Effectiveness of health promotion intervention on improving skills in identifying alcohol company strategies among school age adolescents

Dilshani Karunarathne, Undergraduate of Bsc Degree in Health promotion, Faculty of Applied Sciences, Rajarata University of Sri Lanka

Statement of the problem

There are over 3.3 million deaths due to harmful use of alcohol around the world and this figure is 0.02 million in Sri Lanka. The percentage of alcohol users has increased to 26% from 37% in Sri Lanka by 2014. Hiding the real harm and boosting up the image of alcohol emphasize the habit as an ideal way for adulthood. This study was conducted in a rural area where vulnerability and school drop outs are high among adolescents. The aim of this study is to see the effectiveness of a health promotion intervention on improving the ability of identifying alcohol company strategies by adolescents in Mihinthale.

Methodology and theoretical orientation

The sample size was 40 students who are from the same geographical area. This study is based on a health promotion intervention with qualitative and quantitative assessments. An interviewer administered questionnaire which is focused on students' knowledge on identifying industrial strategies was used for the data collection. This questionnaire was expected to be part of the intervention as well. Focus group discussions were conducted with students on industrial strategies and about identifying the real harm of alcohol use. Responses of the participants assessed using semi- structured observations and analysed using content analysis.

Findings

Positive attitudes of students on alcohol changed following the intervention. Students have gained skills of identifying alcohol industrial strategies and breaking down the heroic status given to alcohol users by criticising them openly. They identify the real economic harm, physiological harm, dependency and social harm attribute to alcohol.

Conclusion and significance

This health promotion intervention was effective in breaking down the norms of alcohol image and in identifying industry strategies among adolescents. The intervention inspired students, generated curiosity and led to a beneficial way to the community action.

Biography with author's image



Dilshani Kaarunarathne is an undergraduate who follow Bsc. Special degree in Health Promotion and she is interested in working with community level empowering programmes. She has worked in the field for more than two years. She tries to apply health promotion principles in action with different communities. She was the secretary of Health Promotion society. She is a

certified health promotion practitioner and now studying further about prevention of alcohol and other substances.