

## **A DESCRIPTIVE STUDY TO ASSESS THE KNOWLEDGE REGARDING EFFECT OF SOFT DRINKS CONSUMPTION AMONG ADOLESCENCE IN SELECTED VILLAGE OF AMBIKAPUR C.G.**

**Author's Name:** Eshpa Pandey<sup>1</sup>, Varsha Ray. D<sup>2</sup>, Roshini Tigga<sup>3</sup>, Binita Bara<sup>4</sup>

**Affiliation:**

1. Associate professor , We Care Nursing College Ambikapur C.G., India.
2. Assistant professor, We Care Nursing College Ambikapur C.G., India.
3. Assistant professor, We Care Nursing College Ambikapur C.G., India.
4. Assistant professor, We Care Nursing College Ambikapur C.G., India.

**Corresponding Author Name & Email Id:** Roshini Tigga, [tiggaroshini360@gmail.com](mailto:tiggaroshini360@gmail.com)

### **ABSTRACT**

*Soft drink consumption has become a highly visible and controversial public health and public policy issue. Soft drinks are viewed by many as a major contributor to obesity and related health problems and have consequently been targeted as a means to help curtail the rising prevalence of obesity, particularly among children. Soft drinks have been banned from schools in Britain and France, and in the United States, school systems as large as those in Los Angeles, Philadelphia, and Miami have banned or severely limited soft drink sales. Many US states have considered statewide bans or limits on soft drink sales in schools, with California passing such legislation in 2005. A key question is whether actions taken to decrease soft drink consumption are warranted given the available science and whether decreasing population consumption of soft drinks would benefit public health.*

**Keywords:** Knowledge, Boys and Girls(10th standard) , level of examination anxiety , view develop information booklet.

## INTRODUCTION

It develops from European attempts in 17th century. It is famous in spring seasons . In 1949, Parle wanted a piece of soft drinks market and launched India's first ever cola beverage named Gluco-cola , which was later changed to Parle –cola. Ardeshi and Duks launched carbonated beverage . It is based on its Parle G glucose biscuits the drink was called Gluco cola.

In late 18th century an English chemist named Joseph Priestley created carbonated water suspending a bowl of water by a vat of beer. The carbon dioxide escaping from the fermented beer found its way into the water and rest. Schewepe , formed Schweppes in 1783 the first bottled soft drink. This brand founded in 19th century . It includes R. White's lemonade in 1845 after that Dr. Pepper in 1885 and Coca-Cola in 1886. Pepsi was first invented in 1893 as Brad's Deini by Caleb Bradham after that in 1965 it is merged with the Pepsi-Cola company and Frito-Lay . The lemon-lime drink known today as Sprite was developed in West Germany in 1959 as Fanta Klare Zitronen ("Fanta Clear Lemon" in English) and was introduced in the United States under the Sprite name in 1961 as a competitor to 7 Up.

In India Mr. Ravi Jaipuria is the king of cola and most selling of India is Coca-Cola. Fanta is launched in 1996 and Maza is launched in 1993 in India.

According to American Heart Association the women's sugar intake is 25 grams per day and men 38 grams per day. In America the oldest drink is launched. The first sold cola in Atlanta 1886.

The soft-drink industry comprises companies that manufacture nonalcoholic beverages and carbonated mineral waters or concentrates and syrups for the manufacture of carbonated beverages. Naturally occurring bubbling or sparkling mineral waters have been popular for thousands of years: the ancient Greeks believed that such waters had medicinal properties and bathed in them regularly; the Romans established resorts around mineral springs throughout Europe. In the 1500s the village of Spa in Belgium became famous for its waters, which by the early 1600s were sold, in bottles, as far away as London, Eng. Development of the first man-made sparkling or carbonated water is credited to Joseph Priestley, the British scientist who discovered oxygen. In 1772 he invented a method of "pushing" carbon dioxide into water by dissolving it under pressure, thus creating fairly long-lasting bubbles

## REVIEW OF LITERATURE

Section 1- Review of literature related to prevalence of soft drinks

Section 2- Review of literature related to assess the level of knowledge regarding effects of soft drinks

## OBJECTIVES OF THE STUDY

1. to assess the knowledge regarding effect of soft drinks consumption among adolescence in selected village of Ambikapur C.G.
2. to find out the association between pre test level of knowledge regarding effects of soft drinks consumption with selected socio demographic variables.

## METHODOLOGY

An extensive review of literature was undertaken. The conceptual frame work adopted this studies based on kings goal attainment theory . A quantative comparative research approach was adopted for the study as the present study aim to assess knowledge regarding effect of soft drinks consumption among adolescence in selected village of Ambikapur C.G. The research approach used will be quantative research approach is considered appropriate for the study . In the present study, descriptive study research design was used since it aided in information booklet. The study will be conducted in the selected adolescence of Ambikapur C.g . The sample of the present study comprised of 60adolscence . Non-probability purposive sampling technique was used. The tool include socio demographic data ,and self structured questionnaire .

The data tool collection is consist of self structured questionnaire.

## DEVELOPMENT & DESCRIPTION OF THE TOOL

Data collection tools are the procedures or instruments used by the researcher to observe or measure the key variables in the research problem (Burns.N,Grove. K,2002).

After wide reading, the researcher developed the tool as per the following:-

SECTION-A: deal with socio demographic variables .

SECTION B: self structured questionnaire

## SCORING TECHNIQUE

SECTION A :- The demographic variables consists of 10 items were given coding.

SECTION B :- The knowledge questionnaire comprises of 30 multiple choice questions related to knowledge based . To interpret the level of knowledge, the score was attributed as follows:

There were 30 items pertaining to the knowledge of regarding effects of soft drinks consumption among adolescence in selected village of Baloda Bazar C.G. For each item, a score of one (1) was assigned to a correct response and zero (0) assigned to each wrong answer. Total score to knowledge question was 0 – 30. The level of knowledge was categorized based on the percentage of score obtained.

S.NO.	CRITERIA	SCORE	PERCENTAGE
1.	POOR	0-10	0-35%
2.	AVERAGE	11-20	36-69%
3.	GOOD	21-30	70-100%

## RELIABILITY

Reliability of an instrument is the degree of the consistency with which it measures the attribute it is suppose to be measuring. It refers to the accuracy and consistency of measuring the tool. The reliability of the closed ended knowledge questionnaire was established by using test retest method.

In order to establish the reliability, the tool was administered to 10 samples, which fulfilled the inclusion criteria. These samples were excluded from the main study. The tool was found to be reliable by using split-Half method formula. 'r' value was found  $r = 0.87$  which shows, the instrument is reliable for application.

## PILOT STUDY

The pilot study is a smaller version of the proposed study, using similar subjects, settings, treatment, method of data collection and analysis technique as used in main study. Pilot study was done to check the clarity of the items in tool and the feasibility in conducting the study.

Pilot study was conducted on month of 01/7/24 to 6/ 7/2024 in seleted village of lakhanpur (C.G ). This was conducted after obtaining permission from the individuals. 10 samples that fulfilled the inclusion criteria were selected by Non probability sampling technique. At first complete instructions were given to the samples. On 1st day pre test was conducted using the self structured knowledge questionnaire. The completed questionnaire was collected after an average time of 15-20 minutes. The pilot study samples were excluded from the main study.

The objectives of the pilot study were to;

1. Find out the required time for completing the knowledge questionnaire .
2. Find out the feasibility of the study.
3. Identify any major flaw in the study design.

## PLAN FOR DATA ANALYSIS AND INTERPRETATION

- Data will be analyzed by using descriptive and inferential statistics.
- Organization of data in master sheet.
- Calculate the frequency and percentage to show the distribution of subjects according to the baseline variables

- Calculate mean, standard deviation of the domains of quality of life and independent z- test for comparison between the two groups.
- Value to compare at p value 0.05 level of significant for corresponding degree of freedom
- Data will be expressed in table and figure for better clarification.

## RESULT

Maximum of adults in the age group were 20-30 year of age, majority of gender is female, mostly of peoples belongs to Hindu religion, type of diet is non vegetarian, maximum of adults are live in joint family, mostly of adults education is high and higher secondary school, occupation is private family, total income of the family was 5,001-10,000Rs, previous knowledge was No, Source of information was television. The data shows that the mean score was 7.26 and mean percentage is 7.26 % and SD value is 5.12 and critical value is 12.83. the association the age in years, type of religion, type of family, education, occupation, family income, source of information etc were Non-signification, and gender, previous knowledge, type of diet, is having significant, at the level of  $p < 0.005$ .

## CONCLUSION

The knowledge of adults who consume soft drinks every day is high and the frequency of consumption of potentially erosive soft drinks with low pH values was the only possible risk factor for dental erosion. Data shows that about 67.2% adults consume carbonated drinks every day and only 41.8% of the adults experienced ill effects. Moreover, 44.8% of adults did not experience any discomfort after consumption of soft drinks. Most of the adults did prefer fruit juices to carbonated drinks due to the constant exposure for a balanced health.

## RECOMMENDATIONS

1. The study may be replicated with randomization in selection of a large sample.
2. The study conducted the selected village of Ambikapur Chhattisgarh.

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