70.9%) age group was 17-20 years.
- Majority of the students, 41(74.55%) has no history of substance abuse in the family.
- Among 55 students 28(50.9%) are having previous knowledge regarding substance abuse.

- In pre-test 49(89.09%) students have moderately adequate knowledge, 5(9.09%) students have inadequate knowledge and only 1(1.89%) sample has adequate knowledge regarding substance abuse. Whereas in post-test, 48(87.3%) students have adequate knowledge, 7(12.7%) students have moderately adequate knowledge and none of the students have inadequate knowledge.



- In the pre-test 44 (80%) students have desirable attitude and 11(20%) students have undesirable attitude regarding substance abuse. Whereas in post-test, all 55(100%) students have desirable attitude and none of the students have undesirable attitude.



- There was a mild positive correlation between the pre test and post-test score on knowledge and attitude regarding substance abuse among students. Hence the formulated hypothesis H₂ is retained at P ≤ 0.05 level.
- There is a significant association found between the knowledge regarding substance abuse among students and the occupation of mother and there is a significant association found between the attitude regarding substance abuse among students and the place of living. Hence hypothesis H₃ is retained for the above mentioned demographic variable at P ≤ 0.05 level.

CONCLUSION:

This study concludes that IEC is effective in increasing the knowledge and attitude regarding substance abuse among students.

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