

**AWARENESS AND PERCEPTION TOWARDS
CONTROL OF SMOKING AND CONSUMPTION
OF TOBACCO PRODUCTS AMONG B.COMM.H
STUDENTS IN UNIVERSITY OF COMMUNITY
HEALTH AND CHALLENGES IN ESTABLISHING
TOBACCO FREE UNIVERSITY**

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For the Degree of Master of Public Health (MPH)

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2019

ABSTRACT

Tobacco epidemic kills millions a year and tobacco consumption among even health professional is ascending in worldwide. University of Community Health is implementing a tobacco free policy but there are limited studies about the tobacco free campus. This study aimed to assess awareness and perception on rules and regulations of a tobacco control among Bachelor of Community Health students and to explore challenges in establishing a tobacco free university. This study used parallel mixed method approach with self-administered questionnaires and in-depth interviews as the data collection tools. A total of 148 students for quantitative study and 12 participants for in-depth interview were involved in this study. Frequency tables and data visualizations were used to describe categorical data. Then, binary logistic regression was done to determine the associated factors and to estimate the adjusted odds ratios with 95% confident interval. Thematic analysis was used to analyze the qualitative data. There were only 14.2% (95% CI: 9%, 20.8%) of students with good awareness and only 20.3% (95% CI: 14.1%, 27.7%) had positive perception. The study showed that academic year had influence on the perception, and the odds of getting positive perception among second year, third year and final year students was 0.11 (95% CI: 0.032, 0.374), 0.02 (95% CI: 0.003, 0.203) and 0.03 (95% CI: 0.003, 0.282) respectively compared to first year students. Awareness and perception among the students were found to be unsatisfactory. The main challenges for being a tobacco free university were poor enforcement of rules and regulations by tobacco control committee, lack of collaboration and attitude problem among teachers, students and staff. The tobacco control committee was needed to be more functioning. Moreover, effective behavioral change communication is necessary to be a successful tobacco free university.