

Evaluating The Impact of Individualized Versus Group Motivational Therapy for Cessation of Smokeless Tobacco among 12-18 Years School Going Children in Raipur, Chhattisgarh

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Abstract

Background: Smokeless tobacco use among adolescents remains a significant public health challenge in India, particularly due to early initiation and rapid development of nicotine dependence. School-based behavioral interventions offer an important opportunity for early cessation.

Objective: To evaluate and compare the effectiveness of individualized motivational therapy versus group motivational therapy for smokeless tobacco cessation among school-going children aged 12–18 years in Raipur, Chhattisgarh.

Methods: A randomized controlled, three-arm interventional study was conducted among 360 smokeless tobacco-using school children from Government and Private schools. Participants were allocated to individualized motivational therapy (Group I), group motivational therapy (Group II), or control (Group III). Nicotine dependence was assessed using the Fagerstrom Test for Nicotine Dependence–Smokeless Tobacco (FTND-ST) at baseline, 3 months, and 6 months. Quit status and changes in FTND-ST scores were analyzed using Chi-square test and ANOVA with Tukey's post-hoc test.

Results: At 6 months, 308 participants completed follow-up. Both intervention groups showed significant reductions in mean FTND-ST scores at 3 and 6 months compared to baseline ($p < 0.001$). Quit rates were highest in Group I (18.5%), followed by Group II (16.9%), and lowest in Group III (4.5%) ($p < 0.001$). Intergroup comparisons revealed significantly lower FTND-ST scores in Groups I and II compared to control at follow-up.

Conclusion: Individualized motivational therapy was more effective than group motivational therapy in reducing nicotine dependence among adolescents. Early, personalized school-based interventions are essential for preventing sustained smokeless tobacco use.

Keywords

Adolescent, Smokeless Tobacco, Tobacco Use Cessation, Motivation, Counseling, Nicotine Dependence.