

## Abstract

**Background:** Crop Residue Burning (CRB) is a major source of PM<sub>2.5</sub> and a health burden in Northwestern India. To address this problem, Research Institute for Humanity and Nature (RIHN) has launched the “Aakash Project” to promote social changes toward cleaner air, improved public health, and sustainable agriculture.

**Objective:** The objective of this study is to create a health-educational video based on the Health Belief Model (HBM) as one of the prevention enlightenment activities in this project. The video will be provided to the Aakash project and will be used in health classes for mothers and children in Punjab, Northwestern India.

**Methods:** Based on the HBM, a video was created to aware mothers and children in Punjab, about PM<sub>2.5</sub> precautions using face masks. The video was developed by three applications: 5.3.1 Procreate, 2.69 Microsoft PowerPoint, and 3.0.1 iMovie.

**Result:** A seven-minute health educational video based on the HBM was developed for mothers and children living in Punjab. The content was designed to encourage people to believe that the preventive behavior of wearing a face mask is effective and outweighs the burden of the behavior.

**Discussion:** This health educational video based on the HBM has the potential to promote behavioral change by raising awareness of the PM<sub>2.5</sub> threat and benefits of wearing face masks. It can also be used effectively as a learning tool for educators to explain various concepts using visual representations as a preventive measure. The video will be translated into local official language (Punjabi), and a method will be prepared to show it to the target populations.

**Conclusion:** This study may help residents suffering from PM2.5 by promoting health awareness and preventive measures such as the use of face masks to prevent PM2.5 exposure through educational video based on HBM.