“ILLICIT USE OF TOBACCO” - A STREET PLAY TO SPREAD ANTITOBACCO AWARENESS AMONG THE GENERAL PUBLIC ATTENDING TAGORE DENTAL AND MEDICAL COLLEGE & HOSPITALS, CHENNAI

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ABSTRACT

Tobacco is the foremost preventable cause of death and disease in the world today, killing half of the people who use it. In the South-East Asia Region (SEAR), smoking prevalence ranges from 29.8% to 63.1% among men and 0.4% to 15% among women. The practice of tobacco needs attention. World No Tobacco Day is the event dedicated to call attention towards the impact of tobacco use on public health and reduce individual tobacco dependence. The day is further intended to draw attention to the widespread prevalence of tobacco use and to negative health effects. This study was conducted to create and spread anti-tobacco awareness among the general public who are the victims of using tobacco products. Mainly, the awareness is created by stressing the ill effects and illicit use of any form of tobacco through street play conducted daily for a week in the hospital premises. The pre-intervention assessment revealed poor knowledge scores on various aspect of harmful effects of tobacco, which significantly improved after intervention. As a result, the street play in local language and pictorial posters proved to be an effective health educational tool amongst illiterates and repeated use, before the transition season, for maximum impact.

KEYWORDS: Street Play, Anti-Tobacco Awareness, World No Tobacco Day