

Impact of visual aid on generating awareness about air pollution in a hospital-based setting in Coimbatore, India

Air pollution is a major issue in India due to a number of natural as well as anthropogenic activities such as rapid industrialization, solid waste and biomass burning, vehicular exhaust fumes, and suspended road dust. Air pollution has both acute and chronic effects on human health. With a decline in air quality, especially in the urban areas, there is a higher risk of cardio-vascular diseases, chronic and acute respiratory diseases, lung cancer, acute respiratory infections in children, asthma, low birth and pre-term weight, among others

1.24 million deaths in India attributable to air pollution

Increase in death rate by **115.3%** (1990-2019), due to ambient particulate matter pollution

While a majority of people are aware of what air pollution is, the understanding of technical aspects such as Air Quality Index and Particulate Matter was not up to the mark. Research shows that the impact of visual aid lasts longer in the brain and works well when information is paired with significant images. Hospital-based settings create an ideal environment for sensitization using communication strategies and our study aims to assess this in a hospital in Coimbatore.

Aim of the study

- To evaluate how the issue of air pollution is perceived by the general public and people working in selected hospital settings

Objectives

- To understand the baseline level of awareness of air pollution and its impact on health, in a hospital-based setting
- To evaluate if providing visual aids on air pollution impacts knowledge and awareness of different categories of staff in a hospital-based setting, over a defined time period

Proposed survey site



PSG Institute of Medical Sciences and Research, Coimbatore

Respondents in the study

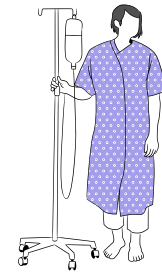
Primary

- Doctors;
- Nurses;
- Allied health professionals - technicians (radiology, ultrasound, surgical, etc.), therapists, medical assistants, pharmacists, medical lab technicians;
- Other hospital staff – receptionists, management staff, ward assistants, patient service assistants, etc.



Secondary

Long-stay patients and their attendants (from in-patient ward).
Out-patients will not be surveyed, since it will be difficult to get them for both pre and post parts of the study.



Methodology

At the beginning of the study, a baseline survey will be conducted to understand the awareness levels of participants about air pollution and its impact on health. Post the baseline survey, TV screens will be installed on which information about local air quality and the impact of air pollution on health will be displayed. After 3-4 months, same questionnaire will be administered to the same set of participants to understand the impact of the visual information on the perception of the participants about air pollution.

About CCDC

Centre for Chronic Disease Control (CCDC) is a New Delhi based not-for-profit organization, established in December 2000. The mission of CCDC is primarily intended to address the growing challenge of chronic diseases, in varied settings of the developing countries through: knowledge generation, which can inform policies and programmes for the prevention and control of chronic diseases and knowledge translation intended to operationalize research results by bridging the critical gaps between relevant research and effective implementation.

About PSGIMSR

PSGISMSR is a private medical teaching hospital, based in Coimbatore, Tamil Nadu. Along with health services for general public, it offers students courses across several multispecialty departments. It is also involved in research to facilitate capacity building for the same. Passionate about environment and sustainability, it has implemented many green initiatives on its campus.