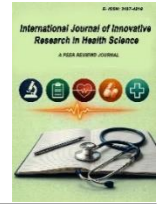


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A Study to assess the effectiveness of Health Awareness Programme on knowledge and prevention of alcohol addiction among College Students at Selected Colleges in Krishnagiri District.

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Abstract: **Introduction:** Alcohol addiction, or Alcohol Use Disorder (AUD), is a significant public health concern affecting physical health, mental well-being, and academic performance, particularly among college students. **Aim:** This study aimed to evaluate the effectiveness of a health awareness programme on knowledge and prevention of alcohol addiction among college students in selected colleges of Krishnagiri district. **Methodology:** A quantitative research approach with a pre-experimental one group pre-test and post-test design was adopted. The study sample consisted of 60 college students selected through simple random sampling based on predefined inclusion criteria. **Result:** The findings revealed a significant improvement in the level of knowledge and prevention of alcohol addiction among college students after the intervention. The paired t-test indicated a statistically significant difference between pre-test and post-test scores. **Conclusion:** The study concluded that the health awareness programme was effective in enhancing knowledge and promoting preventive behaviors regarding alcohol addiction among college students, highlighting the need for implementing similar educational interventions at a larger scale.

Keywords: Alcohol addiction, Public health, awareness programme.

INTRODUCTION.

Alcohol dependence (Alcohol Use Disorder) is a long-term disorder where one is unable to control alcohol intake despite the damaging effects. It is a cause of genetic, psychological, environmental, and social factors such as stress, peer pressure and easy access of alcohol. WHO further says that alcohol is an addictive psychoactive drug that is generally deep-rooted in the societal environment, which tends to conceal its adverse effects. It leads to an annual death rate of approximately 2.6 million worldwide and also impacts a great deal of disease burden, particularly in young adults.

Alcohol has negative effects on various body systems, especially the liver, brain and the heart, and its use is linked to several psychological disorders, including depression, anxiety, etc. In college students, it affects the cognitive functioning, academic performance, attendance, and behavior. This age group is made particularly susceptible by developmental changes, influence by peers and alcohol advertising.

The urgency of the study is demonstrated by increased alcohol-related harm in the world and at national levels. Approximately 400 million individuals had alcohol use disorders in 2019. Alcohol consumption among adolescents and high drinking rates with increasing trends are contributing to high alcohol-related deaths in India.

High prevalence also occurs in regional studies in Tamil Nadu. These data indicate that the awareness and intervention programs among college students have to be more specific and focused in order to avoid alcohol addiction and its outcomes. Accordingly, the research proposes the implementation of a structured health awareness program specifically designed for college students.

AIM OF THE STUDY

The study aimed to evaluate the effectiveness of Health Awareness Programme on knowledge and prevention of alcohol addiction among College Students.

METHODOLOGY

The current research involved a quantitative research method that used a pre-experimental one group pre-test and post-test design to determine the efficiency of a health awareness programme in terms of knowledge and prevention of alcohol addiction in college students. The independent variable was the health awareness programme and the dependent variable was the amount of knowledge, and alcohol addiction prevention. A cross-sectional survey was initiated among college students (60 students selected on simple random sampling basis) of the chosen colleges in Krishnagiri district. The inclusion criteria were students who were willing to take part and knew Tamil or English but the students who were not willing or were burdened by such other programmes were not included. It included the demographic variables and structured questionnaire, scoring either adequate, moderate or inadequate.

Data collection was preceded by the ethical approval and the informed consent. The process was to perform a pre-test, the health awareness programme, and finally a post-test by use of the same tool. Analysis of data was done by descriptive statistics like frequency, percentage, mean and standard deviation and inferential statistics like paired and independent t-tests to determine the effectiveness, and chi-square tests to establish relationships with demographic variables.

RESULT

Among the 60 participants, most (38.3%) were aged 19–21 years, followed by 17–18 years (28.3%), 22–24 years (23.3%), and ≥ 25 years (10.0%). Females (51.7%) slightly outnumbered males (48.3%). The majority were Hindu (70.0%), with Christians (16.7%), Muslims (8.3%), and others (5.0%) in smaller proportions. Most belonged to nuclear families (61.7%), followed by joint (28.3%) and extended (10.0%). Income distribution showed 28.3% earning Rs 10,001–15,000, 25.0% each in Rs 15,001–20,000 and \geq Rs 20,001, and 21.7% \leq Rs 10,000. Most (73.3%) reported no alcoholics in the family. (Table 1)

Table 2 shows that in the pre-test, the majority of students had inadequate knowledge (58.3%), while 41.7% had moderate knowledge and none demonstrated adequate knowledge. In the post-test, no students remained in the inadequate category, with 46.7% having moderate knowledge and a majority (53.3%) achieving adequate knowledge, indicating a clear improvement in knowledge levels. (Table 2)

Table 3 indicates that the mean knowledge score increased from 14.38 (SD = 4.40) in the pre-test to 22.95 (SD = 5.04) in the post-test, with a mean difference of 8.57. The calculated t-value of 15.13 and p-value < 0.001 show that the improvement is statistically highly significant, confirming the effectiveness of the intervention.

DISCUSSION

The findings demonstrate a marked improvement in knowledge regarding prevention of alcohol addiction among college students following the intervention. The pre-test results indicated generally low knowledge levels, which significantly increased in the post-test, as reflected by the rise in mean scores (from 14.38 to 22.95) and the substantial mean difference (8.57). The high t-value (15.13) and statistically significant p-value (< 0.001) confirm that the observed improvement was not due to chance. These results suggest that the educational intervention was effective in enhancing students' knowledge and awareness about alcohol addiction prevention, supporting its use in similar settings.

CONCLUSION

The study concludes that the educational intervention was effective in significantly improving the knowledge of college students regarding the prevention of alcohol addiction. The marked increase in post-test scores and the statistically significant results indicate that the intervention successfully enhanced awareness and understanding, highlighting its usefulness for promoting preventive education among students.

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Table 1: Distribution of college students according to their selected demographic variables.

Demographic Variable	Category	Frequency	Percentage
Age of Students	17–18	17	28.3%
	19–21	23	38.3%
	22–24	14	23.3%
	25+	6	10.0%
Gender	Male	29	48.3%
	Female	31	51.7%
Religion	Hindu	42	70.0%
	Christian	10	16.7%
	Muslim	5	8.3%
	Others	3	5.0%
Type of Family	Nuclear	37	61.7%
	Joint	17	28.3%
	Extended	6	10.0%
Family Monthly Income	≤10,000	13	21.7%
	10,001–15,000	17	28.3%
	15,001–20,000	15	25.0%
	≥20,001	15	25.0%
Alcoholics in Family	Yes	16	26.7%
	No	44	73.3%
Dietary Pattern	Vegetarian	19	31.7%
	Non-vegetarian	22	36.7%
	Mixed	19	31.7%
Prior Knowledge	Yes	34	56.7%
	No	26	43.3%

Table 2: Pretest and post-test level of knowledge among college students.

Level of Knowledge	Pre-test Frequency	Pre-test %	Post-test Frequency	Post-test %
Inadequate	35	58.3%	0	0.0%
Moderate	25	41.7%	28	46.7%
Adequate	0	0.0%	32	53.3%

Table 3: Comparison of mean, standard deviation of knowledge and prevention of alcohol addiction among College Students.

Test	Mean	SD	Mean Difference	t-value	p-value
Pre-test	14.38	4.40	8.57	15.13	<0.001
Post-test	22.95	5.04			

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