

عنوان مقاله:

Awareness and Attitude Towards Tobacco Products and Tobacco Industry and Perception about Government's Role in Tobacco Control among the Adult Rural Population : A Cross-sectional Study in the Indian State of Bihar

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خلاصه مقاله:

Background : Attitudes and impressions toward the tobacco industry and tobacco products among the general public are important determinants for curbing the menace of the tobacco epidemic. Accordingly, this study aimed to assess the knowledge and perceptions about the tobacco industry and tobacco products and analyze attitudes towards social denormalization (SD) of tobacco use and tobacco industry denormalization (TID) among the rural population of Bihar, India. Methods: This community-based cross-sectional survey was conducted on ۴۲۱ adults aged ۱۸ to ۶۵ years who were selected using multistage systematic random sampling in a rural area of Bihar State in India from January to March ۲۰۲۲. Results were presented as proportions and the factors associated with support for TID and SD were identified using the chi-square test and binary logistic regression. Findings: Out of ۴۲۱ participants, ۳۴۲ (۸۱.۲%) did not consider smokeless tobacco to be very dangerous. Nearly half (۱۹۲, ۴۵.۶%) of the individuals believed that tobacco companies never tell the truth about the ill effects of tobacco use on health. Maximum, ۳۴۵ (۸۹.۵%) also believed that the tobacco industry is responsible for adverse health effects of tobacco use and that the government should sue them. The prevalence of favorable attitudes toward TID and SD was found to be ۵۵.۱% [۹۵% CI: ۵۰.۳% - ۵۹.۸%] and ۳۸.۲% [۹۵% CI: ۳۳.۷% - ۴۲.۹%], respectively. Conclusion : One out of every two and one out of every three individuals showed favorable attitudes toward TID and SD, respectively. There is a need to inform and educate the public on the ill effects of tobacco and the deceptive strategies used by the tobacco industry to help them choose health over tobacco.

کلمات کلیدی:

Health attitude, tobacco industry, smokeless tobacco, tobacco use, Government

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