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Social smoking habit among young adults, smoking patterns, implications, and possible interventions.

Background

Despite reductions in prevalence in recent years, tobacco smoking remains one of the main preventable causes of ill-health and premature death worldwide.

Who is a social smoker?

Scientific literature on social smoking has been complicated by inconsistent definitions. Social smoking has been defined as follows: (a) Smoking that is non-daily and predominantly takes place in bars, restaurants, and nightclubs. This definition focuses on the location in which the smoking occurs, rather than who the individual is smoking with or how they view their smoking status; (b) Smoking that is non-daily but only occurs when other smokers are present. (c) Smoking most commonly while partying or socializing. This definition fails to include information on whether others are smoking or self-identification as a social smoker; or (d) Self-identification as a social smoker.

Why focus on social smoking habit in young adults?

Jennifer O'Loughlin,¹ reports that the risk of becoming a smoker among young adults who have never smoked is high: 14% will become smokers between the ages of 18 and 24, and three factors predict who will acquire this behaviour: those with high levels of impulsivity, poor school performance, and higher alcohol consumption. Rebecca E. Schane, Stanton A. Glantz, Pamela M. Ling² quoted that social smoking is an increasingly normal habit among

youngsters. Husten, C. G. (2009) and Rebecca E. Schane,^{2,3} reported that although national smoking rates have steadily decreased, one area of the population has seen a dramatic increase light and Intermittent Smokers (LITS) now comprise roughly 25-33% of all smokers. The rates have risen dramatically in the last decade and the trend is expected to continue

How do they differ from daily smokers?

In comparison to daily smokers, light and intermittent smokers tend to be Younger in age⁴ High levels of education^{4,5}, High socioeconomic status^{4,5}, High levels of self-control^{6,7} Lower sensation-seeking impulses^{6,7} Smoke fewer cigarettes per smoking day⁸ Report fewer physiological dependence symptoms⁸ Perceive quitting as not difficult⁸ Drink alcohol excessively⁹ Be female⁹.

What are the implications of social smoking?

Few cigarettes a day or smoking less do not save social smokers from the risks of getting cancer and other tobacco related diseases. It also says that the more cigarettes one smokes the more he or she becomes addicted to nicotine which in turn they become nicotine dependent. Dr. Stanton Glantz, Anne Landman¹⁰ report that after the U.S. Surgeon General concluded that nicotine was addictive in 1988, the tobacco industry responded by forming

“Associates for Research in the Science of Enjoyment” (c.1988–1999), whose members toured the world promoting the health benefits of the use of legal substances, including tobacco, for stress relief and relaxation, without acknowledging the industry’s role. While it has not been the subject of broad study, there is information that shows that light tobacco use (smoking less than ten cigarettes for every day) average among social smokers is related with severe health impairment, including

Interventions and how to tackle this social smoking?

Johanne Harvey, Nicholas Chadi,¹¹ study shows us the strategies to prevent smoking initiation in children and young adults and focuses on interventions that can be performed in the health care setting.

Labelling disincentives using explicit photos and smoking-associated health warnings on all tobacco products, packages and labelling. Establishing smoke-free spaces and smoking bans in public places such as schools, child-care centres, workplaces, hospitals, restaurants, hotels and parks, as well as in public transportation and cars transporting minors. Lowing action points can be used to beat the temptation of social smoking:

General Recommendations

Various studies on school-based awareness or intervention programmes have been conducted in multiple countries. There are specific intervention programmes that proved to be significant in reducing smoking habits among young adolescents.

danger of cardiovascular illness, malignancy, respiratory and bone related diseases. Indeed, even individuals who smoked one cigarette for every day over their whole lives were 64% likely to die early than individuals who had never smoked before in their life, an examination found. That danger leaped to an incredible 87% for the individuals who smoked a normal of one to 10 cigarettes every day - which is as yet viewed as lighter smoking.

Firstly, in this technology era, the use of digital media to empower school-going adolescents proved to be a beneficial intervention program (Park & Chang, 2020). This programme facilitates the students to create a self-made video and share it with their group of friends. The suggested key actors for this program are Health Education Department in the Ministry of Health (MOH) and collaboration with the Resource and Education Technology Division of Ministry of Education (MOE). A study conducted among a group of school-going adolescents in Michigan, USA, showed a positive outcome. The research team educated them on the harm of smoking. In these four weeks programme, the students were asked to create their videos and presented it at the end of the programme. The participants showed significant changes in their behaviour. The participants changed perception towards non-

smoking attitude after participating in this programme and develop the intention to help other school-going adolescents not to smoke (Park & Chang, 2020)¹².

Secondly, a peer-led school-based intervention programme involving significant role played by Psychology and Counselling Division under MOE and assisted by the Health Education Department, MOH. This is to educate the basic principle of this intervention program and train highly influential students in the school regarding the effects of smoking and change the perception of smoking behaviour. These trained students will discuss and share their knowledge and perception to others in their circle to develop and healthy non-smoking behaviour among the students. Research showed a peer-led intervention program such as 'A Stop Smoking in School Trial (ASSIST)' proved to be effective in preventing students from uptake smoking habits. The intervention program must focus on the implementation factors, which are peer selection, empowering, method of intervention and peer's relationship and circle is crucial to establish an effective peer-led intervention program (Golechha, 2016).

Motivational interviewing is an effective method in smoking

cessation among the adult-smoking population. This social psychology derived programme could reduce the prevalence of smoking adolescents in the school population. This programme mainly involves doctors from Psychiatric Department in MOH and Psychology and Counselling unit of MOE. With proper training and supervision to the doctors and psychologists, a significant impact can be seen in reducing the numbers of the smoking school-going adolescent.

Conclusion

Various methods related to smoking intervention programmes are being conducted in our country as well as worldwide. More concerns are addressed toward young generations' smoking behaviour. Serious and well-planned intervention programmes are a must in creating a healthier future generation who are free from cigarette smoke. These interventions proved to be more effective in school hood, mostly higher primary and secondary students.

New intervention programme, as suggested, must be followed by systemic evaluations to identify the pitfalls and room of improvements. A multi-disciplinary approach is very crucial to initiate and run these programmes successfully. With a common goal and effective teamwork, we can improve our young adolescents' lifestyle towards healthier productivity adults.

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