

Oral

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(Meeting Room 1)

Oral 19

[O-19-03] Impact of the Film 'Ray of Hope' on Enhancing Knowledge of Reproductive Health Risks from Smoking and Alcohol Use among College Students in the Indian Cultural Context

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Keywords : Early aging, reproductive health, reproductive health risks, Indian context, cultural relevance

Objectives: This study quantitatively assesses the effectiveness of the film 'Ray of Hope' in enhancing college students' knowledge of reproductive health risks induced by cigarette smoking and alcohol abuse. It specifically addresses the critical gap in awareness of these risks within the Indian population, where cultural norms and limited open discourse often hinder comprehensive health education. We investigated how a culturally relevant media intervention can bridge this knowledge deficit.

Materials and Methods: A pre- and posttest survey was conducted with 44 college students to evaluate their knowledge of these risks. The questionnaire was aligned with the 20-minute film 'Ray of Hope' which covered the impact of smoking and alcohol on reproductive health, fertility, and early aging, tailored to resonate with an Indian audience. The posttest was administered 14 days after the intervention to assess knowledge retention.

Results: Results showed a significant increase in students' knowledge of reproductive risks from substance abuse, with the mean pretest score of 6.32 rising to 13.02 in the posttest ($P<0.001$). Participants demonstrated a notably improved awareness of the harmful effects on fertility and early aging.

Conclusions: These findings suggest that targeted educational media can play a vital role in health promotion and prevention strategies among young adults. This study provides quantitative evidence for the film's effectiveness in the Indian cultural context, highlighting its potential utility in addressing specific public health needs.