

Can a short film make a difference in attitude towards tobacco cessation feedback from medical fraternity

¹Dr. Sandeep Narwane, Professor, Department of Pharmacology, Dr. Balasaheb Vikhe Patil Rural Medical College, PIMS(DU), Loni.

²Dr. Sangita Vikhe, Nursing Superintendent, Vitthalrao Vikhe Patil Pravara Rural Hospital, Loni.

³Dr. Rahul Kunkulol, Professor & Head, Department of Pharmacology, Dr. Balasaheb Vikhe Patil Rural Medical College, PIMS(DU), Loni.

Corresponding Author: Dr. Sandeep Narwane, Professor, Department of Pharmacology, Dr. Balasaheb Vikhe Patil Rural Medical College, PIMS (DU), Loni.

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Abstract

Introduction: The study was aimed to find out feedback of short film by healthcare providers and students of medical background with respect to tobacco cessation awareness.

Material & Methods: The present study was an Observational cross-sectional study conducted at Dr. Bala Saheb Vikhe Patil Rural Medical College, Loni. The staff and students of Pravara Institute of Medical Sciences attending the Appraisal program of short film Rajput Achi Bidi were included in the study. A short film titled “Rajput Achi Bidi” was displayed and feedback was taken by sharing a questionnaire in the form of google form link.

Results: 488 participants attended the program, of which most of the participants were nursing staff (288, 59%)

followed by PIMS students (182, 37.3%) and faculty (18, 3.7%). Most of the participants (345, 70.7%) opined that the film included awareness regarding women smoking, difficulties in quitting tobacco, role of professional help and nicotine replacement therapy in quitting tobacco.

They also opined that the film was focused on smokers and oral tobacco users (453, 92.6%) and it can target villagers, medical students as well as patients and their families (394,80.7%). Out of 5, the story of the film, star cast, overall film was rated 4.77, 4.74 and 4.74, respectively. Dr.Mohan Aghashe (53.7%) was the most liked actor in the film.

Conclusion: A meticulously written and picturized short film may create awareness and change the attitude of people towards tobacco cessation.

Introduction

Over 80 lakh deaths worldwide are attributed to tobacco use.(1)The prevalence of tobacco use in India is 8.5%.(2)The smokeless tobacco use starts as early as 9.9 years of age, while it is 11.5 years for smoked tobacco. Despite of awareness of harmful effects of tobacco, students are reported to consume tobacco.(3,4)Owing to high vulnerability and risk taking behavior, it is essential to target this group.(5)Short films for awareness has been found effective in subjects having cervical cancer(6) and tuberculosis.(7)In a study by Greer, educational video imparting awareness concerning harmful effects of smokeless tobacco was an effective tool for awareness. Studies using a short film dedicated for the purpose of creating tobacco awareness among students were rare in literature.(8)

In the present study feedback of short film titled “Rajput Achi Bidi” an educational tool by staff and students of Pravara Institute of Medical Sciences.

Objective

To study the feedback of educational short film “Rajput Achi Bidi” as a tool for tobacco cessation awareness programs.

Material and Methods

The present study was an Observational cross-sectional study conducted at Dr. Balasaheb Vikhe Patil Rural Medical College, Loni. The study was initiated after Institutional Ethical Approval. The staff and students of Pravara Institute of Medical Sciences attending the

Appraisal program of short film Rajput Achi Bidi were included in the study.

The short film is a 23-minute Marathi film with English subtitles, produced by Rainbow Arts Entertainment, Mumbai. It is certified as Universal by Central board of film certification, Government of India. The film is produced and written by Dr. Shekhar Kulkarni. The film revolves around the tobacco habits of children of the king and his council members. The harms of tobacco, habit formation, difficulty of deaddiction, irrespective of gender, have been discussed along with solution findings in a humorous way. The doctor in the council gives a proper guidance with respect to need for changes in behavior and attitude of parents, awareness among health care workers for tobacco free society.

The Appraisal program for short film “Rajput Achi Bidi” was conducted on 1st December 2022. All the participants who watched the short film were given a link for google form containing feedback questionnaire. The questionnaire consisted of questions asking about message conveyed, subpopulation discussed, target audience if the film is dubbed in regional languages. It also consisted of questions to rate the story, star cast, film and best actor of the film. The last question was regarding ability of the film to sensitize target population for professional help and NRT.

Results

488 participants attended the program, of which most of the participants were Nursing staff (288, 59%) followed by PIMS students (182, 37.3%) and faculty (18, 3.7%).

Table 1: What message did you get from the film?

Response	No. of Participants	Percent
Nicotine replacement therapy can help in managing cravings and withdrawal	80	16.4
Smoking tobacco is not limited to men, women smoke too	5	1.0
Tobacco users should seek professional help from trained healthcare professionals to better their	48	9.8

chances of quitting successfully		
When quitting tobacco, nicotine cravings and withdrawals can make quitting difficult and cause relapse	10	2.0
All of the above	345	70.7
Grand Total	488	100.0

Most of the participants (345, 70.7%) felt that the film gave message that women also smoke tobacco, quitting tobacco is difficult due to craving and withdrawal,

professional help increases chances of quitting, and Nicotine replacement therapy can help in cravings and withdrawal.

Table 2: Which user sub population does the film discuss?

Response	No. of Participants	Percent
Alcoholics	12	2.5
Drug addicts	20	4.1
Smokers and Oral tobacco users	453	92.8
Weed smokers	3	0.6
Grand Total	488	100.0

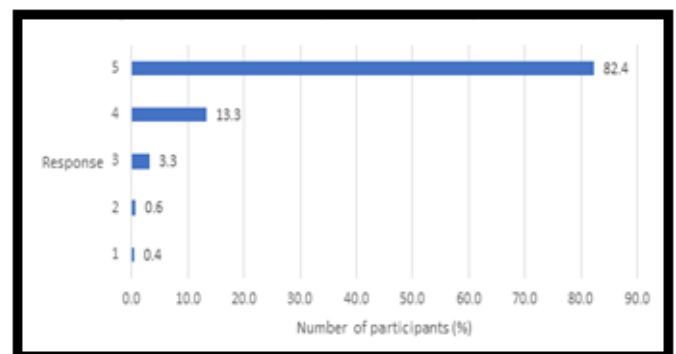
Most of the participants opined that the subpopulation discussed in the film was Smokers & Oral tobacco users (453, 92.8%).

Table 3: Who can be the target audiences for such a film if dubbed in regional languages as well as in Hindi, along with subtitles in English?

Response	No. of Participants	Percent
Lay persons in villages through roadshow, along with supplying clear instructions on location of cessation clinics	22	4.5
Medical students, to complement their medical curriculum and practical training	35	7.2
Patients and their families in clinics where they can be shown this film in the waiting room and/or before consultation	37	7.6
All of the above	394	80.7
Grand Total	488	100.0

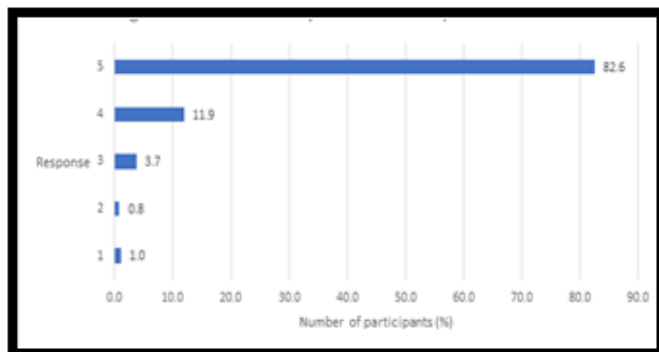
According to majority of participants (394, 80.7%), the film can be targeted to lay persons in villages through road shows, medical students, patients and their families in clinics.

Graph 1: How would you rate the story of the film?



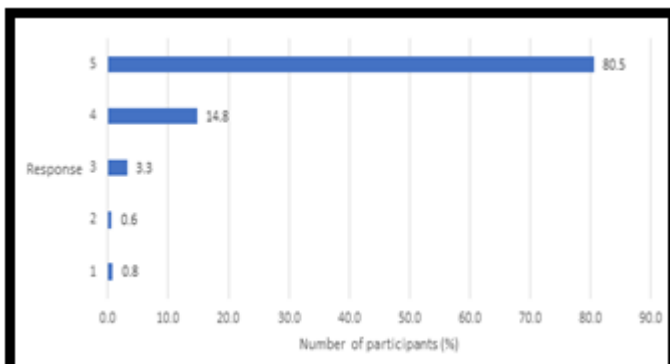
Participants gave an average of 4.77 rating for the Story of the film.

Graph 2: How would you rate the complete star cast?



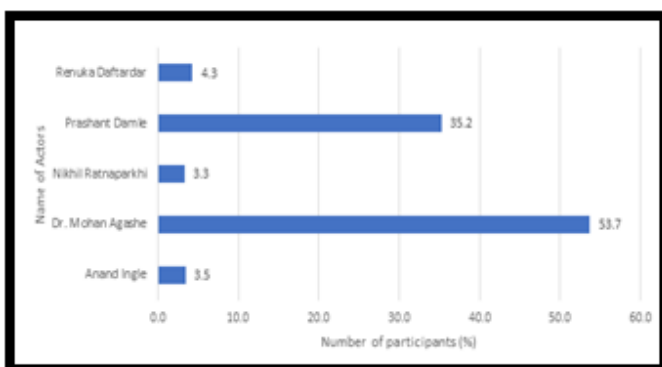
Participants gave an average rating of 4.74 for the complete star cast.

Graph 3: How would you rate the film?



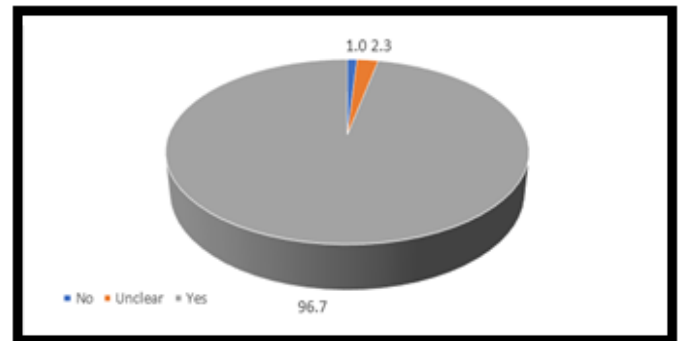
Participants gave an average rating of 4.74 for the film overall.

Graph 4: Which is the best actor in the film?



Dr. Mohan Aga she was the most liked actor in the film followed by Mr. Prashant Damle.

Graph 5: Would this film help in sensitization for professional help and nicotine replacement therapy in tobacco cessation program?



Most of the participants felt that the film would be helpful in sensitization for professional help and Nicotine replacement therapy in Tobacco Cessation Program.

Discussion

In a metanalysis done by Nethanetal, the quit rate of smokeless tobacco varies from 9-51.5 % at six months with the help of behavioral interventions. Appropriate sensitization/ training of medical professionals along with school-based prevention & cessation programs should be encouraged.(10) Stead etal found that Nicotine replacement therapy increase the quit rate 50 – 70 percent. (11) Motion pictures is an established, convenient as well as effective medium for providing medical information.(12)Movies depicting smoking have a detrimental effect on use of tobacco(13). On the other hand, exposure to movies with anti-tobacco content has substantial and long term effect on attitudes towards tobacco use. (14)Educational short films can impart awareness in tobacco control programs conducted for school going students. (9)

The short film “Rajput Achi Bidi” attempts to change the attitude and educate viewers about the knows and how of tobacco cessation. In the present study the study

participants were medical faculty, Nursing faculty and Students of PIMS.

The film was able to make the participants aware of facts like women smoke tobacco, quitting tobacco is difficult due to craving and withdrawal, professional help increases chances of quitting, and Nicotine replacement therapy can help in cravings and withdrawal.

The participants could identify that the film was focused on both Smokers & Oral tobacco users and opined that film can be targeted to lay persons in villages through road shows, medical students, patients and their families in clinics.

To summarize, the film covered most of the essential facts in a manner that could percolate the society at large.

Out of 5, the story of the film, star cast, overall film was rated 4.77, 4.74 and 4.74, respectively. Veteran actor, Dr. Mohan Aghashe (53.7%) was the most liked actor in the film. The film being picturized professionally with casting of experienced actors along with humorous storyline made a desired impact on the participant.

Parambil NA reported that an educational short film when meticulously written and shot can effectively impart awareness among school going students.(9)

The findings of our study support the that of Parambil NA.

Most of the participants felt that the film would be helpful in sensitization for professional help and Nicotine replacement therapy in Tobacco Cessation Program.

Thus, the film could be used as a part of looped videos in hospitals for patients and their relatives, as a YouTube link for the population at large as well as the Healthcare workers.

Conclusion

A meticulously written and picturized short film may create awareness and change the attitude of people towards tobacco cessation.

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