

**EFFECTS OF ALCOHOLISM AMONG THE YOUTHS: A CASE STUDY OF  
ROKA LOCATION, KILIFI COUNTY-KENYA**

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**A Research Project Submitted to the School of Arts and Social Sciences in Partial  
Fulfillment of the Requirements for the Award of Bachelor of Arts Degree in Social  
Work of Maasai Mara University.**

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## DECLARATION AND APPROVAL

### Declaration

I declare that, this research project is my original work and has never been presented by any other person in another University.

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### Approval

This research project has been submitted with my approval as the University supervisor.

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## **DEDICATIONS**

I dedicate this research project to my parents, Mwangala Kanyoe and Munyazi Ndago for standing with me all the time of school life. I also dedicate this research project to the School of Arts and Social Sciences of Maasai Mara University for the great academic impacts to me, through the support and encouragement.

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## **ABSTRACT**

The aim of this study was to investigate the effects of alcoholism on the youths of Roka location, in Kilifi County. The study was guided by the research objectives which were; to identify the causes of alcoholism among the youths, to analyze the effects of alcoholism among the youths, to find out the measures that can be initiated to deal with the problem of alcoholism among the youths. The study will be of great significance as the effort to address alcoholism is the key for the community development. The study will cover all youths of Roka location and the information that will be acquired will facilitate the understanding of the causes of alcoholism. The study involved the literature review that showed the patterns of alcoholism in the World, in Africa and in Kenya. The theories that spearheaded the issue of alcoholism like; the Deviant and Social-Disorganization perspectives were also used. The study site was Roka location in Kilifi County and the adopted research design was the descriptive survey. Forty (40) respondents and ten (10) key informants were used for the study. The provision of information was through the Questionnaire and Interview methods. The research found that the factors leading to excessive alcohol consumption among the youths in the study area included; peer influence, unemployment, desire to reduce stress, and media influence. The effects of alcohol consumption to the youths according to the study findings were; school dropout, increased thefts, loss of jobs, committing suicide, wastage of money, increased stress, poor coordination, slurred speech, destruction of reproductive system, damage of; the brain, liver, kidney, and breast, contraction of HIV, and death. In relation to the measures used to address the problems of alcoholism, the research established that, both the Community and the Government measures were employed. In conclusion, the research pointed out that, excessive alcohol consumption has more negative effects as compared to the positive effects. Due to this therefore, the research spearheaded on the issue of exerting more efforts by the Community members and the Government. Apart from the efforts made by the community members and the Government, the research recommended that the County Government of Kilifi and the National Government should come up with policies to establish more Agricultural projects that could employ youths, train the village elders and the chiefs on the best ways of dealing with alcoholism, and also to come up with more rehabilitation centers. The roles of rehabilitation centers in dealing with excessive alcohol consumption are to be considered for further attitudes.

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## LIST OF ACRONYMS

<b>AMHSA</b>	Alberta Municipal Health and Safety Association.
<b>AIDs</b>	Acquired Immunodeficiency Syndrome.
<b>GBV</b>	Gender Based Violence.
<b>HIV</b>	Human Immunodeficiency Virus.
<b>NACADA</b>	National Authority for Campaign against Alcohol and Drug Abuse.
<b>NGOs</b>	Non-Governmental Organizations.
<b>SCAD</b>	Students Campaign Against Drugs.
<b>STIs</b>	Sexual Transmitted Infections.
<b>WHO</b>	World Health Organization.



## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Background of the study**

Alcoholism is a chronic disease caused by compulsive and uncontrollable consumption of alcoholic beverages. The alcohol use has a long history since the time of Egyptian civilization. Fermented grain, fruit juice and honey have been used to make alcohol for thousands of years. In china, the evidence of early alcoholic drink was around 7000B.C. In India, an alcoholic beverage called Sura, distilled from rice, was in use between 3000 to 2000 BC, the Babylonians worshiped a wine goddess as early as 2700B.C. In Greece, one of the first alcoholic beverage which was popular was Mead. However, the Americans are not left out as one of the people who consumed alcohol long ago in the Pre-Columbian times. The use of alcohol in America faced a challenge in form of prohibition. This was according to the report of the United States law (1920) but however, the restrictions came to an end, United States law (1933). From the above content, it is clearly shown that, the problems associated with alcoholism are not current issues but have their roots long time ago.

In our societies, the use of alcohol have widely spread and this is contributed by factors like; the genetic factors and others which are; easy accessibility of alcohol, peer influence, and the need to experiment. In relation to the alcoholic causes, a research was conducted in the University of Granada, Spain by Jose Rico Irlles (2007). The research revealed that,” the lack of endorphin is hereditary and thus that there is a genetic predisposition to became addicted to alcohol”. This is absolutely true because, parents who are addicted to alcoholism have a high tendency of having children who will suffer from the same problem (alcoholism).The use of alcohol lead to health and social consequences, both acute (like; traffic death) and chronic (like; alcohol dependence,). In line with the consequences associated with alcoholism, many authors struggled to curb the problem. Among the authors was Pamela Hyde (2005), an Alberta Municipal Health and Safety Association (AMHSA) administrator, who applied much of her energy towards curbing alcoholism. Hyde said, “Underage drinking should not be a normal part of growing up. It is a serious and persistent public health problem that puts our young

people and our community in danger. Even though drinking is often glamorized, the truth is that, underage drinking can lead to poor academic performance, sexual assault, injury and even death”. Dorothy Parker (1893-1967) is another author who was credited for her struggle against alcoholism. Parker was quoted saying, “Not much fun”, after being asked by a bartender, what are you having? This happened on one New York speak easy that Dorothy frequented. Of course, many drunkards behave in a funny way after taking alcohol but this does not qualify alcohol to cause fun in our lives. The things that alcohol can simple contribute to peoples’ lives are the increased problems.

The best thing is to fight the problem through the empowerment of people (youths) in order for them to take full control of their lives. This research aims at accomplishing this objective (empowerment of people) through the use of questionnaires and interviews in the collection of relevant information from the youths of Roka location and then come up with the measures of alleviating the problem.

## **1.2 Statement of the problem**

Many youths of Roka location, in Kilifi County use alcohol and this contribute to the problems that they face which include; increased Gender Based Violence (like rape), school dropout, psychological disorders (like stress and memory loss), contraction of HIV and AIDs, loss of jobs, damage of the brain and even death.

Therefore, the aim of this research is to find out the causes of alcoholism among the youths of Roka location, the effects (on the youths) and the appropriate measures that can be initiated to alleviate this problem in the society.

## **1.3 Broad objective**

The broad objective is to conduct a study on the effects of alcoholism among the youths of Roka location, in Kilifi County.

### **1.3.1 Specific objectives**

- i. To identify the causes of alcoholism among the youths of Roka location.
- ii. To analyze the effects of alcoholism among the youths of Roka location.
- iii. To find out the appropriate measures that can be initiated to deal with the problem of alcoholism among the youths of Roka location.



### **1.3.2 Research questions**

- i. What are the causes of alcoholism among the youths of Roka Location?
- ii. How has the problem of alcoholism affected the youths of Roka Location?
- iii. What measures needs to be initiated to address the problem of alcoholism among the youths of Roka Location?

### **1.4 Justification of the study**

Alcoholism is a big problem in Roka location among the youths. Many youths are not committed to their jobs and due to the fact that, they are at their most productive ages, this poses a great problem towards the development of the society. The few youths who are committed to their jobs also end up wasting much of their money in purchasing alcohol instead of investing for their future. The business men at Roka location invest in alcohol related businesses and they mostly target the youths. The businesses dealing with alcohol that flood the community contribute largely to the problems that face the youths like; school dropout, contraction of HIV and AIDs, and increased Gender Based Violence (like rape).

For the above reasons therefore, alcoholism act as a crisis that needs to be addressed through the identification of the contributing factors, the effects and the possible measures that could be initiated to address the pathology. The problem (alcoholism) needs to be solved first as it largely affects the youths and even the whole community of Roka location.

### **1.5 Significance of the study**

The research on alcoholism is of great importance to the members of Roka Location as the community will experience positive outcomes which may include; physical benefits(the good health of the members), economic development, as members, especially the youths will invest in different businesses, and the social development, this will be experienced through the good interaction among community members.

To the Government, the research will facilitate the process of provision of Social Services like; rehabilitation services and referral services to the youths of Roka Location who are suffering from alcoholism. The Government may also use this research to budget for the

whole exercise of Social change and this will be achieved through the department of Social Services.

### **1.6 Scope of the study**

This study will focus on Roka location only. The youths of Roka location will be the main participants in this research and the provision of the necessary information will be through the use of interview and questionnaire methods. The areas where youths take alcohol (like; clubs and bars) will be visited. The cause, effects and possible measures to deal with the problem of alcoholism will also be covered in this study.

### **1.7 Limitation of the study**

The study was limited by some factors which include;

The issue of ignorance: Many respondents were not willing to cooperate and provide the necessary information due to ignorance. They were unable to understand the benefits of dealing with the problem of alcoholism.

The issue of confidentiality: Though many youths of Roka location are addicted to alcoholic drinks, some were unwilling to share their stories due to fear that their information will be exposed.

## 1.8 Definitions of terms

- Alcohol:** refers to drinks such as beer and wine that can make people drunk. Alcoholic drinks are made from fruits, sap of trees or even from seeds like rice (McGovern et al, 2005).
- Alcoholism:** the medical condition caused by drinking too much alcohol regularly. As a medical condition, alcoholism is associated with problems like; miscarriage and premature birth (Kehoe, 2010).
- Gender Based Violence (GBV):** is the general term used to capture violence that occur as a result of normative role expectations associated with each gender, along with the unequal power relationship between the two genders, within the context of a Specific society (Bloom, 2008).
- HIV and AIDs:** Human Immunodeficiency Virus (HIV) is a viral that attack the immune System. The virus cause the Acquired Immunodeficiency Syndrome which include a set of symptoms and illnesses that occurs at the very final stage of HIV infection .Research conducted by the World Health Organization showed that, Africa leads in the world with a large number of people infected with the disease(WHO,2016).
- Psychological disorders:** these are patterns of behavioral or psychological symptoms that impact multiple areas of life. These disorders create distress for the person experiencing them. Examples of Psychological disorders are; depression (state of the mind Producing serious, long term lowering of enjoyment of life), Anxiety disorder (including panic disorder, social anxiety and Post traumatic stress), and Schizophrenia (is a chronic, severe, and disabling brain disease) (German E. 1999)

**Social services:**

Jane Addams (1860) was the founder of Social Services in the United States (he came up with the Settlement House Movement). These services include the benefits and facilities such as education, food Subsidies healthcare, job training and subsidized housing, adoption, Community management, policy research and lobbying.

**Youth:**

The quality or state of being young. The youths are characterized by freshness, Vigor and Spirit (Furlong Andy, 2013)

## CHAPTER TWO

### LITERATURE REVIEW AND THEORETICAL FRAME WORK

#### 2.1 Introduction

This chapter presents literature review and the theoretical frame work. It is a review of the literature that relates to the study purpose and it is organized according to the objectives in order to maintain the relevance of the study problem. This chapter focuses on reviewing literature that pointed out the effects of alcoholism on youths and the measures taken to deal with the problem. The theories used in this chapter are helpful in understanding the study. The chapter also shows the conceptual framework, which is the relationship between the independent and dependents variable. On the conceptual framework, there are the intermediate variables that reduce the conflict that exist between the independent and dependent variables.

#### 2.2 Patterns of alcohol consumption

At the world level, alcohol has a lot of cultural importance as it is used on many occasions and ceremonies. Kinney (2006) argued that, the occasions and ceremonies across the world that make use of alcohol are promoted by the culture and social customs. Alcohol is consumed due to different reasons that range from the desire for relaxation, pleasure, celebrations, drawing sorrows, to habit, followed by compulsion in some cases, Sutton (2011). In different parts of the world, alcohol consumption is common in social functions, according to Mayowo and Chikere (2011). While some regions like the Eastern Mediterranean, alcohol use is limited, others break the records in the world, in relation to excessive alcohol use. Among the areas where alcohol is greatly consumed in the world is South Africa (WHO). Even though alcohol consumption is deeply rooted in many cultures across the world, alarming reality have been shown among the youths as the patterns of drinking alcohol have changed from low to high rates (Mayowa, Ebirim and Chikere, 2011).

In Africa, alcoholic drinks are very common in almost every community. Many thousands years ago up to date, alcohol in Africa is made from cereal crops, herbs, roots, leaves and even from the sap of some trees like the palm trees. In traditional

African societies, alcohol was mostly used during ceremonies like; weeding, birth and initiation ceremonies, Kilonzo and Pitkanen (1992). The behavior of consuming alcohol outside a social function was regarded foreign. Today, alcohol consumption has been very much associated with the concept of “westernization” and “Modernity”, this was according to Malulu (2003). Alcohol use is now regarded as a sign of prestige. In relation to the concept of prestige is the issue of recreation which is mostly accompanied by harmful drinking patterns, Kilonzo (1989). The situation has changed radically in Africa. Alcoholic drinks are mixed with other drugs and the communal regulations that used to govern the use of alcohol have been swept aside. Young people now use alcohol without restrain regardless of time or season. Youths in Africa use alcohol for their own personal satisfaction and not for the purpose of social events.

The Kenyan society is flooded with different kinds of alcoholic drinks. Most of these drinks (alcoholic) are advertised in radios and on televisions and since the media have great impacts on people, especially the youths, alcohol use have raised in Kenya as they (youths) look for role models on television, Coombs (2002). A shocking revelation was contained in a study by National Authority for Campaign against Alcohol and Drug Abuse (NACADA) and Students Campaign Against Drugs (SCAD). The study showed that, thirty six (36) percent of Kenyan Students (youths) consume alcohol.

## **2.3 Effects of alcoholism to the youths**

The effects of alcohol to the youths include;

### **2.3.1 Contracting diseases**

Excessive alcohol consumption increases the tendency of getting diseases, mostly, Sexual Transmitted Infections (Cook, 2005). Once a person became drunkard, the tendency of having unsafe sexual intercourse increases. Connor (2010) argued that, the act of having unprotected sex is due to the fact that alcohol impairs judgment once consumed and this contribute to future regret. Apart from the Sexual Transmitted Infections (STIs), youths who are alcoholics are at the risk of getting other diseases like; Alcohol-related cancer, liver cirrhosis and even liver damage.

### **2.3.2 Increase suicidal behaviors**

Many youths who take excessive alcohol face the psychological challenge (like depression). This contribute more to suicidal behaviors. Those who take alcohol also have the tendency of being more aggressive and reckless. Many young people are found trying to perform self-harm or attempt to committee suicide (Sher, 2006).

### **2.3.3 Contribute to increased school dropout**

The consequences of alcohol consumption like; slurred speech, lack of coordination, and impaired attention, according to Addolorato, et al (2008) contribute more to the problem of school dropout among addicted youths. The act of school drop out by youths (who are alcoholics) is also facilitated by the poor performance. Those who cannot concentrate in their studies are unable to perform well in class and as a result, they conclude that the best solution is to do away with studies.

### **2.3.4 Destruction of the reproduction system**

Youths who are alcohol addicts damage their reproduction system. When marriage time comes, many youths face challenges which include; Miscarriage, Still birth, and Premature birth (Kehoe, 2010). However, drunkards may face other problems like; loss of sex drive, impotence, or wasting of testicles.

### **2.3.5 Road accidents**

Once a person is drunkard and became reckless, the tendency of accident while driving increases. Rehm. (2005) argued that, alcohol consumption affects all body parts including the brain and the nervous system. It also (alcohol) contributes to the problem of impaired attention, Addolorato et al (2008). All this leads to accidents that many youths are involved in and some end up even dying.

## **2.4 Measures to deal with alcoholism**

The following measures can be applied to deal with the problem of alcoholism.

### **2.4.1 Controlling alcohol advertising and promotion**

Studies on alcohol advertising and young people shows that, children and adolescents (youths), who see advertisements have more attitudes towards drinking. They are more likely to be underage drinkers and may even drink more when are adults. Controlling advertisements and promotion will help in dealing with alcoholism.

However, some studies done on the effects of advertising alcohol on adults does not show any strong connection between the exposure to alcoholic drinks and the overall consumption (WHO, 2004).

### **2.4.2 Increasing alcohol prices**

The alcohol prices have been steadily dropping due to economic challenges. In line with the issue of alcohol prices, many studies have shown that high prices help to reduce level of alcohol consumption and alcohol related problems. An increase in prices of alcoholic drinks may be initiated by the idea of increasing taxes. Cook (1981) said that, once the taxation of alcohol goes high, this affects the final consumer in the form of high prices. Cook was the one who provided an early evidence on the whole issue of increased taxes for the alcoholic drinks that then leads to higher prices to customers and this was confirmed by Young and Bielinska Kwapisz (2002) in their econometric analysis of the relationship between alcohol tax and beverage prices.

### **2.4.3 Governance Responsibility**

The national and county Governments should be on the front line in leading the war against taking alcohol irresponsibly. Chiefs, Policemen, Village elders and even



Religious leaders (Pastors) should be empowered on how to deal with alcoholism. For instance, police men should be encouraged not to take bribes when dealing with a case (thefts) that arise due to irresponsible alcohol drinks. At the county level, the authority can establish a good collaboration network between the alcoholic industries, police men and the licensing organizations in order to deal with the problem of alcoholism (NACADA,2011)

#### **2.4.4 Provision of better education**

Youths should be educated on the effects of taking alcohol. Better education and communication should also be done to the sellers in order to prevent cases like selling alcohol to young people. Education entails series of measures that aims at achieving long term change in attitudes to irresponsible drinking behavior. Education should mostly be targeted to those who are at risk like the chronic drinkers (WHO, 2002). Accurate information is needed to aid individuals to make informed decisions about how much and how often will they consume alcohol. The whole idea of informed decision means, individuals will not be influenced by either their peers or societal cultures. Since information is one of the factors that influence behaviors of people, as (WHO, 2000) argued, the young people needs to be given appropriate guidelines on what kind of drinks (alcohol) they consume. In this situation, youth's needs to know even where they can get assistance in case of any problem that may emerge as a result of taking alcohol. This assistance may be in the form counseling.

#### **2.4.5 The Liquor License Act**

This Act provides regulations on the sale and supply of liquor. The Act hold that, there should be no provision of a license to any premise dealing with alcoholic drinks not unless, the license provision will be for the benefit of the public. For these reason therefore, the law should take its course and deal with those who sell alcohol (mostly, traditional alcohol) without any license and for this, the youths will be saved from the challenges resulting from excessive alcohol consumption.

This Act argues that, any licensee who keeps operating his or her business during hours that the license does not allow shall be conducting an offence (Kenya Law report, 2012).

This is to say that those customers who purchase alcoholic

drinks at any licensed business (like; clubs and bars) should do so within the time frame provided by the license. The Act also covers the ages of people who should purchase alcohol from licensed businesses. No person is allowed to sell liquor to people who are under eighteen years old.

## **2.5 Theoretical framework**

This section explains the theories which are related to the problem of alcoholism. The theories here include; the Deviance and Social-Disorganization theories.

### **2.5.1 Deviance theories**

The concept of deviance was used by different Scholars to explain the ways in which people goes against the society's expectation. This involves violating the Society's norms and values.

#### **2.5.1.1 Durkheim's Deviance Theory**

Deviance is defined as any action that is perceived as violating a society or group's cultural norms. Norms dictate what is viewed as acceptable and unacceptable behaviors across cultures. The concept of deviance is a broad issue because norms varies across groups, time, and places. This is to say, what one group may consider acceptable, another may consider deviant (Durkheim, 1951). Durkheim used the concept of anomie to explain deviant behaviors in the year 1951. In his discussion, Durkheim coined the various factors that contribute to the breakdown of the regulatory norms. According to Durkheim's argument, some of the factors that leads to normlessness include sudden economic crisis and rapid social change. These factors leads to the disruption of the normal functioning of the society.

Durkheim viewed the society to have some regulations (norms) and in cases where youths of a given society are alcoholics, it means, the normal regulations have been broken down. The economic crisis in different societies leads to frustrations to people and due to this therefore, people (youths) run for alcoholic drinks. According to Durkheim (1951), a behavior may be described deviant if it deviate from societal controlled traditions and customs. For this argument, the way many youths consume alcohol goes against the societal norms, therefore, this is seen as a deviant behavior.

Merton et al (1966) and Richard Cloward and Lloyd Ohlin's (1960) argued that pervasive materialism in any culture creates a situation where people fail to attain their goals.

They argued that, there exist a "strain" among the youths (youths who end up using alcohol). The strain force the youths to deviate and enter into alcoholism as they try to fulfill their goals (achieving wealth) through illegal means. The "strain" theories of deviance have positive aspects as they interpret behaviors such as; prostitution and armed robbery. However, the theories interpret violent crimes in relation to stress and frustrations that are experienced by the youths. Besides the positive part of the deviance theories, the perspectives have negative concepts. The theories make no attempt to explain the behavior of individuals or the occurrence of a person's deviant act.

#### **2.5.1.2 Differential-association theory**

Edwin Sutherland (1939) proposed the theory of Differential-association to address the issue of how people learn deviant behaviors. The theory holds that, the environment plays a big role on explaining how people deviate from the normal order of the society. This applies mostly to people of the same group (reference group). The people of the same reference group provides norms that facilitate either conformity or deviance and as a result, there is the shaping of peoples' world view. The perspective also realize the contributions of socializing agents like; the family, teachers, friends and media in passing norms to those who are socialized.

The youthful stage is mostly characterized by peer influence, where people seek acceptance. As youths socialize, they learn deviant behaviors which include; alcohol consumption, drug abuse and criminal acts. In the case of alcohol consumption, Differential-association is important as individuals must associate with others in order to experiment (taking alcohol) and then have a supply of it. The exchange of attitudes, values and motives for criminal behaviors among youths as they socialize is through the process of social learning.

The major strength of the theory is the role it plays in changing the peoples' views concerning the origin of criminal behaviors. The theory shifts the blame of individual factors from biology to social factors and experiences. On the other hand, the perspective have a weakness in the sense that, it cannot be tested. For instance, Sutherland was unable to provide a scientific and mathematical framework to predict future offences.

### **2.5.2 Social Disorganization theory**

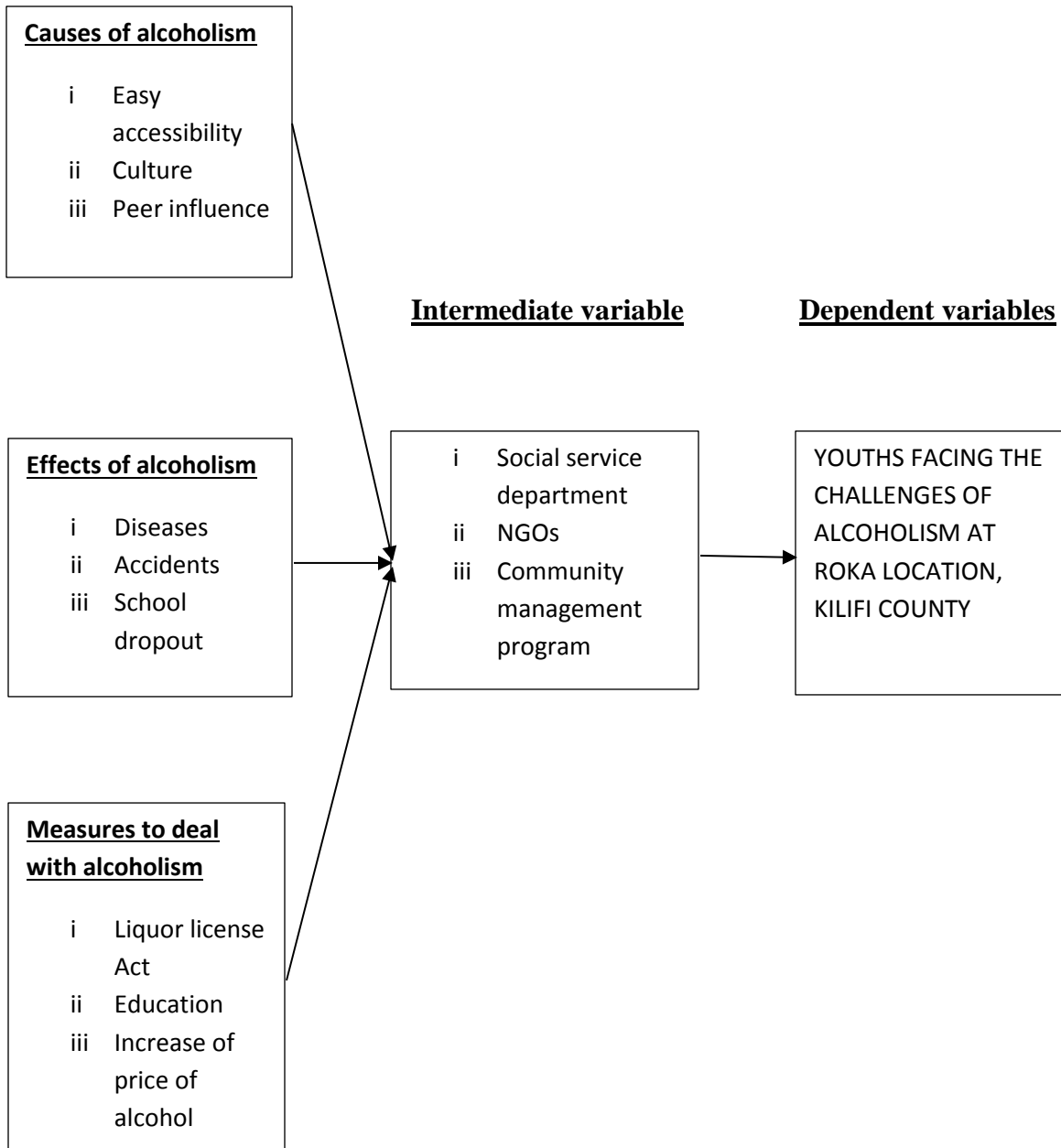
Social Disorganization theory was used by Rejendra (1998) to mean the deterioration of social relations between members of a given society due to the failure of the members to function according to their status. This leads to chaos in customs, Social Institutions, traditions and folkways. This theory argues that, people are witnessing changes in family functions. This occurs mostly in urban settings of India. In India, women do not want to view themselves as inferiors to men; they are rebellious and want to become dominant. This contributes to conflicts in families. Youths end up taking alcohol in order to run away from frustrations created in families. The youth's tendency of escaping from frustrations is usually of a short period of time and just intensify the problems; by involving themselves in antisocial behaviors like; prostitution, cheating and rape (Rajendra, 1998).

Young people are the ones who are mostly affected by the family and social disorganization. Young people coming from slum areas are used to chaos and as a result, they end up being disorganized. They involve (youths) themselves in minor crimes and at the same time, they are unable to adjust themselves with the society, Durkheim (1951). The theory points out that, once an individual became disorganized, he is not able to fulfill his roles in the society. For this reason therefore, once the youths facing the challenges of alcoholism became disorganized, they fail to accomplish their life goals.

The strength of social disorganization theory include; the arguments that once an individual became disorganized, the environment also became disorganized. According to Rajendra (1998), an alcoholic can be treated and counseled in order to stop drinking alcohol and became an important person in the society. The theory also gives an encouragement to the youths who are addicted to alcohol that their problem can be corrected. However, Social Disorganization theory has negative sides. It (theory) does not measure the degree of social disorganization that may lead the youths to involve themselves to alcoholism and leads to further problems like crime and prostitution

## 2.6 Conceptual Framework

### Independent variables



**Figure 2.1: Conceptual framework**

**Source: Research, 2018**

The conceptual framework shows how the independent and dependent variables relate. There is the existence of a conflict between the two variables (dependent and independent variables). The youths face the challenges that emerge due to alcoholism and they cannot

adjust themselves to the environment. In this case, the intermediate variables play a major role of minimizing the conflict between the independent and dependent variables. There is the existence of specialists in the intermediate variables that initiate different programs that aim at reducing the pressure exerted by the independent variables. For instance, Non-Governmental Organizations (NGOs), help the youths through conducting awareness on the effects of excessive alcohol consumption. The awareness created by the Non-Governmental Organizations (NGOs) form one of the behavior change programs that help the youths to deal with the challenges of alcoholism.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter will discuss the methodology used for the research which include; site of the study, the research design, target population, the sampling procedure, research tools, pilot study, reliability of the research instruments, validity of the research instruments, data collection, data analysis and the ethical consideration.

#### **3.2 site of the study**

The research took place at Roka location, which is located between Mombasa and Malindi towns. The place (Roka location) is 20 Kms to the North of Kilifi town and it is mostly populated by the Mijikenda community. The main economic activity in the area is Agriculture, where most people grow and sell their Agricultural products at the local markets available.

#### **3.3 Research Design**

The research design that is adopted in this study is the descriptive survey. This design help to describe the participants of the study in an appropriate way. It (descriptive survey) covers the attitudes, perceptions, behaviors and values of the participants (Mugenda and Mugenda, 2003). The outcomes of the descriptive survey help to understand how alcohol affects the youths. The study objectives are well met when a researcher use the descriptive survey which help to understand how, when and where data is to be collected and analyzed (Parahoo, 1997).

#### **3.4 Target population**

The target population involves the youths of Roka location. Key informants will also be included and among them will be; the addicted youths, one village elder, head teachers of primary schools, Social workers of Kilifi County Hospital and parents of the addicted youths. Target population as argued by Borg and Grall (2009) is a universal set of study of all members of real or hypothetical set of people, events or objects to which an investigator wishes to generalize the results. The target population intended to be studied

should have observable characteristics in order to allow the researcher to generalize the results.

### **3.5 The sampling procedure**

Kombo and Tromp (2009) argued that, the procedure that a researcher use to select people or things for study is referred as sampling. The sampling procedures used to select the key informants (ten key informants) include the purposive methods. The ten(10) key informants include; one(1) village elder, three(3) head teachers of primary schools, two(2) medical Social Workers of Kilifi County Hospital, two(2) youths who produce traditional alcohol (Mnazi) and two(2) parents who had addicted boys. The Random sampling method was used to identify the sample size of forty (40) youths from the streets of Roka location. The sample size in this case refers to the selected element or sub set of population to be studied (Cooper and Schindler, 2000).

### **3.6 Research tools**

The interviews and questionnaires are commonly used tools to gather relevant information from the respondents (Orotho and Kombo, 2002). For the research on alcoholism effects on youths, interviews were done on one on one bases. Each respondent was interviewed separately and this provided valid and reliable information. The questionnaires that were given to the respondents involved both closed and open-ended questions.

### **3.7 Pilot study**

The pilot study is very important and it is done before the actual study process. In this study, the pilot study was done to determine the validity of the research design and the methods of data collection, specifically, the questionnaire was tested. This ensured that the respondents understood the questions and in the case where difficulties were experienced, slight changes were made. According to Mugenda and Mugenda (2003), a sample of tenth of the total sample with homogenous characteristics is appropriate for a pilot study.



### **3.8 Reliability and validity of the research instruments**

The research instruments should be tested of their reliability and validity before the actual study.

#### **3.8.1 Reliability of the research instruments**

Reliability is the measure of the degree to which the research instruments leads to consistent results (Mugenda and Mugenda, 2003). The reliability of the research instruments was tested through the repeated trials and this was accompanied by the pilot study. The questionnaires, as one of the research instrument, were pre-tested and reviewed in order to understand their reliability.

#### **3.8.2 Validity of the research instruments**

Validity is the tendency to which the analyzed data accurately represent the study phenomena. It is all about the accuracy and meaningfulness of the inferences which is based on the research results (Mugenda and Megenda, 2003). The pilot study aided the whole process of finding the validity of the research instruments since the ambiguities of those instruments were realized and corrected. The supervisor also played a role by providing the professional advice that led to the improvement of the research instruments.

### **3.9 Data collection**

Data collection involves the primary and secondary methods of data collection.

#### **3.9.1 Primary methods of data collection**

The interview and questionnaire are some of the primary methods of data collection. The use of the interview helped the respondents to provide the relevant information. The questionnaires were also important they led the study towards a specific direction (the open-ended and closed questions guided the respondents towards the correct direction, to fulfill the objectives of the study). Interviews and questionnaires provided first-hand information.

### **3.9.2 Secondary methods of data collection**

The journals and newspapers also had important information regarding the problem of alcoholism. The effects of alcoholism, especially, road accidents were mostly highlighted in the newspapers.

### **3.10 Data analysis**

Data analysis involved activities like; editing, coding, data entry and tabulation. These processes helped in the conversion of raw data into manageable size. The gathered data was edited, coded and analyzed using descriptive statistics (frequencies and percentages) by the help of the Statistical Package for Social Sciences (SPSS). Data analysis seeks to fulfill the objectives and provide answers to research questions (Bryman and Crammer, 2007).

### **3.11 Ethical considerations**

The research will involve all youths who are addicted with alcoholism and the key informants. Though most youths of Roka location are victims of alcoholism, most of them are not willing to say that they have the problem. This means, they do not want their stories to be exposed. Due to this reason, the principle of confidentiality will be highly uplifted and no information provided will be exposed. The principle of worth and dignity of human person will also be observed. All youths who are alcohol addicts and the key informants will be treated equally regardless of their age, religion, or gender.

## **CHAPTER FOUR**

### **FINDINGS, PRESENTATIONS AND DISCUSSIONS**

#### **4.1 Introduction**

This chapter presents the findings, presentation and the discussion of the collected data. The chapter shows the findings starting with the preliminary information, that is, the gender, age, educational level, occupational information, marital status, and religion. The factors leading to high alcohol consumption, the effects of alcohol consumption on the youths, the measures to deal with the problem of alcoholism, and the information from the Focus Group discussion (FGD) were also presented in this chapter.

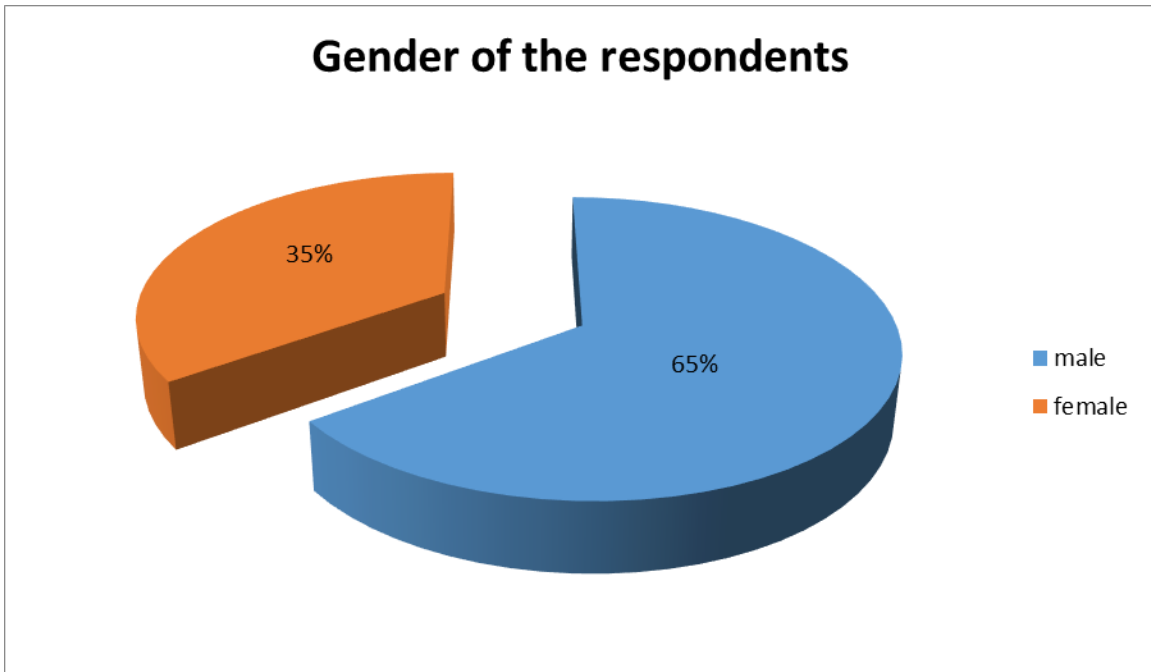
#### **4.2 Response rate**

The research targeted forty (40) respondents, who were the youths of Roka Location in Kilifi County, Kenya. All respondents, forty (40) participated in the research. This rate of response was therefore, excellent (Mugenda and Mugenda, 1999).

#### **4.3 Preliminary information**

##### **4.3.1 Gender of the respondent**

Out of the 40 (100%) respondents who participated, 26 (65%) were male and the remaining 14 (35%) were female. This indicates that, most respondents in the study area were male. These findings are presented by the figure below.

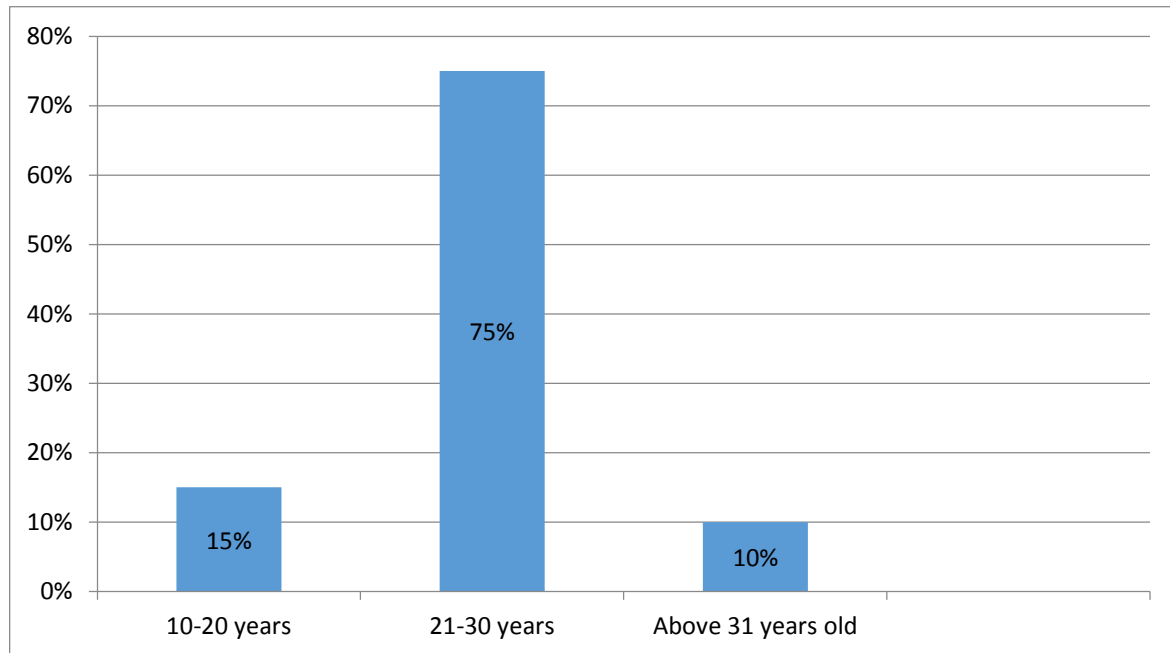


**Figure 4.1: Gender of the respondents**

**Source: Research, 2018**

#### **4.3.2 Age of the respondents**

The research findings show that, majority of the respondents 30 (75%) were aged between 21 and 30 years, 6 (15%) of the respondents were aged between 10 and 20 years , and 4 (10%) were aged above 31 years. The data collected therefore indicated that, majority of the respondents in the study were in the age bracket of 21 to 30 years (75%). These findings are presented by the figure below.

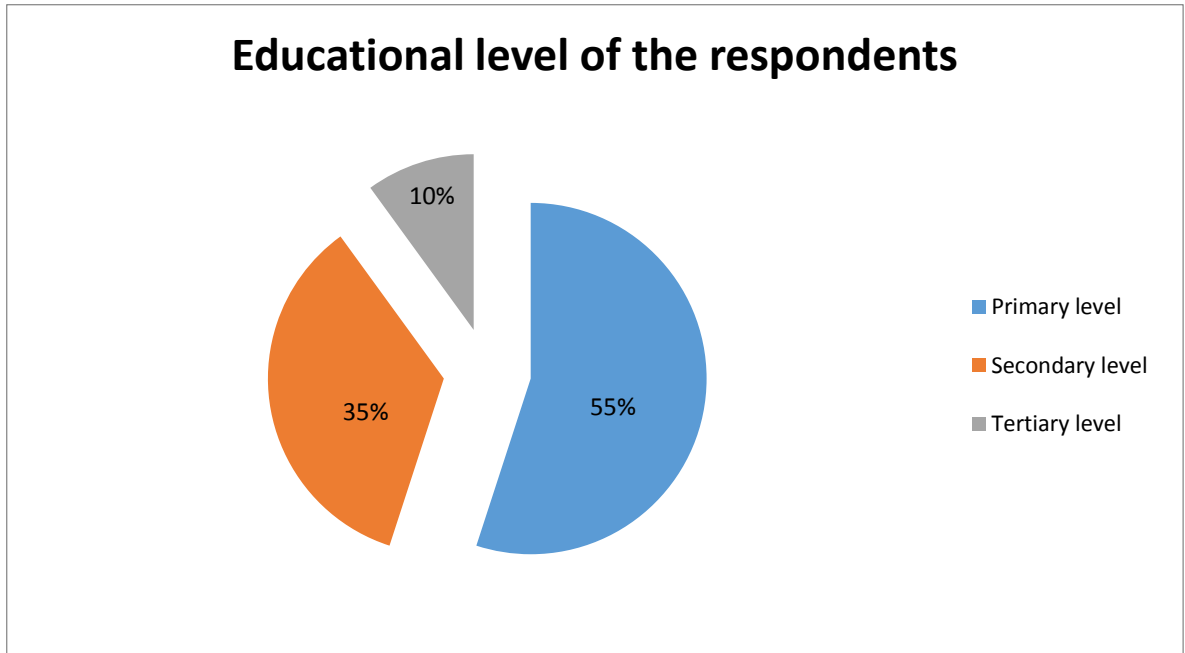


**Figure 4.2: Age of the respondents**

**Source: Research, 2018**

#### **4.3.3 Educational level**

The study found that majority of the respondents 22(55%) had primary level of education, 14(35%) of the respondents had secondary level of education, and 4(10%) of the respondents had tertiary level of education. The data collected show that, majority of the respondents had primary school level education. The figure below presents the findings on the educational level.



**Figure 1.3: Educational level of the respondents**

**Source: Research, 2018**

#### **4.3.4 Occupational status of the respondents**

The study findings show that majority of the respondents 16 (40%) were unemployed, 14 (35%) of the respondents were self-employed, and 10 (25%) of the respondents were employed. The collected data therefore indicates that, majority of the respondents were unemployed. These findings are presented by the table below.

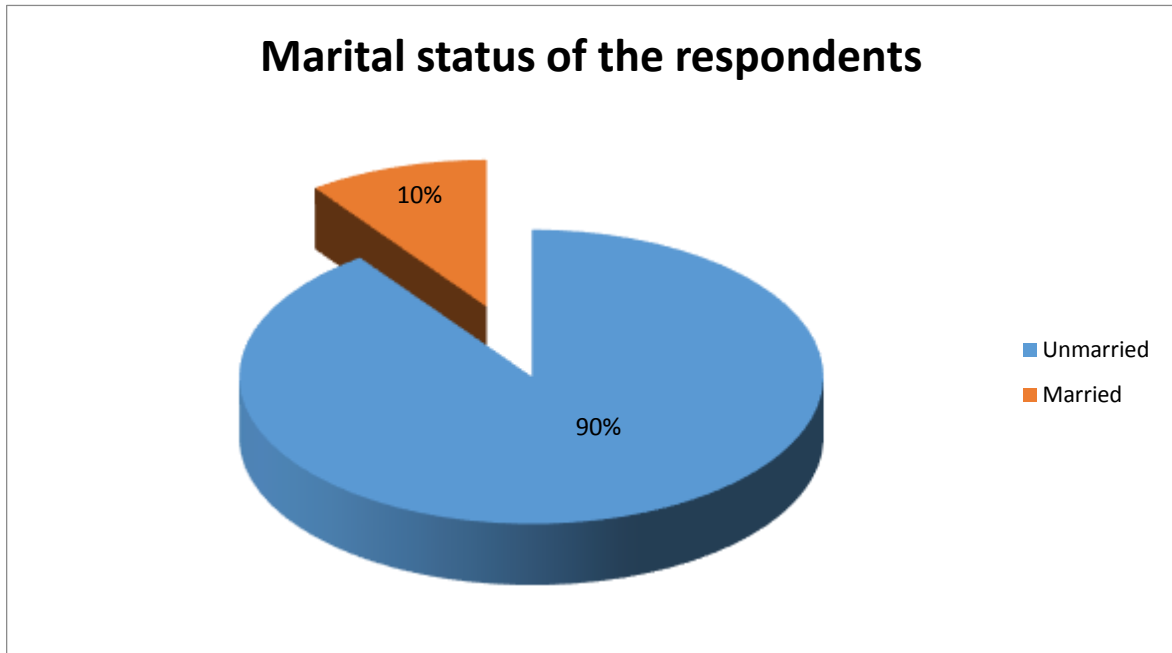
**Table 4.2: Occupational status of the respondents**

<b>Occupational status of the respondents</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Unemployed	16	40
Self-employed	14	35
Employed	10	25
<b>Total</b>	<b>40</b>	<b>100</b>

**Source: Research, 2018**

#### 4.3.5 Marital status

The research found that, majority of the respondents 36 (90%) were unmarried and 4 (10%) of the respondents were married. The collected data therefore indicated that, majority of the respondents were unmarried. The marital status findings are presented by the figure below.



**Figure 4.4: Marital status**

**Source: Research, 2018**

#### 4.3.6 Religion

The research found out that, majority of the respondents 32 (80%) were Christians and 8 (20%) of the respondents were Muslims. In this case therefore, the research established that the majority of the respondents were Christians. The table below presents the findings on religion.

**Table 4.3: Religion**

<b>Religion</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Christians	32	80
Muslims	8	20
<b>Total</b>	<b>40</b>	<b>100</b>

**Source: Research, 2018**

#### **4.4 Factors leading to high alcohol consumption among the youths**

The research found that the factors leading the youths to high alcohol consumption in the study area are; Peer influence (42.5%), Unemployment (35%), Desire to reduce stress (15%), and the Media influence (7.5%). The table below presents the findings on the factors leading to high alcohol consumption.

**Table 4.4: Factors leading to high alcohol consumption among the youths**

<b>Factors leading to high alcohol consumption</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Peer influence	17	42.5
Unemployment	14	35
Desire to reduce stress	6	15
Mass media	3	7.5
<b>Total</b>	<b>40</b>	<b>100</b>

**Source: Research, 2018**

##### **4.4.1 Peer influence**

The research established that Peer influence was the highest leading factor towards high alcohol consumption in the study area. Respondents pointed out that, many youths end up taking alcohol due to the influence of their friends. To support this, one key informant in the Focus Group Discussion (FGD) was quoted saying:



**Box 4.1: Information obtained from the Focus Group Discussion (FGD) on peer influence**

*“Avulana a kiki kijiji manabanangana kwakukala manahirikana uchini”, meaning, “Many youths in the area of study influence each other negatively towards alcohol consumption”.*

**Source: research, 2018**

This shows the power of the socializing agents and as a result, the parents should set a good foundation to the young ones by educating them on the effects of having bad friends.

**4.4.2 Unemployment**

According to the research, Unemployment was the second leading factor that contributed to high alcohol consumption. The majority of the respondents (those between 21 to 30 years) were unemployed. The issue of unemployment resulted to stress among the youths and as a result, they entered into alcohol consumption. In line with this (unemployment), a key informant was quoted saying:

**Box 4. 2: Information obtained from the Focus Group Discussion (FGD) on unemployment**

*“Ulevi miongoni mwa vijana umechangiwa na ukosefu wa ajira ambapo wengi wao hukaa vijiwani mchana kutwa alafu jioni wanaenda kunywa pombe”, meaning, “ Alcoholism among the youths is as a result of unemployment, this facilitate idleness during the day time but in the evening, they go to clubs to take alcohol”.*

**Source: Research, 2018**

For this reason (unemployment) therefore, the youths should be educated on the importance of creating self-employment instead of waiting for white color jobs.

#### **4.4.3 Desire to reduce stress**

The study found that, stress was the third leading factor towards high alcohol consumption in the study area. The issue of stress is related to the factor number two above (unemployment) because, when people are unemployed, they fail to meet their basic necessities. This leads to stress hence that enhance alcohol consumption.

#### **4.4.4 Media influence**

Media influence has less contribution towards the problem of alcohol consumption in the study area. One respondent was quoted saying:

#### **Box 4.3: Information obtained from the Focus Group Discussion (FGD) on media influence**

*“I don’t have money, how will I purchase a television or smart phone?”*

#### **Source: Research, 2018**

Though it is good to be digitalized, the youths should also be educated on the effects of being digital and hence, use the phones appropriately once they get them.

#### 4.5 Rating the factors that leads to high alcohol consumption among the youths

Using the key: F-Frequency, SA-Strong Agree, A-Agree, N-Neutral, D-Disagree, and SD-Strongly Disagree. The total respondents were forty (40)

**Table 1.5: Factors leading to high alcohol consumption**

Factors leading to alcohol consumption	F	%	F	%	F	%	F	%	F	%
	SA		A		N		D		SD	
The main cause of alcohol consumption among the youths is peer influence	10	25	26	65	4	10	0	0	0	0
Alcohol consumption help people to deal with stress	2	5	3	7.5	20	50	11	27.5	4	10
Many youths who lack direction and goals in life end up taking alcohol	21	52.5	15	37.5	4	10	0	0	0	0
Family problems lead many youths to alcohol consumption	4	10	32	80	4	10	0	0	0	0
Excessive alcohol consumption help people to work hard in their daily activities	0	0	0	0	0	0	2	5	38	95
Most people who are not characterized by the aspects of God fearing end up taking excessive alcohol	3	7.5	22	55	2	5	11	27.5	2	5

**Source: Research, 2018**

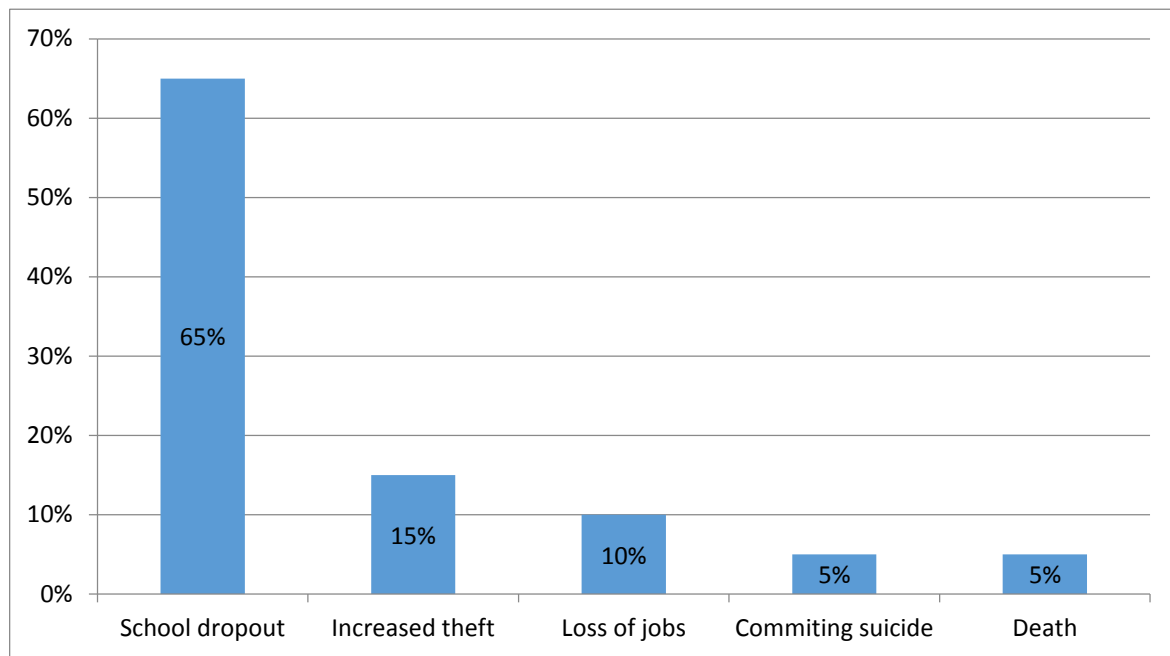
The study established that, peer influence is one of the contributing factors to alcohol consumption in the study area. Once a youth have a friend who consumes alcohol, the tendency that the youth will consume alcohol raises. This is due to behavior learning.

The study also found that, the desire to deal with stress among the youths contributes to the problem of alcohol consumption. Some of the respondents agreed that, alcohol consumption help in the development of good feelings. People who consume alcohol experience happiness and forget their stress for short period of time.

Alcohol consumption among the youths in the study area was contributed by other factors such as; absence of direction and goals among the youths, family problems, and failure to have any religion. For instance, those (youths) who didn't have direction and goals in their lives became idlers. Idleness led them to alcohol consumption.

#### 4.5 Effects of alcoholism on the youths

The research established that the effects of alcohol consumption among the youths in the study area are; School dropout (65%), increased theft (15%), loss of jobs (10%), committing suicide (5%), and deaths (5%). The findings on the effects of alcoholism among the youths are presented by the figure below.



**Figure 4.5: Effects of alcoholism on the youths**

**Source: Research, 2018**

##### 4.5.1 School dropout

65% of the respondents pointed out that, many youths who drop out of school in the study area is due to alcohol consumption. Youths who take excessive alcohol do not concentrate in their studies and hence, they fail. Those who fail cease to proceed with their studies due to the argument that they are becoming old yet they do not advance

academically. One key respondent affirmed the issue of school dropout due to alcohol consumption by saying:

**Box 4.4: Information obtained from the Focus Group Discussion (FGD) on school dropout**

*“Mwanangu waricha kushoma chausa wakala kabwira, kibarua cha kwakwe ni uchi thu”, meaning, “His son dropped out of school due to failure, all he knows is to take alcohol”.*

**Source: Research, 2018**

These findings are similar to those of Addolorato, et al (2008) who said that the consequences of alcohol consumption like; slurred speech, lack of coordination, and impaired attention contributing further to the problem of school dropout.

**4.5.2 Increased theft**

The study established that increased theft is another effect of alcohol consumption among the youths in the study area. 15% of the respondents argued that, one of the aims of stealing among the youths is to get money in order to purchase alcohol.

**4.5.3 Loss of jobs**

10% of the respondents pointed out that some youths who consume alcohol lost their jobs due to recklessness. This (loss of jobs) was supported by one key informant who was quoted saying:

**Box 4.5: Information obtained from the Focus Group Discussion (FGD) on loss of jobs**

*“I lost my job due to alcohol consumption”.*

**Source: Research, 2018**

This can be corrected through the collaboration of all power centers (village elders and the chief) of the study area and the community members.

#### **4.5.4 Committing suicide**

5% of the respondents articulated the issue of committing suicide to alcohol consumption among the youths in the area of study. In relation to committing suicide, one key informant was quoted saying:

**Box 4.6: Information obtained from the Focus Group Discussion (FGD) on committing suicide**

*“My neighbor’s son committed suicide due to high alcohol consumption”.*

**Source: Research, 2018**

These findings relates to those of Sher (2006) who argued that, many young people are found trying to perform self-harm or attempt to commit suicide due to alcohol consumption.

#### **4.5.5 Death**

5% of the respondents pointed out that, death is also one of the effects of alcohol consumption among the youths. Death is caused by an issue like, careless driving after taking alcohol. One key informant in the Focus Group Discussion (FGD) was quoted saying:

**Box 4.7: Information obtained from the Focus Group Discussion (FGD) on death**

*“An accident happened along the Mombasa-Malindi highway because the driver was drunkard”.*

**Source: Research, 2018**

The findings on death as an effect of alcohol consumption are similar to those of Addolorate, et al (2008) who pointed out that, alcohol consumption can lead to road accidents that may further contribute to the death of the youths.

#### 4.6 Rating the effects of alcohol consumption among the youths

Using the key: F-Frequency, SA-Strongly Agree, A-Agree, N-Neutral, D-Disagree, and SD-Strongly Disagree. The total respondents were forty (40)

**Table 4.6: Effects of alcohol consumption among the youths**

Effects of alcohol consumption	F	%	F	%	F	%	F	%	F	%
	SA		A		N		D		SD	
Youths waste a lot of money in taking alcohol other than investing for their future	6	15	20	50	12	30	2	5	0	0
The key areas of youths' life such as; roles, income, and social networks are greatly affected by alcohol consumption	12	30	24	60	4	10	0	0	0	0
Youths suffer from different problems like; stress, poor coordination, and slurred speech due to alcohol consumption	8	20	30	75	2	5	0	0	0	0
Many youths became less productive and lose their jobs due to alcohol consumption	18	45	20	50	2	5	0	0	0	0
Youths who take excessive alcohol have problems in building strong friendship, became reckless and more aggressive	24	60	16	40	0	0	0	0	0	0

**Source: Research, 2018**

##### 4.6.1 Wastage of money

50% Of the respondents agreed those youths who consume excessive alcohol waste a lot of money in purchasing it (alcohol) instead of investing for their future. In the affirmation of these findings, one key informant in the Focus Group Discussion was quoted saying:

**Box 4.8: Information obtained from the Focus Group Discussion (FGD) on wastage of money**

*“Many youths of this area do different jobs not to benefit themselves but to benefit clubs and bars”.*

**Source: Research, 2018**

For these findings therefore, the youths should be educated on the importance of investing instead of wasting their money in taking alcohol.

**4.6.2 Effects of key life areas of the youths such as; roles, income and social networks**

60% of the respondents in the study area agreed with the statement that the key life areas of the youths such as; roles, income and social networks are affected by alcohol consumption. These effects (on roles, income and social networks) relates to the above effect (wastage of money) of alcohol consumption since as the youths waste a lot of money, issues like; the roles and social networks are also affected.

**4.6.3 Youths suffer from stress, poor coordination and slurred speech due to alcohol consumption**

70% of the respondents agreed that, alcohol consumption can result to stress, poor coordination and slurred speech. These findings relates to those of Addolorato, et al (2008) who said that, the consequences of alcohol consumption include; slurred speech, lack of coordination, and impaired attention.

**4.6.4 Many youths became less productive and loss their jobs due to alcohol consumption**

50% of the respondents agreed with the argument that alcohol consumption can lead to less productivity and hence, a person can lose his or her job.

**4.6.5 The problem of being unable to build strong friendship, becoming reckless and more aggressive due to excessive alcohol consumption**

40% of the respondents affirmed that, excessive alcohol consumption can lead to the problems like; being unable to build strong friendship, became reckless and more



aggressive. These findings relates to those of Rehm (2005) who pointed out that, alcohol consumption affects all body parts, including the brain and the nervous system hence, a person became reckless.

#### 4.7 Effects of alcohol consumption on the health of the youths

The effects of alcohol consumption on the health of the youths are presented by the table below.

**Table 4.7: Effects of alcohol consumption on the health of the youths**

Effects of alcohol consumption on the health of the youths	Frequency	Percentage (%)
Excessive alcohol consumption can lead to destruction of testicles in men and reproductive system in women	12	30
Alcohol consumption can damage different body parts including the brain, liver, kidney, and breast (women)	13	32.5
Little alcohol consumption is advisable for good health of the people	2	5
Taking alcohol can contribute to poor coordination, slurred speech, and incorrect judgment	7	17.5
Alcohol consumption leads to HIV contraction	6	15
<b>Total</b>	<b>40</b>	<b>100</b>

**Source: Research, 2018**

##### 4.7.1 Destruction of testicles in men and reproductive system in women due to alcohol consumption

30% of the respondents agreed that alcohol consumption can destroy testicles in men and even the entire reproductive system in women. One key informant was quoted saying:

**Box 4.9: Information obtained from the Focus Group Discussion (FGD) on the destruction of the reproductive system**

*“My friend’s wife had a miscarriage and I am very much convinced that it is due to the excessive alcohol she consumes”.*

**Source: Research, 2018**

These findings are in line with those of Kehoe (2010) who said that, drunkards face problems like; loss of sex drive, impotence and wasting of testicles.

**4.7.2 The damaging of different body parts like; the brain, liver, kidney, and breast due to alcohol consumption**

32.5% of the respondents agreed that, excessive alcohol consumption can damage different body parts. On the Focus Group Discussion (FGD), one key informant was quoted saying:

**Box 4.10: Information obtained from the Focus Group Discussion (FGD) on the damage of various body parts**

*“Mlumangu ana fura kukala ananwa uchi muno”, meaning, “His husband is suffering from liver Cirrhosis due to excessive alcohol consumption”.*

**Source: Research, 2018**

The argument by Conor (2010) that alcohol consumption expose the youths to the risk of contracting diseases like; alcohol-related cancer, liver cirrhosis and even liver damage relates to these research findings.

**4.7.3 Little alcohol consumption is advisable for good health**

5% of the respondents affirmed the statement that little alcohol consumption is good for health. One of the village elders explained that, excessive alcohol consumption is the one which is dangerous for the people’s health but not a little amount (of alcohol).

#### **4.7.4 Poor coordination, slurred speech, and incorrect judgment occur due to excessive alcohol consumption**

17.5% of the respondents agreed that, excessive alcohol consumption can lead to poor coordination, slurred speech and incorrect judgment. The youths who take excessive alcohol in the area experience these problems.

These findings confirms the argument by Addolorato, et al (2008) that, alcohol consumption leads to consequences like; slurred speech, lack of coordination and impaired attention.

#### **4.7.5 HIV contraction due to alcohol consumption**

15% of the respondents agreed that, alcohol consumption leads to the contraction of diseases, one of them (diseases) being HIV.

These findings are similar to those of Cook (2005) who said that the issue of excessive alcohol consumption increases the tendency of getting diseases, mostly, Sexual Transmitted Infections (STIs).

#### 4.8 Rating the measures used by the Community members to deal with the problem of alcoholism

Using the key: F-Frequency, SA-Strongly Agree, A-Agree, N-Neutral, D-Disagree, and SD-Strongly Disagree. The total respondents were forty (40)

**Table 4.8: measures used by the Community members to deal with the problem of alcoholism**

Community measures used to deal with alcoholism	F	%	F	%	F	%	F	%	F	%
	SA		A		N		D		SD	
Most community members battle the problems of alcoholism by restricting the production of local alcoholic drinks	1	2.5	12	30	24	60	3	7.5	0	0
Clubs and bars are prohibited to operate during hours not stipulated in their license	8	20	22	55	6	15	4	10	0	0
The effects of alcoholism such as thefts and increased immorality are strongly battled by the community members	18	45	20	50	2	5	0	0	0	0
The war towards changing the attitudes and perceptions of the people concerning alcoholism is the responsibility of all community members	2	5	24	60	6	15	8	20	0	0

**Source: Research, 2018**

##### 4.8.1 Battle against the production of local alcoholic drinks

30% of the respondents agreed that the battle against the production of local alcoholic drinks in the area is the responsibility of all community members. In relation to the small percentage of people who agreed that community members should battle the production of local alcoholic drinks, one key informant was quoted saying:

**Box 4.11: Information obtained from the Focus Group Discussion (FGD) on the restriction of the production of local alcoholic drinks**

*“The local alcoholic drinks acts as a source of income to many people, how then will they oppose it?”*

**Source: Research, 2018**

The agreements of the few respondents that the battle against the production of local alcoholic drinks is for all community members shows that, more effort should be made in order to address the problem (alcoholism).

**4.8.2 Prohibition of clubs and bars to operate during hours not stipulated in their licenses**

55% of the respondents agreed that clubs and bars do not operate in the area during hours not indicated in the licenses. The research established that, the act of prohibiting clubs and bars to operate during hours not indicated in the licenses is a good measure that the members enforce as it help to reduce more problems such as; immorality and disease contraction.

The research findings agreed to those provided by the Kenya Law Report (2012) which stipulated that, any licensee who keep operating his or her business during hours that the license do not allow shall be conducting an offence.

**4.8.3 Thefts and immorality due to alcohol consumption are battled by the community members**

50% of the respondents agreed that thefts and immorality that emanate from alcohol consumption in the study area are battled. In line to this, the village elders and the area chief are in the front row in battling the issues of thefts and immorality which result from alcohol consumption.

These findings relates to those provided by NACADA (2011) that, at the County level, the Authority can establish a good collaboration network between the alcoholic

industries, police men and the licensing organizations in order to deal with the problem of alcoholism. In this case, the police men can deal with the problems of thefts and immorality.

#### **4.8.4 The attitudes and perceptions change is a responsibility of all community members**

60% of the respondents in the study area agreed that, all community members have the responsibility of changing the attitudes and perceptions of those taking alcohol. One key informant in the Focus Group Discussion (FGD) affirmed the statement by saying:

#### **Box 4.12: Information obtained from the Focus Group Discussion (FGD) on the change of attitudes and perceptions.**

*“Kikala muthu karicha uchi, huna chimila chehu here amidzi ambaho munwadzi nikukala nakotwa Chiraho”, meaning, “The community have their own measure of making the drunkards stop taking alcohol through forcing them to take an oath”.*

#### **Source: Research 2018**

The research findings on the responsibility of all community members to change the attitudes and perceptions of the people taking alcohol relates to those of the World health Organization (2002) which pointed out that, education should mostly be targeted to those who are at risk such as the chronic drinkers.

#### **4.9 Government measures used to deal with alcoholism**

The measures used by the Government to deal with the problem of alcoholism are presented by the table below.

**Table 4.9: Government measures used to deal with alcoholism**

<b>Government measures</b>	<b>Frequency</b>	<b>Percentage(%)</b>
The Government deal with the problem of alcoholism by taking the youths who dropped out of school back to school	26	65
More Social change agents like Social workers are periodically sent to the area by the Government to create awareness on alcoholism	9	22.5
There is the regulation of the number of businesses dealing with alcoholic drinks by the Government through licensing	5	12.5
<b>Total</b>	<b>40</b>	<b>100</b>

**Source: Research, 2018**

65% of the respondents in the study area agreed that the Government have returned many youths who dropped out of school back to the schools. This role of the Government was made successful through the support of the village elders and the area chief.

22.5% of the respondents agreed that, Social workers carry awareness on alcoholism periodically in the area. In relation to this, the Government cooperate with Non-Governmental Organization (NGOs) like the World Vision and send Social Workers to the area to address the problem of alcoholism.

12.5% of the respondents pointed out that, the Government regulate the number of businesses dealing with alcoholic drinks through licensing. This help to reduce the problems of alcoholism since few clubs operate in the area.

#### **4.10 Discussions**

The research established that, there are various factors that promoted high alcohol consumption in the study area. The leading factor was peer influence (42.5%), followed by unemployment (35%), then the desire to reduce stress (15%), and finally, the mass media (7.5%). However, there were minor factors (rarely observed) like; the family problems, lack of direction and goals among the youths, and the absence of the aspect of

God fearing. These factors contributed to problems such as; school dropout (65%), increased thefts (15%), loss of jobs (10%), committing suicide (5%) and death (5%) among the youths. In relation to the effects of alcoholism on the health of the youths, problems like; the destruction of the reproductive system (30%), damage of various body parts, including the brain, liver, kidney and the breasts (32.5%), poor coordination, slurred speech and incorrect judgment (17.5%), and the contraction of HIV (15%). The research also revealed that, the effort made by both the Community members and the Government was not enough to address the problem (alcoholism) well. For instance, there were few Social Workers (22.5%) who were sent by the Government to the area of study to address the problem.



## **CHAPTER FIVE**

### **SUMMARY, CONCLUSIONS AND RECCOMENDATIONS**

#### **5.1 Introduction**

This chapter provides the summary of the study, conclusion and recommendations. The study objectives were; to identify the causes of alcoholism among the youths, to analyze the effects of alcoholism among the youths and to find out the appropriate measures that can be initiated to deal with the problem of alcoholism.

#### **5.2 Summary of the findings**

The study was carried out at Roka Location in Kilifi County, Kenya. It involved a total of forty (40) respondents and ten (10) key informants who participated. The study established that there are a number of factors that contributed to high alcohol consumption among the youths in the study area. The factors included; the peer influence, unemployment, desire to reduce stress, media influence, absence of direction and goals among the youths, and family problems.

According to the study, the effects of excessive alcohol consumption among the youths were; increased school dropout, increased thefts, loss of jobs, committing suicide, wastage of money, increased stress, poor coordination, slurred speech, destruction of reproductive system, damage of various body parts (like; the brain, liver, kidney, and breast), contraction of HIV, and death.

The study also established the various Community and Government measures that were used to deal with the problems that resulted from excessive alcohol consumption among the youths. The measures used included; the prohibition of clubs and bars to operate during hours not stipulated in their licenses, changing of attitudes and perceptions of those who were consuming excessive alcohol by the Social Workers, a program of taking all youths back to school (those who dropped out of school), and the provision of licenses to businesses dealing with alcohol in order to regulate their number. These measures were mostly uplifted by the village elders and the area chief.

## **5.3 Theoretical Conclusions**

### **5.3.1 Durkheim's Deviance Theory**

Deviance is defined as any action that is perceived as violating a society or group's cultural norms. Norms dictate what is viewed as acceptable and unacceptable behaviors across cultures. Durkheim used the concept of anomie to explain deviant behaviors in the year 1951. In his discussion, Durkheim coined the various factors that contribute to the breakdown of the regulatory norms. According to the argument of Durkheim, the factors that leads to normlessness include sudden economic crisis and rapid social change. These factors leads to the disruption of the well-functioning of the society.

Durkheim viewed the society to have some regulations (norms) and in cases where youths of a given society are alcoholics, it means, the normal regulations have been broken down. The economic crisis in different societies leads to frustrations to people and due to this therefore, people (youths) run for alcoholic drinks. According to Durkheim (1951), a behavior may be described deviant if it deviate from societal controlled traditions and customs. For this argument, the way many youths consume alcohol goes against the societal norms, therefore, this is seen as a deviant behavior.

According to this theory, it can be concluded that, the factors pointed out by Durkheim; economic crisis and rapid Social Change relates to those provided by the respondents, to be promoting alcoholism. The economic crisis faced by the youths in the study area occurred due to alcohol consumption (that contributed to the loss of jobs) and as a result, the Government and the power centers (Village elders and Chief) of Roka location should struggle to address the whole issue of alcoholism.

### **5.3.2 Differential-association theory**

Differential-association theory was proposed by Edwin Sutherland (1939) and he was addressing the issue of how people learn deviant behaviors. The theory argue that, the environment plays a major role on explaining how people deviate from the normal order of the society. This applies mostly to people of the same group (reference group). The people of the same reference group provides norms that facilitate either conformity or deviance and as a result, there is the shaping of peoples' world view. The perspective also

realize the contributions of socializing agents like; the family, teachers, friends and media in passing norms to those who are socialized.

The youthful stage is characterized by peer influence, where people seek acceptance. As youths socialize, they learn deviant behaviors which include; alcohol consumption, drug abuse and criminal acts. In the case of alcohol consumption, Differential-association is important as individuals must associate with others in order to experiment (taking alcohol) and then have a supply of it. The exchange of attitudes, values and motives for criminal behaviors among youths as they socialize is through the process of social learning.

In relation to the argument of Edwin Sutherland that the influence of others (peer influence) leads the youths to end up taking alcohol, it can be concluded that, the respondent's information gathered provided similar factors. In this case therefore, it is important to deal with the root causes of the problem (alcoholism) in order to restore the dignity of the study area.

### **5.3.3 Social Disorganization theory**

Social Disorganization theory was used by Rajendra (1998) to mean the deterioration of social relations between members of a given society due to the failure of the members to function according to their status. This leads to chaos in customs, Social Institutions, traditions and folkways. This theory argues that, people are witnessing changes in family functions. This happens mostly in urban settings of India. In India, women do not want to view themselves as inferiors to men; they are rebellious and want to become dominant. This contributes to conflicts in families. Youths end up taking alcohol in order to run away from frustrations happening in families. The youth's tendency of escaping from frustrations is usually of a short period of time and just intensify the problems; by involving themselves in antisocial behaviors like; prostitution, cheating and rape (Rajendra, 1998).

This theory drives to the conclusion that, the respondent's response on the increase of the problem of alcoholism due to family problems relates to the argument of Rajendra who pointed out the changes in customs, social institutions, traditions and folkways. For these reasons therefore, the families (parents) should be in the front line in battling the problem of alcoholism by setting a good example to the young ones.

## **5.4 Empirical Conclusions**

The research findings revealed that, excessive alcohol consumption have many negative effects on the lives of people, especially the youths. However, despite the negative effects of high alcohol consumption among the youths, they continue to consume it and hence ruin their lives. The factors such as; peer influence, desire to deal with stress, unemployment, media influence, family problems, and others increase the phenomena of high alcohol consumption. The results of this is that the youths ruined their lives in terms of increased illiteracy rate, disrupt the normal body functions through disease contraction, and some of them end up dying. The fact that the nation depends on the youths on the future is just similar to the argument that Roka Location also depends on the youths but the future of this area is not guaranteed due to the problems resulting from alcoholism. Due to the realization that Roka Location is faced by the challenges of alcoholism, the Community effort that was started such as the process of changing the drunkards' attitudes and perceptions should be promoted. The Government should also continue to spearhead on the whole issue of alcoholism through the implementation of more effective policies. However, the power centers of Roka Location including the Village elders and the Chief should be on the front row in the war against alcoholism in order for the implemented Government policies to be effective and achieve positive outcomes.

## **5.5 Recommendations**

The recommendations include those related to policy formulation and for further studies.

### **5.5.1 Recommendations for policy formulation**

The research recommends the following;

The County Government of Kilifi should come up with agricultural projects in every ward in order to create employment opportunities for the youths and therefore, reduce the problems resulting from high alcohol consumption.

A policy should be formulated and implemented by the County Government of Kilifi to train the village elders and chiefs on how to deal with the problems of alcoholism through a processes like; awareness creation and making referrals for the drunkards other than just uplifting punishments.

The National and County Governments should combine their efforts in order to build more rehabilitation centers in Kilifi County and employ the relevant skilled personnel to deal with the problem of alcoholism.

#### **5.5.2 Recommendations for further studies**

The study recommends further studies on the roles of Rehabilitation Centers in dealing with the problem of excessive alcohol consumption. The study will point out the various programmes used in Rehabilitation Centers, their strengths and weaknesses on alleviating the problem of high alcohol consumption and hence, recommend measures that can be used to improve the programmes.

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## APPENDICIES

### Appendix I: Letter of Introduction

JOBSON MWANGALA KANYOE,  
MAASAI MARA UNIVERSITY,  
P.O BOX 861-20500,  
NAROK, KENYA.

Dear respondent,

#### RE: REQUEST FOR DATA COLLECTION.

I am a student of Maasai Mara University in the school of Arts and Social Sciences conducting a research to understand the effects of alcoholism among the youths of Roka location in Kilifi County. You have been selected together with others to participate in this research. Feel free to participate and provide the appropriate information for each question in this questionnaire. All information you provide will be treated with high confidentiality.

Thank you in advance

Yours Faithfully

Jobson Mwangala Kanyoe.



## Appendix II: Questionnaire

**Instructions:** (please read the instructions below and answer the questions appropriately)

Read every question carefully and answer in the section provided.

### Section A: preliminary information

1. **Gender:** Male  female
2. **Age:** 10-20 years  21-30 years   
Above 31 years
3. **Educational level:** Primary level  Secondary level   
Tertiary
- Other(specify)\_\_\_\_\_
- 

4. **Occupation status:** Unemployed  Self employed   
Employed
- Other(specify)\_\_\_\_\_
- 

5. **Marital status:** Married  Not married
6. **Religion:** Christian  Muslim
- Other(specify)\_\_\_\_\_
-

**Section B: Factors leading to high alcoholic consumption among the youths**

1. Concerning the problem of excessive alcohol consumption in this area, what could be the main contributing factors?

Peer influence       Desire to reduce stress   
 Unemployment       Media influence

Other(specify)\_\_\_\_\_

2. The following statements relates to the factors that promote excessive alcohol consumption among the youths. How do you agree with each statement provided?

Use the numbers showing the scale where

1-Strongly Agree, 2-Agree, 3-Neutral, 4-Disagree, and 5-Strongly Disagree

<b>Factors leading to alcohol consumption</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
The main cause of excessive alcohol consumption among the youths is peer influence					
Alcohol consumption help people to deal with stress					
Many youths who lack direction and goals in life end up taking alcohol					
Family problems lead many youths to alcohol consumption					
Excessive alcohol consumption help people to work hard in their daily activities					
Most people who are not characterized by the aspects of God fearing end up taking excessive alcohol					

**Section C: Effects of alcoholism on the youths**

1.Thinking about the problem of alcoholism in this location, what effects does it have on the youths?

School dropout       Death

Loss of jobs  committing suicide

Increased thefts

Other(specify)\_\_\_\_\_

---

2.The following statements relates to the consequences of alcoholism on the youths. To what extent do you agree with each statement? Use the numbers showing the scale where 1-Strongly Agree, 2-Agree, 3-Neutral, 4-Disagree, and 5-Strongly Disagree

<b>Effects of alcoholism</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Youths waste a lot of money in taking alcohol other than investing for their future					
The key areas of youths life such as roles, income, and social networks are greatly affected by alcohol consumption					
Youths suffer from different problem like; stress, poor coordination, and slurred speech due to alcohol consumption					
Many youths became less productive and lose their jobs due to alcohol consumption					
Youths who take excessive alcohol have problems in building strong friendship, became reckless, and became more aggressive					

3.The following statements relates to how excessive alcohol consumption affects the health of the youths. To what extent do you agree with each statement provided? Use the numbers showing the scale where

1-Strongly Agree, 2- Agree, 3-Neutral,4-Disagree,and 5-Strongly Disagree

<b>Effects of alcoholism</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Excessive alcohol consumption can lead to destruction of testicles in men and reproductive system in women					
Alcohol consumption can damage different body parts including the brain, liver, kidney, and breast (women)					
Little alcohol consumption is advisable for good health of the people					
Taking alcohol can contribute to poor coordination, slurred speech, and incorrect judgment					
Alcohol consumption leads to HIV contraction					

**Section D: Measures used to deal with the problem of alcoholism**

1.The following statements shows the measures used by the community to deal with the problems of alcoholism. To what extent do you agree with each statement provided? Use the numbers showing the scale where

1-Strongly Agree, 2-Agree,3-Neutral,4-Disagree,and 5-Strongly Disagree

<b>Community measures to deal with alcoholism</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Most community members battle the problems of alcoholism by restricting the production of local alcoholic drinks					
Clubs and bars are prohibited to operate during hours not stipulated in their licenses					
The effects of alcoholism such as thefts and increased immorality are strongly battled with by the community members					
The war towards changing the attitudes and perceptions of the people concerning alcoholism is the responsibility of all community members					

2.The following statements relates to the Government measures used to deal with alcoholism in the area. To what extent do you agree with each statement provided? Use the numbers showing the scale where

1-Strongly Agree, 2-Agree,3-Neutral,4-Disagree,and 5-Strongly Disagree

<b>Government measures used to deal with alcoholism</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
The Government deal with the problem of alcoholism by taking the youths who dropped out of school back to school					
More Social change agents like Social Workers are periodically sent to the area by the Government to create awareness on alcoholism					
There is the regulation of the number of businesses dealing with alcoholic drinks by the Government through licensing					

**Thank You for Your Participation**

### **Appendix III: A Focus Group Discussion Guide on the Problem of Alcoholism**

My name is Jobson Mwangala Kanyoe, a student of Maasai Mara University. I am carrying out a research on the effects of alcohol abuse among the youths: A case study of Roka location, Kilifi County-Kenya. This is in partial fulfillment of my Degree course in Social Work. I promise that all information provided will be confidential. Please answer each question appropriately.

1. What are the main causes of alcohol consumption in this area among the youths?
2. How does alcohol consumption affect health of the youths in this area?
3. Apart from the health effects, what other effects does alcohol consumption have on the youths?
4. Is there any member in this area who has shown any effort to deal with the Problems of alcohol consumption?
5. Is there any community group that fight against alcohol consumption among the youths in this area?
6. Are there any traditional measures that the community uses to deal with the problem of alcoholism among the youths?
7. Is there any Non-Governmental Agency that deal with the problems of alcoholism in this area?
8. Have there been any efforts by the Government to deal with the problem of excessive Alcohol consumption in this area?

**Thank You for Your Participation**

#### **Appendix IV: Research Budget**

The total estimate cost for the research is shown below

<b>Expenses</b>	<b>Cost in Ksh/=</b>
Printing	2000
Travelling	4000
Eating at the field	1000
Binding	1500
Total cost	8500

**Appendix V: Work plan**

No	activity	Duration							
		Week 1	Week 2-3	Week 4-5	Week 6	Week 7-8	Week 9-10	Week 11	Week 12
1	Topic identification	✓							
2	Chapter one		✓						
3	Literature review			✓					
4	Methodology				✓				
5	Data collection					✓			
6	Data analysis and presentation						✓		
7	Conclusion and summary							✓	
8	Compiling and submission								✓