

A STUDY TO EVALUATE THE EFFECTIVENESS OF ASSERTIVENESS TRAINING PROGRAM ON RESISTING PEER GROUP INFLUENCE IN ALCOHOL CONSUMPTION AMONG COLLEGE STUDENTS IN A SELECTED COLLEGE OF MANGALORE.

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ABSTRACT

Alcoholism, a chronic and potentially fatal disease, poses significant health and social challenges worldwide. This paper explores the impact of alcoholism on individuals and society, highlighting the need for improved prevention and treatment strategies. The effectiveness of assertive training as a therapeutic technique for addressing non-assertiveness in both individuals and groups is also discussed.

Keywords: Alcoholism, chronic disease, health consequences, societal impact, prevention, treatment strategies, assertive training, addiction, personalized therapy, public health.

INTRODUCTION

Alcoholism is a complex and pervasive issue that affects millions of individuals globally, leading to serious health consequences and societal burdens. Despite legal sanctions and moral pressures, the prevalence of alcohol dependence remains a major public health concern. Traditional treatment methods have shown limitations in effectively addressing the root causes of alcoholism, necessitating the development of innovative approaches. In recent years, a shift towards more personalized and targeted therapies, such as assertive training, has gained momentum in the field of addiction treatment.¹ This paper delves into the challenges posed by alcoholism, the implications for individuals and communities, and the potential benefits of assertive training as a promising intervention strategy.²

OBJECTIVES OF THE STUDY

1. Assess the pre interventional level of knowledge regarding resisting peer group influence in consumption of alcohol among college students using a rating scale.
2. To provide an assertiveness training program regarding resisting peer group influence in alcohol consumption.
3. Evaluate the effectiveness of assertiveness training program in increasing knowledge regarding resisting peer group influence in alcohol consumption using a rating scale.
4. Determine the association between pre interventional knowledge score with selected demographic variables.

HYPOTHESIS

H₁: There will be significant association between knowledge score with selected demographic variables.

H₂: The Post-intervention knowledge scores of students attending the assertiveness training program will be significantly higher than their Pre-intervention knowledge scores.

CONCEPTUAL FRAMEWORK

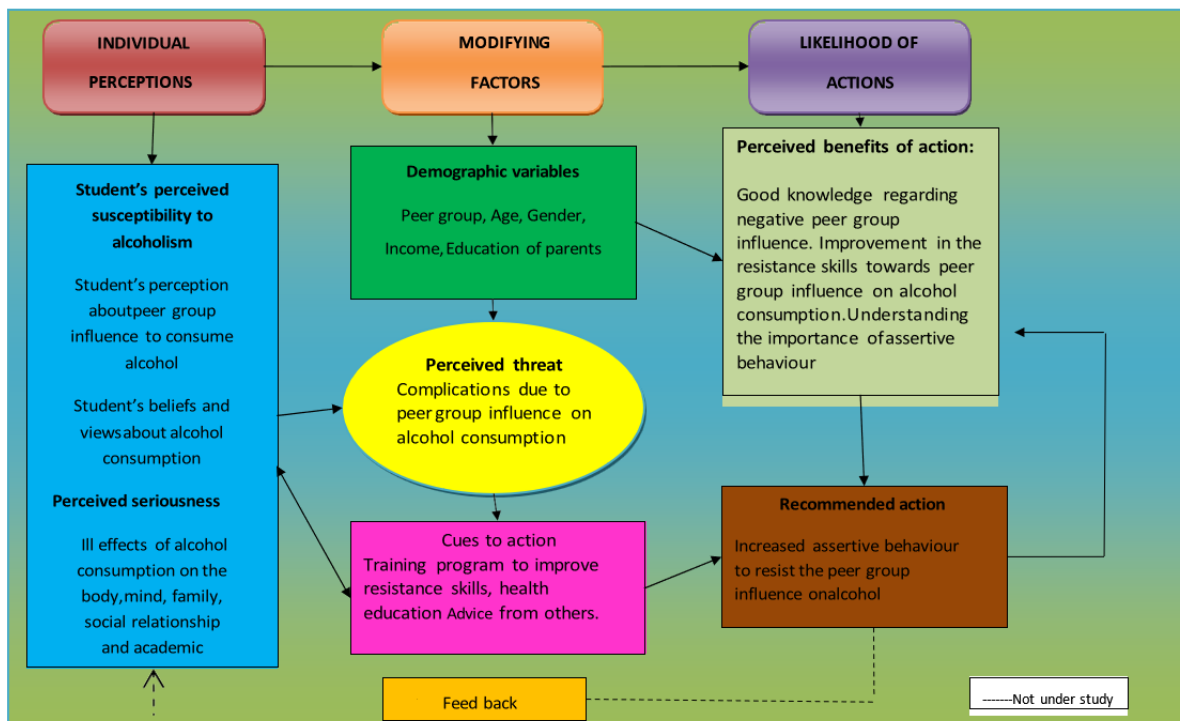


Figure 1: Modified Conceptual framework based on Rosenstock's Health Belief

Knowledge is not a passion from without the mind, but an active exertion of the inward strength, vigor and power of the mind, displaying itself from within.”— Ralph Lawren³

The reviewed literature in this study is categorized under the following headings:

1. Knowledge and Attitude Regarding Alcoholism

The studies reviewed on knowledge and attitude regarding alcoholism reveal varying levels of awareness and different perceptions among different groups. The University of Ibadan Survey found that 83% of students were aware of the health risks of alcohol, but only 32.5% viewed sugary drinks as harmful, indicating a gap in the understanding of other health risks⁵.

2. Incidence and Effects of Alcoholism

The studies across various regions reveal significant insights into alcohol consumption patterns and their associated factors. In India, a 5-state survey found that 38.6% of respondents were current drinkers, with socio-economic factors influencing consumption⁷. Lastly, the Punjab study emphasized peer influence as a key factor in student alcohol use.⁸

3. Assertiveness Training Program

Assertiveness training has been widely applied across various contexts to address challenges like alcohol dependence, self-esteem, and social anxiety.⁹ Finally, a study in Turkey showed that assertiveness training significantly enhanced assertiveness in adolescents.¹⁰

RESEARCH METHODOLOGY

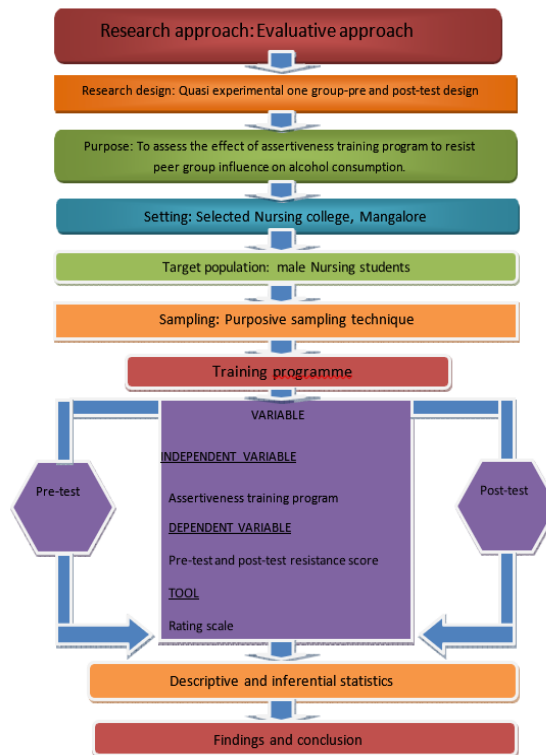


Figure 2: Schematic representation of the study design

RESULTS

The data has been tabulated and organized as follows:

Section- A: Description of demographic variables.

Frequency and percentage distribution of demographic variables among college students in a selected college of Mangalore. N=60

Figure 3:

Showing percentage distribution of subjects based on Age (in completed years)

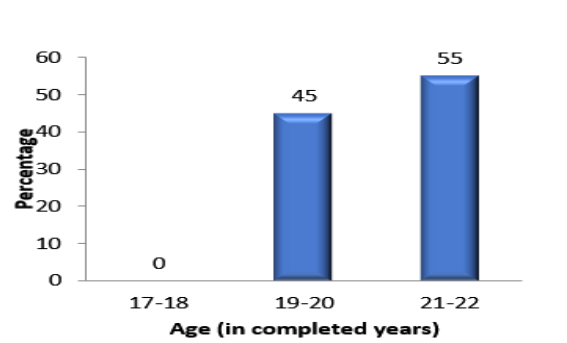


Figure 4:

Showing percentage distribution of subjects based on Religion

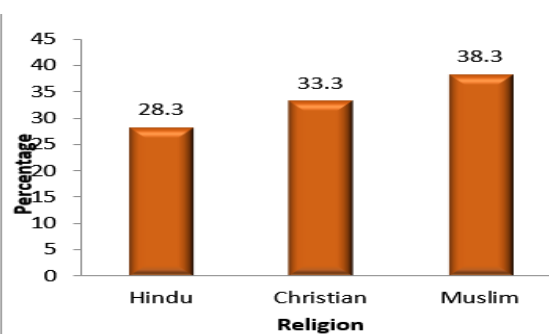


Figure 5: Showing percentage distribution of subjects on the basis of Place of stay

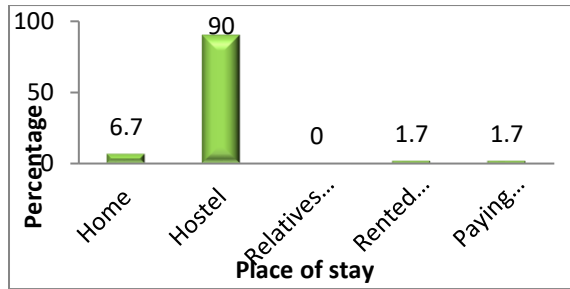


Figure 6: Percentage distribution of subjects on the basis of educational status of father

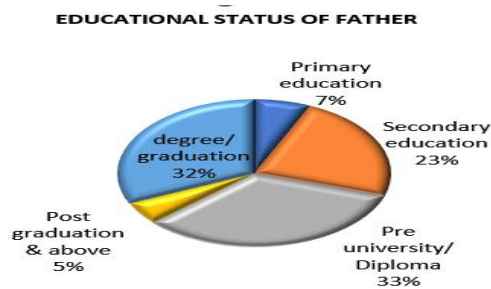


Figure 7: Percentage distribution of subjects based on educational status of mother

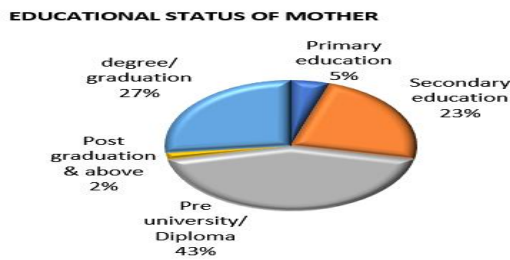


Figure 8: Percentage distribution of subjects based on occupation of the parents

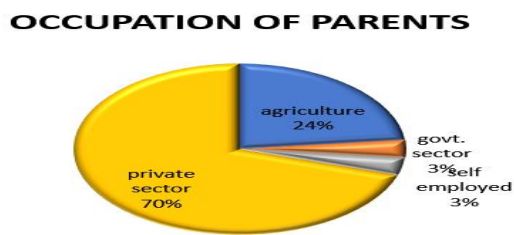


Figure 9: Showing percentage distribution of Family monthly income in Rs.

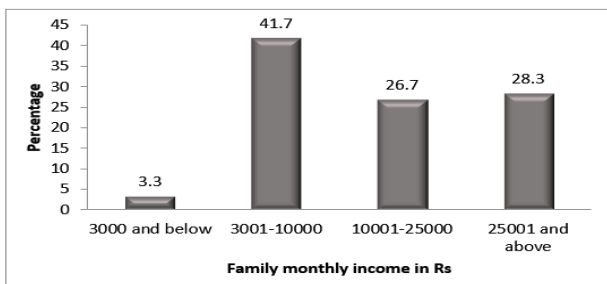


Figure 10: Showing percentage distribution of subjects based on Pocket money per month in Rs.

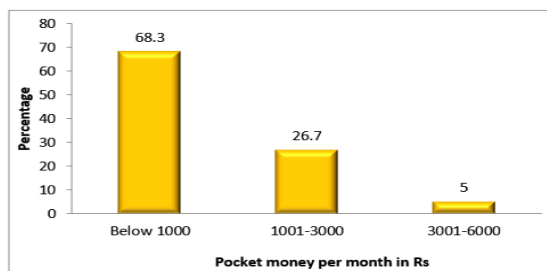


Figure 11: Showing percentage distribution of subjects based on part-time jobs.

Figure 12: Showing percentage distribution of subjects based on friends consuming alcohol.

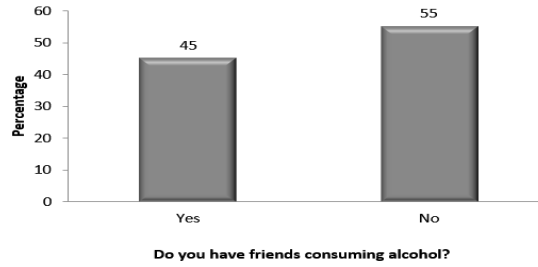
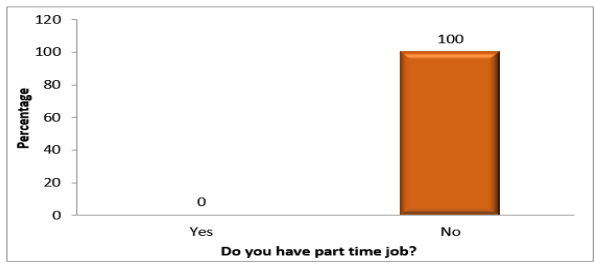


Figure 13: Showing percentage distribution of subjects based on parents consumption of alcohol.

Figure 14: Showing percentage distribution of subjects based on siblings consuming alcohol.

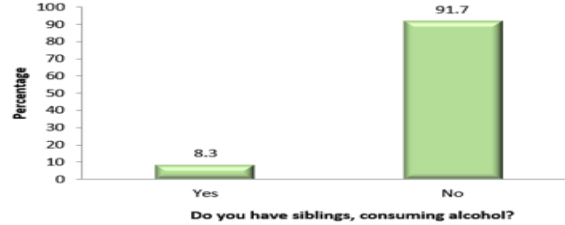
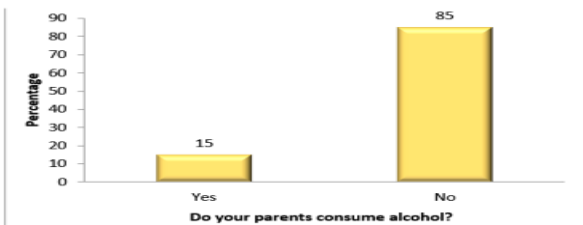
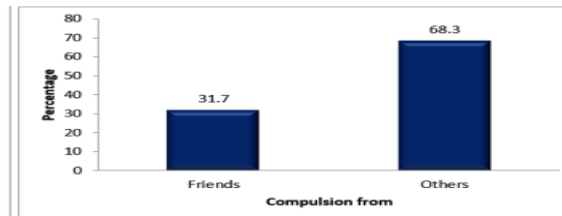


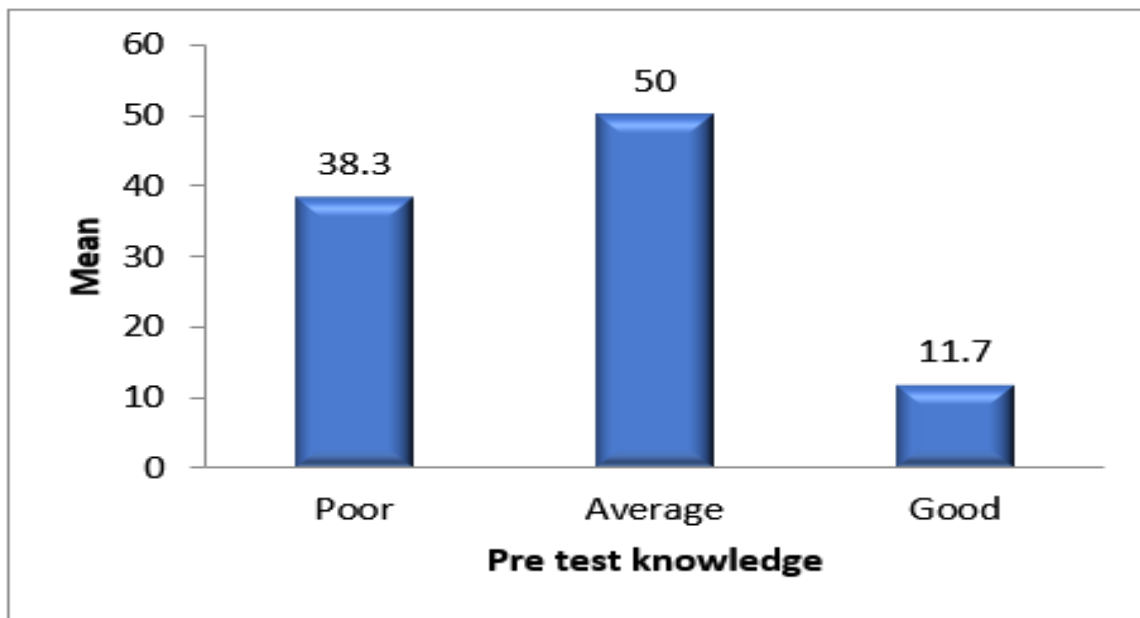
Figure 15: Showing percentage distribution of subjects on the basis of compelled to consume alcohol.

Figure 16: Showing percentage distribution of subjects based on Compulsion to consume alcohol.



Section- B: To assess the pre interventional level of knowledge regarding resisting peer group influence in consumption of alcohol among college students using a rating scale.

Figure 17



Section- C: To evaluate the effectiveness of assertiveness training program on resisting peer group influence in alcohol consumption among college students in a selected college of Mangalore.

Table 4: Frequency and percentage distribution of pre-intervention and post-intervention resistancescorestowardspeergroupinfluenceonalcoholconsumption

knowledge score	percentage score	group	Pre intervention		Post intervention	
			frequency	percentage	frequency	percentage
20-40	<30%	Poor	23	38.3	0	0
41-60	31-59%	Average	30	50	0	0
61-80	60-80%	Good	7	11.7	37	61.7
81-100	81-100%	Very good	0	0	23	38.3

Section- D: To find the association between pre interventional level of knowledge regarding resisting peer group influence in consumption of alcohol among college students with selected demographic variables.

Table 5: Association between demographic variables and pre interventional level of knowledge regarding resisting peer group influence in consumption of alcohol among college students.

Variables		pre-test knowledge			p value
		Poor(F)	Average(F)	Good(F)	
Age (in completed years)	17-18	0	0	0	0.67
	19-20	11	12	4	
	21-22	12	18	3	
Religion	Hindu	9	8	0	0.224
	Christian	6	12	2	
	Muslim	8	10	5	
Place of stay	Home	1	2	1	0.741
	Hostel	22	26	6	
	Relatives house	0	0	0	
	Rented house/room with friends	0	1	0	
	Paying guest	0	1	0	
Variables		pre-test knowledge			p value
		Poor	Average	Good	
Educational status of father	b	1	3	0	0.426
	c	6	7	1	
	d	4	13	3	
	e	2	1	0	
	f	10	6	3	
Educational status of mother	b	1	2	0	0.42
	c	6	6	2	
	d	9	16	1	
	e	0	1	0	
	f	7	5	4	
Occupation of parents	a	4	9	1	0.238
	b	2	0	0	
	c	1	0	1	
	d	16	21	5	
Family monthly income in Rs	3000 and below	1	0		0.463
	3001-10000	10	12		
	10001-25000	4	10		
	25001 and above	8	8		
Pocket money per month in Rs	Below 1000	17	20	4	0.653
	1001-3000	5	9	2	
	3001-6000	1	1	1	
Variables		Poor	Average	Good	p value

Do you have friends consuming alcohol?	Yes	9	15	3	0.815
	No	14	15	4	
Do your parents consume alcohol?	Yes	2	7	0	0.24
	No	21	23	7	
Do you have siblings, consuming alcohol?	Yes	0	3	2	0.5
	No	23	27	5	
Have you ever been compelled to consume alcohol?	Yes	7	7	0	0.249
	No	16	23	7	

DISCUSSION

This study aimed to assess the impact of assertiveness training in helping male students resist peer group influence on alcohol consumption at a professional college in Mangalore. The objectives included evaluating pre-intervention knowledge levels, providing assertiveness training, and measuring its effectiveness. The study hypothesized that post-intervention resistance scores would be significantly higher than pre-intervention scores, and no significant association would be found between baseline variables and pre-intervention resistance scores.

CONCLUSION

Addiction to alcohol is a growing issue among youth, particularly in college and university campuses, disrupting the academic environment and endangering students' well-being. Though not all campuses are affected, complacency should be avoided as no campus is entirely immune to the problem. Prevention is key to combating alcoholism, and campuses should foster environments that support healthy values and behaviors.

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