

MENACE OF TOBACCO ADVERTISING AND PROMOTION ON ADOLESCENTS' SOCIAL BEHAVIOUR AND WELL-BEING: IMPLICATIONS FOR TRAUMA-INFORMED COUNSELLING

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Abstract

The research centred on the menace of tobacco advertisement and promotion on adolescents' well-being and social behaviour in Lagos, Nigeria. Three research hypotheses were tested and a descriptive survey research method was employed. The population consisted of Senior Secondary School students in Lagos, and the sample size was 200 students, both boys and girls, from the four schools used for the study, who were picked at random, using a stratified random sampling approach. A thirty-item researcher-made questionnaire titled, "Tobacco Advertising and Promotion on Adolescents' Social Behaviours and Well-being". (TAPSOW), was employed. The Cronbach alpha score obtained for the reliability was 0.70 at a 0.05 level of significance. The results from the data analysis found that there is a significant effect of tobacco advertising and promotion on the smoking tendency of adolescents as $r = 0.82 > r = 0.096$; Tobacco smoking has a significant effect on adolescents' social behaviour (such as drug abuse, stealing, unruly behaviour) and well-being (such as mental disorder, sickness, unkempt appearance) as $r = 0.77 > r_{tab} = 0.196$ and the smoking habits of adolescents differ significantly by gender at $28.61 > t - critical$ at 1.68). Three null hypotheses were rejected. As part of the recommendations, there should be quality awareness through effective guidance and counselling in schools on how adolescents can overcome the deceptive information being propagated by tobacco manufacturers. Also, for proper emotional, cognitive and social adjustment, effective trauma-informed counselling will be essential.

Keywords: Tobacco, advertisement/promotion, adolescents, trauma-informed counselling

Introduction

Smoking, in general, is the act of burning material such as tobacco, marijuana, or cannabis and tasting or inhaling the ashes. Thus, tobacco smoking is the practice of burning tobacco and inhaling the smoke. According to World Health Organisation (WHO, 2015), tobacco products are items constructed using tobacco leaves as raw materials and intended for use in smoking, sucking, chewing, or snuffing. Nicotine, a stimulant substance that speeds up messages between the brain and

body, is the primary basic ingredient in tobacco. It is used for recreational drug usage because burning releases the active ingredients in drugs including nicotine, tar, and carbon monoxide (a poisonous gas) and makes them available for absorption through the lungs. Nicotine has the potential to be more addictive than heroin.

Today in Nigeria, there is much concern about the increase in the rate of childhood and adolescent smoking. Smoking is rampant amongst adolescents and young adults, including the wealthy, the impoverished, the elderly and young boys and girls (John, 2016). Several factors have been found as to why kids smoke cigarettes, which get them tipsy and allow them to indulge in other activities such as merry-making, depression, shyness management, and ego enhancement, among others. Because of the immediate and long-term health consequences of tobacco smoking, such as asthma, chronic cough, chronic obstructive pulmonary disease, cancer, and cardiovascular disease, it is a public health concern. In addition, there is a danger of unsafe social behaviours, as well as wellness and mental health issues, such as suicide, motor vehicle accidents, violence, and criminality.

However, glamorous tobacco advertising and promotion are leading factors for increased consumption. For instance, the influence of social identity and messages passed during the advertisement affect individuals' memories. Memory is determined by representations, such as cognition, wishes, affections, verdicts and options. In the aforementioned assertion, Advertisements for cigarettes stick in people's minds, resulting in behaviour. Tobacco advertising also appears to encourage people who have previously quit smoking to revert to their old habits by portraying a world where smoking is "normal" and "acceptable." Because the goal of advertising is to offer information to customers about the qualities of items in a way that reduces search costs for consumers and so fosters competitive engagements, economists have always considered advertising as informative or persuasive. (Folarin, 2015; Gerbner, Gross, Morgan, & Signorielli, 2012; Philips, 2010). Tobacco companies have a long history of deceptive advertising methods. Advertising, according to Hull (2009), entices people to smoke. People's ability to make rational decisions about whether or not to smoke is substantially hampered by sales and promotion efforts. He affirmed that as early as the 1920s, before the existence of clear proof that smoking caused lung cancer, smoking prompted an increasing number of smokers to find that it irritated their throats, leading them to cough. To address this worry, tobacco companies used celebrities and even doctors in their commercials to make misleading promises that their smokes would not harm consumers' throats.

Lower rates of tobacco smoking were found among early teens in the areas of cigarette smoking beginning, ranging from 4.7 to 16.1 per cent among 13-15-year-old pupils, according to the Global Youth Tobacco Survey (GYTS, 2008). These seemingly low rates, when compared to a large number of young people in Nigeria (about 60% of the population), provide a potentially profitable market for the tobacco industry, which may target them as "replacement smokers" for those who have died or quit smoking (Ekanem, 2009). As a result of the high prevalence of smoking among Nigerian youths, the Federal Government has implemented measures such as pricing controls, advertising adjustments, cigarette access control, and anti-smoking campaigns (Osibogun, 2009). These lofty government efforts may not be quite adequate, considering the aftermath of drug use such as nicotine on individual social behaviour and total well-being. There is a need for trauma-informed counselling as well. Trauma alters people's ability to regulate their emotions and thoughts, as well as their emotional and psychological well-being.

When a therapist realises the varied and complex ways that trauma affects a person's life, brain, and body, they practice trauma-informed therapy. Every part of the treatment is informed by a detailed understanding of the technique's effects. Thus, the therapist can prioritise the clients' psychological safety. A trauma-informed counsellor will choose to work with the client not only on the behaviour he is seeking to modify but also on the underlying causes of the behaviour.

Purpose of the Study

The cardinal aim of the research was to investigate the menace of tobacco advertising and promotion on adolescents' social well-being and social behaviour in Lagos Metropolis Nigeria. Specifically, the research aimed to:

1. Determine the relationship between tobacco advertising and the promotion of the smoking habits of adolescents
2. Identify the relationship between tobacco smoking on adolescents' social behaviour and wellbeing
3. Discover the gender difference in smoking tendency among adolescents

Hypotheses

1. Tobacco advertising and promotion have no significant effect on adolescents' smoking habits.
2. Tobacco smoking will have no significant relationship with adolescents' social behaviour and well-being
3. There is no significant gender difference in smoking tendency among adolescents

Methodology

A descriptive research design was employed. The design was aimed at collecting a sample from the population in order to investigate the menace of tobacco advertising and promotion on adolescents' social behaviour and well-being in Lagos metropolis, Nigeria. The population of the research comprised the students in the public senior secondary schools in Lagos, while the study area was the four selected Senior Secondary Schools in the metropolis of Lagos. A simple random sampling method was employed to select two hundred students as participants comprising 96 males and 104 females. Also, a thirty item researcher-made questionnaire titled: 'Tobacco advertising and promotion on adolescents' social behaviours and wellbeing (TAPSOW)' was employed. The Cronbach alpha score obtained for the reliability of the instruments was 0.77 at a 0.05 level of significance. This result shows that the instrument was reliable.

The data obtained from the questionnaire was analyzed with the postulated null hypotheses of the research. The Statistical Package for Social Sciences (SPSS) software was used for all statistical analyses. The stated hypotheses one and two were analysed using correlation coefficient statistical tool and hypothesis three was analysed using t-test statistical tools.

Results

The data was evaluated, using Pearson-Product Moment Correlation and t-test statistics at a significance level of 0.05.

Table 1: Distribution of Participants by Gender and Age

Item	Frequency	Percentage (%)
Gender		
Male	96	48
Female	104	52
Total	200	100
Age (Years)		
11-13	68	34
14-16	112	56
17-19	20	10
Total	200	100

Table 1 shows the category of participants by gender and age. Gender distribution of participants shows that 96 (48 per cent) of the participants were males while 104 (52 per cent) were females. In the age category, 68 (34 per cent) of the participants were between 11-13 years of age bracket, 112 (56 per cent) between 14-16years'age bracket and 20 (10 per cent) were between 17-19 years of age bracket.

Testing of Hypotheses

Hypothesis One

Tobacco advertising and promotion have no significant effect on adolescents' smoking habits.

Table 2: Analysis of Tobacco Advertisement and Promotion on Smoking Habits of Adolescents.

Variable	N	\bar{X}	SD	df	t-cal	t-tab	Remark
Tobacco Advertisement	20	15.20	4.65	198	0.82	0.196	Reject Ho
Smoking habits	180	34.90	9.14				

Table 2 shows the results of hypothesis one reports that tobacco advertising and promotion have no significant effect on adolescents' smoking habits. The calculated value of $r=0.82$ is greater than the critical value of $r=0.096$ at 198 degrees of freedom at a $p<0.05$ level of significance; hence, the null hypothesis was not retained. This means that tobacco advertising and promotion have a significant effect on adolescents' smoking habits.

Hypothesis Two

Tobacco smoking will have no significant influence on adolescents' social behaviour (such as drug abuse, stealing, and unruly behaviour) and wellbeing (such as mental disorder, sickness, physical appearance, etc.).

Table 3: Analysis of Tobacco Smoking and Adolescents' Social Behaviour and Well-being.

Variable	N	\bar{X}	SD	df	r-cal	r-tab	Remark
Tobacco Smoking	20	7.45	2.11	198	0.771	0.196	Reject Ho
Social Behaviour	180	34.90	9.14				

Table 3 shows the result of hypothesis two using Pearson's Product Moment Correlation Coefficient of statistics that tobacco smoking will have no significant influence on adolescents' social behaviour (such as drug abuse, stealing, unruly behaviour) and well-being (such as mental disorders, sickness, physical appearance, etc.). Since the r-calculated value = .77 which is higher than the critical value of r-tab=.196 at 198 degrees of freedom at $p < 0.05$ level of significance, the null hypothesis was retained. This shows that tobacco smoking will have a significant influence on adolescents' social behaviour and well-being.

Hypothesis Three

There is no significant gender difference in the smoking tendency among adolescents.

Table 4: Gender Difference in Smoking tendency by Adolescents

Group	N	\bar{X}	SD	df	t _{cal}	t _{crit}	Remark
Male	96	30.1	4.12	198	28.61	1.68	Reject
Female	104	28.9	3.94				Ho

Reject the null hypothesis if the significant (2-tailed) value of 28.61 is higher than the t-calculated value of 1.68, but accept it if it is not, and vice versa. Reject the null hypothesis because the significant (2-tailed) result of 28.61 is bigger than the t-critical value of 1.68 at the 0.05 level of significance. The implication is that there is a considerable gender difference in adolescent smoking behaviour.

Discussion

The results from hypothesis One show that tobacco advertising and promotion have no significant effect on adolescents' smoking habits. This demonstrates that tobacco advertising and promotion have a major impact on adolescents' smoking habits. Folarin, (2015) asserted that the decision to smoke is enticed by advertisements. Tobacco addicts, as well as the industry's sales and advertising methods, limit people's ability to make informed judgments about whether or not to smoke. The tobacco industry has a history of deceitful advertising, making it difficult for individuals to consider the underlying problems. Some early researchers found that cigarette advertising maintains or increases cigarette consumption by promoting new smokers.

Victor (2012) found that poor emotional control was positively related to the frequent use of

marijuana, alcohol and cigarette in adolescence.

The result in hypothesis Two shows that tobacco smoking will have a significant influence on adolescents' social behaviour and well-being. Supporting the proneness of adolescents to smoking, Comstock (2015) and WHO (2015) asserted that, tobacco use is often initiated during adolescence. World Health Organisation (2014); Allens (2011); Philips (2010) submitted that youth who engage in smoking and drinking have an increased risk of having difficulties at school and in society. WHO (2014) further asserted that, tobacco affects adolescents in several ways; that active smoking by an early adult is associated with significant health challenges. The report also stated that alcohol and adolescent cigarette smoking is strongly associated with illegal drugs. According to Terwase & Asuzu (2014), a state of well-being is when an individual is complete physically, mentally and socially. This implies that, for a person to be regarded as healthy, he/she has to be free, not only from physical infirmity but also free from any form of addictive behaviour such as smoking. Similar to other drugs, researchers have confirmed that nicotine develops tolerance and consequently a smoker has to smoke more and more cigarettes to achieve the same joyful feelings. Consequently, a smoker will experience withdrawal tendency if he attempts to quit smoking, including irritability, restlessness, sleeplessness, anxiety and depression, etc. From that point on, nicotine overtakes the reward principle and the smoker develops a sign of dependence on smoking (Taniowo, 2014; Odey, 2012).

Finally, the result of hypothesis three shows that there is a significant gender difference in smoking tendencies among adolescents. Gerbner, & Gross (2011) found out that males remained significantly more likely to be smokers than their female counterparts. This situation is largely attributed to the fact that Nigerian society still discourages smoking behaviour in females.

According to Adeyeye (2011), cigarette smoking was more prevalent among male students than female students, with male students smoking 3-7 sticks a day. According to Odey (2012), cigarette smoking among adolescents in Calabar, South-South Nigeria, is 6.4 percent, with more men participating. Taniowo (2014) discovered that cigarette smoking is very common among final year students in Oyo State, Nigeria, with females being more frequent and heavier smokers than males. Internal effects (e.g. attitudes) were associated with smoking behaviours in girls, while external influences (e.g. peer group pressure) were generally associated with smoking in boys, according to Ogala (2013). He opined that the mechanisms underlying girls' smoking adoption may be more closely linked to internal or mental characteristics than to external or environmental variables.

Implications for Trauma-Informed Counselling

Trauma-informed counselling recognises that a person with a history of trauma may not identify as a trauma survivor and may not even understand what it means to live with the implications of their experiences. Trauma-informed counselling as a treatment for tobacco smokers should focus on the THREE-Bs agenda postulated by this study which is: body, brain and behaviour whereby, early intervention will be the answer and this is the reason for using adolescents' in this study.

Conclusion

There is a high prevalence and increasing rate of juvenile delinquency, youth violence and street culture in African cities. This study focused on the menace of tobacco advertisement and promotion of adolescents' social behaviour and well-being: implication for trauma-informed counselling. The

findings of the research revealed that tobacco advertising and promotion have no significant effect on adolescents' smoking habits; tobacco smoking has a significant relationship with adolescents' social behaviour and well-being and there is a significant gender difference in smoking tendency among adolescents.

Recommendations

1. There is need for a well-tailored guidance and counselling techniques focusing on the body, brain and behaviour of the addicts. This is referred to in this study as the THREE-Bs technique.
2. Counsellors should impart self-management skills to this category of adolescents.
3. Follow-up service should be carried out by Counsellors after behaviour modification had been done for the addicts.

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