

**“A STUDY TO ASSESS THE KNOWLEDGE REGARDING ADVERSE EFFECT OF  
GUTKHA CONSUMPTION AMONG COLLEGE STUDENTS IN SELECTED COLLEGES  
OF MANGALURU”**

Sharon Ashok<sup>1</sup>, Shilpa Santhosh<sup>1</sup>, Shoji Mol S.<sup>1</sup>, Shynu Koshy<sup>1</sup>, Siji U.<sup>1</sup>, Sneha Baby<sup>1</sup>, Savitha Naik\*<sup>2</sup> and  
Leena K. C.<sup>3</sup>

<sup>1</sup>Nursing Students, Yenepoya Nursing College, Mangaluru, India.

<sup>2</sup>Assistant Professor, Department of Community Health Nursing, Yenepoya Nursing College, Mangaluru, India.

<sup>3</sup>HOD, Department of Community Health Nursing, Yenepoya Nursing College, Mangaluru, India.

**\*Corresponding Author: Savitha Naik**

Assistant Professor, Department of Community Health Nursing, Yenepoya Nursing College, Mangaluru, India.

Article Received on 01/09/2018

Article Revised on 22/09/2018

Article Accepted on 12/10/2018

**ABSTRACT**

**Introduction:** A recent research has found that the deaths occurring due to tobacco and its products use increasing in our country. Gutkha can be defined as a devil in disguise mouth fresheners, this betel nuts and tobacco preparation is designed to release a chemical reaction that makes it an addictive preposition. However, most consumers believe that the seasonings do not make it as a harmful product. The only way to stop the consumption is by educating the masses. Also one must understand that it needs equal persuasion, guidance's and support to help someone quit from this habit. It is not only the numbers that is disturbing, but also the fact that most Gutkha users are unaware of the fact that it us an addictive and harmful habit. **Objectives:** The study was carried out to determine the knowledge scores regarding the adverse effect of Gutkha consumption among college students and to find the association between the adverse effect of Gutkha consumption with demographic variables. **Materials and method:** A descriptive survey approach was used in the study, non probability purposive sampling technique was used for selecting the samples. 100 college students from selected colleges in Mangaluru were selected as the samples for the study. Data collected from the samples were analyzed by descriptive and inferential statistics. **Result:** The study result showed that majority (29%) of the subjects are having poor knowledge and only (20%) of the subjects are having excellent knowledge regarding adverse effect of Gutkha consumption. There is no significant association between knowledge score and baseline characteristics in terms of age, gender, educational status, place of stay, residence, type of family, socio economic status and source of information regarding Gutkha. Hence research hypothesis is rejected. **Conclusion:** The study concluded that 29% of the students are having poor knowledge and only 20% of the subjects are with excellent knowledge. Hence it can be inferred that H<sub>1</sub> is saying that there is a significant association between knowledge scores and selected demographic variables.

**KEYWORDS:** Knowledge, Adverse effect, Gutkha, Consumption.

**INTRODUCTION**

**“Replacing the Gutkha on your face with a smile today will replace illness in your life with happiness tomorrow. Quit now”**

Today tobacco and its products are the leading to cause of death in the world. It has been estimated that tobacco use will result in the death of one billion people worldwide in this century, and while a large majority will be due to use of cigarettes, use of tobacco in other forms also contributes to the projected outcome. The use of smokeless tobacco is growing in popularity due to unsupported perception of safety; indoor smoking bans, ability to conceal use, increased acceptance, and reported positive physiological effects such as relaxation,

increased concentration, heightened alertness, and diminished hunger.<sup>[1]</sup>

Gutkha and pan masala products were advertised marketed aggressively in South East Asia during the last three decades, as a substitute for betel quid. Although gutkha is sweetened flavored mixture of areca nut, catechu, slaked lime, condiments and powdered tobacco. The sample mixture excluding tobacco in pan masala. Their usage causes oral sub mucous fibrosis Leucoplakia, erythroplakia and other debilitating conditions named as “Gutkha syndrome” by Chaturvedi.<sup>[2]</sup>

A recent research has found that the deaths occurring due to tobacco and its products uses increasing in our country. Gutkha can be defined as a devil in disguise mouth fresheners, this betel nuts and tobacco preparation is designed to release a chemical reaction that makes it an addictive preposition. However, most consumers believe that the seasonings do not make it as a harmful product.

The only way to stop the consumption is by educating the masses. Also one must understand that it needs equal persuasion, guidance and support to help someone quit from this habit. It is not only the numbers that is disturbing, but also the fact that most Gutkha users are unaware of the fact that it us an addictive and harmful habit.

The list of shocking doesn't stop here. So far, Gutkha is largely ignored there is no regulated body in India that works again the consumption of the deadly mouth freshness. So till the time we have proper regulation in place, lets us individuals try and help eradicate this habit. Let us use the power we so proudly hold education.<sup>[3]</sup>

#### MATERIALS AND METHOD

A non experimental descriptive survey design was adopted in order to assess the knowledge regarding the adverse effect of Gutkha conception among the college students. The study sample consists of 100 college students from selected colleges in Mangaluru. Ethical clearance was obtained from the ethical committee. Formal permission was taken by the authorities. Sample was selected by non probability purposive sampling technique. The variable under study was knowledge regarding adverse effect of Gutkha conception among college students. The demographic variables were age, gender, educational status, place of stay, residence, type of family and socio economic status .With the informed consent to participate in the study the data was collected using structured knowledge questionnaire regarding assess the knowledge regarding the adverse effect of Gutkha consumption. Then the data was analyzed by using descriptive and inferential statistics.

#### RESULT

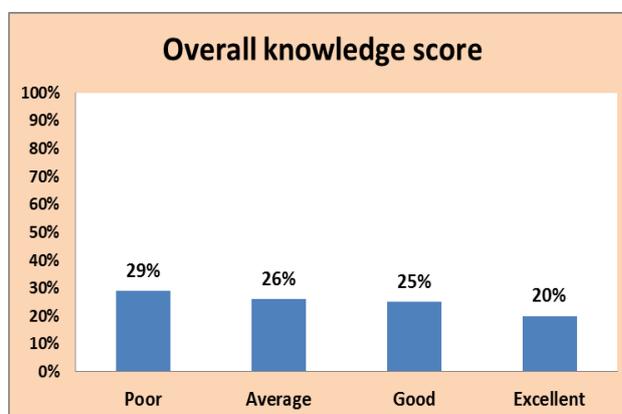
The study revealed that majority of the students (77%) were males, belongs to the age 20 years in 3<sup>rd</sup> year (66%) and (40%) of small portion were 18 years belongs to 1<sup>st</sup> year (2%) and 2<sup>nd</sup> year (32%). Majority of the students staying in home (71%) and are from rural residence (66%). Majority of the students are from nuclear family structure (78%) and are belongs to BPL family (89%). Around (77%) of the students getting source of information regarding Gutkha from their friends.

It was seen that (29%) of the subjects are having poor knowledge and only (20%) of the subjects are having excellent knowledge regarding adverse effect of Gutkha consumption. When area wise knowledge was assessed it was seen that mean % for the knowledge score regarding

general question about adverse effect of gutkha consumption was (40%) were young adults of age 20 years. Most of the students (77%) were females from 3<sup>rd</sup> year (66%). Most of the students are belongs to nuclear family (78%). The source of information regarding Gutkha (77%) is from their friends. There is no significant association between knowledge score and baseline characteristics ( $p > 0.05$ ) in terms of age, gender, educational status, place of stay, residence, type of family, socio economic status and source of information regarding Gutkha. Hence research hypothesis is rejected.

**Table 2: Grading of overall knowledge score.**

Sl. No.	Knowledge Score	F	%	Inference
1.	Poor	29	29.0	Inadequate
2.	Average	26	26.0	
3.	Good	25	25.0	Adequate
4.	Excellent	20	20.0	



**Figure 2: Bar diagram showing overall knowledge score.**

#### DISCUSSION

The current study results are also supported by a descriptive study conducted among 1031 youths of different colleges of Udaipur city, Rajasthan to assess the prevalence, knowledge, attitude, behavior and interpersonal factors related to the use of tobacco where the results showed that 61.2% of the subjects were males and most of them were in the age group of 19 years.<sup>[27]</sup> The current study findings are also consistent with a study which was conducted in 2008 in Sikkim among 1012 students within the age group of 13 to 15 years to find the prevalence of gutkha chewing and it's a adverse effect on health where the results showed that 60% of the students having poor knowledge, 30% average knowledge and 10% had good knowledge.<sup>[11]</sup>

#### CONCLUSION

This study concluded that majority (29%) of the students are having poor knowledge and only (20%) of the subjects are with excellent knowledge so the nurse educator can teach the students to acquire adequate knowledge regarding adverse effect of gutkha consumption so that they can motivate the students to avoid gutkha consumption, where ever they come across situations. And the nurse as an important health team

member can use this tool as an effective method to spread awareness among the college students who are unaware about the adverse effects of gutkha consumption. Nurses need to engage in multi-disciplinary research, so that it will help to improve the knowledge and by applying the research findings, many health issues can be solved like oral cancer, mouth ulcers etc.

#### **ACKNOWLEDGEMENT**

The authors wish to thank the authorities for permitting to conduct the study and the study participants for their whole hearted support. Authors knowledge the immense help received from the scholars whose articles are cited and included in references of this manuscript. The authors are also grateful to authors / editors / publishers of all those articles, journals and books from where the literature for this article has been reviewed and discussed.

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