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**THE ROLE OF WOMEN-INITIATED ANTI-ALCOHOLISM  
CAMPAIGNS IN KENYA  
(CASE STUDY, KAWANGWARE)**

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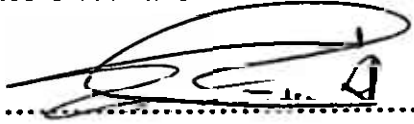
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## DECLARATION

I testify that this research project has never been presented to any examination body before.

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## **DEDICATION**

**For my mother Mumbi for all her support, encouragement, guidance, passion for success,  
love for education and admirable wisdom in the ways of life.  
The matriarchal spirit in her is forever inspiring.**

## **AKNOWLEDGEMENT**

My gratification to my supervisor Ms Wambui Kiai, Director, School of Journalism for her untiring effort and dedication in helping me refine and finalize my research project. Her enormous effort and insight have proven immeasurable in overcoming the seemingly insurmountable hurdles in undertaking my work.

To all the informants who effortlessly recounted their experiences and events as they took place to necessitate the putting together of this document. My other thanks go to my research assistants team headed by C. Mukodo who overcame the difficulties of working in the project area in order to come up with reliable and authentic data and findings to facilitate this research.

Lastly, to team of my entire course Lecturers who continuously encouraged me through their effective guidance, friendly encouragement and all the other help that came along the way.

To you all, "God bless you"

## **ABSTRACT**

Information Education Communication (IEC) campaigns have been widely undertaken in the area of public health through the mass Media including the radio, the dailies, television, leaflets and brochures, magazines posters and motivational talks. However establishing the effectiveness of such campaigns is difficult because the quality of IEC activities varies widely, because IEC activities rarely occur in a variation with the impact of IEC intervention being difficult to disaggregate from other programs element; because mass media campaigns differ widely among cultures that interpret messages in a wide variety of ways.

Personal communication has also been considerably used as IEC channel; Interpersonal communication is critical to the adoption and sustained practice of new behaviors. Face to face communication allows individuals to express their doubts and fears, receive feedback and reassurance and obtain vital information. Since sexuality and reproduction involves in tense personal behaviors personal contacts can help to address youths individual concern and provide supportive environment.

More impartiality in the fact that interpretation of communication events depends on an individual. In one sense of the word then, communication is synonymous with control: control of personal relationship, control of ones environment; hence communication is power, the more one knows about a phenomenon, the better it can be predicted and ones behavior planned accordingly.

It is necessary to have a better understanding of the youth to influence their adoption and decision making process. This is possible only if their communication networks are understood and by increasing their awareness about existing phenomenon, through providing accurate information. The greatest challenge for the improvement of adoption of the message is changing the attitudes, to create new favourable attitudes. Special care should be given to developing positive image of the campaign.

While IEC campaigns are often seen as complex interaction between mass media and interpersonal influence, the principle goal of many campaigns is to increase discussion. Communication research has shown that the mass media set the agenda for topics of discussion. Some believe that the media influence opinion leaders who in turn, through interpersonal communication persuade others to adopt opinion, attitude or practice. Thus increased sexuality behavior discussion is an indirect effect of media campaigns.

Increasing youth involvement in intervention information campaigns by creative initiatives that incorporate the unique circumstances of individuals, community and culture can be successful if the program combines accurate information, effective counseling and appropriate service delivery.

Looking at the behavioral effects of communication, rather than simply looking at the messages by themselves, contributes to acceptors, satisfaction with the campaign hence its effectiveness.

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## **ACRONYMS/ABBREVIATIONS**

**NACADA-National Campaign Against Drug and substance Abuse**

**HIV/AIDS –Human Immuno-deficiency Virus**

**UN-United Nations**

**(DALYs) - Total Disability-Adjusted Life Years**

**FCSWs) - female commercial sex workers**

**(MSMs)- Men having Sex with Men,**

**(IDUs)- Injecting Drug Users**

**STIs Sexually Transmitted Infections**

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# **CHAPTER ONE**

## **INTRODUCTION**

### **1.0 Background information**

Alcohol use constitutes major social and health problems globally. In Kenya, 90 per cent of the population aged 14 years and older has experimented with alcohol at some stage, and approximately 10 per cent of the general population drinks on a daily basis.

Given these statistics, it is unsurprising that substantial effort is exerted to reduce user numbers and educate the public about the consequences associated with alcohol use. Over the past 20 years, health promotion organizations have delivered information to the public via education campaigns that have aimed to discourage people from engaging in risky behaviors (for example, irresponsible alcohol consumption use). Since the goals of these campaigns are to convey information about risk factors associated with alcohol use to the general public and to achieve maximal

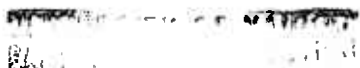
behavioral change, it is essential that this information be “marketed” in an effective way. One method frequently used to achieve desirable behavioral change at the societal level is “social marketing”. This method employs mass marketing techniques to spread information to the general public in order to correct misperceptions, and to increase the acceptability of a social idea, or practice, among a large target group (for example, parents, young people or alcohol users).

According to N.A.C.A.D.A, one of the most frequently asked questions is: despite education campaigns and counseling, drug abuse, and in this context study. Alcohol is still increasing among young people in Kenya. Why aren't these programs effective?

## **1.1 Alcohol: overview**

### **1.1.1 Alcohol drinking and abuse status in Kenya**

Alcohol use is a phenomenon that is as old as mankind. Like any other society in the world in the historical times, Kenyans had culturally accepted alcohol, and the use of which, those days, was for special occasions. Such





uses were strictly controlled by cultural values and were never viewed as abuse.

Alcohol drinking and abuse in Kenya cuts across the whole population strata. However, high at risk and hard hit are the youths and those in their early adulthood.

The effects of alcohol drinking and abuse are intense. The individual abusers, the family and the community share the pains and consequences of the physical and psychological effect of alcohol use and abuse.

It is out of this concern that this study was carried out, and particularly to determine the impact of the role of anti-alcoholism campaigns women initiative.

Recent research statistics as shown by N.A.C.A.D.A show that the prevalence of alcohol drinking and abuse in Kenya is expanding rapidly to the destruction of the society. Kenyans cannot afford to be complacent about it.

### **1.1.2 Alcohol abuse defined**

In trying to know what alcohol abuse and dependence is, it is important to consider other elements related to alcohol. The general definition of alcohol as a drug is a substance which when introduced into the body modifies one or more of its functions.

It is a relevant definition because it covers both licit substances (drinks, tobacco) and the illicit alcoholic substances.

Alcohol misuse is the use of alcoholic substance under circumstances and at doses that increase the hazard to the individual. Thus the use of alcoholic substance (legal or illegal) for recreational purposes when other safe alternatives are available, practical or warranted is, by this definition, alcohol misuse.

Alcohol as a substance of abuse may also be defined as the sporadic or persistent excessive use of any alcoholic substance for any reason other than its acceptable use. Such use is normally unacceptable to the society, dangerous to the individual as well as society. The persistence excessive alcohol drinking for example is drug abuse and the craving for it leads to what is called dependence.

### **1.2 Statement of the problem**

Alcohol has many socio-economical consequences which translate to most problems in the community. The related events are often burdensome to those involved, they affect and their relation and the general society.

Many adult and children drinkers are helpless and often require attention by the rest of the family members, including food and medical support because most of them are never productive. Alcohol abusers often suffer from high fever, convulsions and other alcoholic associated complications. Often,

patients have a history of having had visited a major health facility for treatment of the same medical problem. The majority of heavy drinkers are vulnerable to HIV/AIDS infections and other related diseases, due to the possible recklessness associated with the drunkards. Alcoholics also suffer from liver Cirrhosis. It has been noted that a number of them suffer from depression, slurred speech, motor coordination problems and many other medical complications associated with alcoholism. This poses dangers to drivers, particularly due the possibility of causing accidents.

Another important aspect of Kawangware people is diverse social history. The families have serious family dysfunction; for instance those that may become negligent of social roles, the result to a large extent may be attributed to alcohol use and partially to other social vices. As encountered in Kawangware, Role-playing, which had previously been defined by tradition, has been altered, and the greatest burden of fending for the family has been delegated to women. I.e. traditional breadwinner who was the man has relegated himself to the role of a dependent even when endowed with good health and numerous opportunities. He thus spends his day and most of the night in beer dens and bars, which often sell illicit brews. In the same breath, the man's ability to propagate has often come into serious focus and he has been accused by his spouse of neglecting this role. Thus there is a

threat to posterity a thing the women in Kawangware have openly fought to safe guard against by campaigning to eradicate the vice of alcoholism in the community. These observations prompted the need for the researcher to develop interest to find out more on alcohol control, its effects on the family unit and the campaign by women the root out the vice. The study thus sets out to analyze the effect of the recent women initiated anti-alcoholism campaigns and their intended effect. Anecdotal evidence suggests that despite the spirited campaigns against alcohol abuse, the number of alcohol abusers may in fact be increasing steadily.

It is imperative to recognize as noted earlier that the problem of alcoholism is multifaceted. On the medical front, excessive alcohol consumption is largely associated to malnutrition not only on the part of the alcoholic but also his/her family since large amounts of family resources are spent on alcohol.

The study makes reference to such alcohol related ailments and has been quoted excessively from existing medical journal books and other available literature. There is evidence of abuse or misuse of family resources. This is available from relevant references made from existing literature and past researches in the area (see literature review in chapter two and annexure).

Another social facet is that children of alcoholic parents are more likely than those of non-alcoholic parents to drop out of school due to lack of school fees, books and are often psychologically disturbed, and are also more likely to engage in delinquent behavior. Alcoholism may also accelerate the rate of crime; since then behavior is expensive to maintain, alcoholics may result in crimes such as drug peddling and robbery.

It is against such a grave background that the Kawangware community has responded by initiating anti-alcoholism campaigns especially by women.

The nature of these campaigns is characterized by demonstrations, invasion of the brewing dens, destruction of brewing equipment and its contents.

Going by the media coverage accorded to these demonstrations, it is safe to argue that the Kenyan society has begun to realize and appreciate alcoholism as a serious medical and social problem.

Unfortunately, very little if any effort has been put into assessing the efficiency of these campaigns with a view to giving suggestions on how to improve them. It is imperative that the strengths and weaknesses as well as the potentialities of women-initiated anti-alcoholism campaigns are explored deeply and extensively if the problem of alcoholism is to be controlled. This study is one of the first attempts to address the issue in Kenya.

The findings of this study will shed more light on the complex interaction of communication and the incidence of alcoholism in low-income communities and be directly applicable in formulation of information (Communication based intervention strategies)

As regards the campaign aspects we note that the problem may include many issues bearing in mind that, Communication is to stimulate behaviour change through the mass media, community activities and inter- personal discussions. It is often hoped that by introducing the community to new ideas and opportunities, what was unknown as wrong or taboo became familiar. There is need to change circumstances that required communication for the adaptation of behaviour.

The creation of strong programs inclusive of mass media, community outreach and interpersonal communication were undertaken albeit the lack of coherent strategy.

Mass media channels perform the knowledge function that can only be well utilized by interpersonal channels for an effective persuasive function.

Years of planning and experience may lead to public information which can create a climate of knowledge and attitude.

The notion that the mass media may legitimize and stimulate discussion is abound, but not necessarily trigger behaviour change, hence the impact of

anti alcohol campaign in Kawangware on behaviour and attitude change is not clear but gives anecdotal evidence that is insufficient.

Maybe behaviour change in Kawangware residents has been viewed outside the box without looking at it as being a societal process that may influence an individual's decision making process. There is need to therefore identify and evaluate changes at the level of the individual, within couples, families and villages as a whole.

Although the anti-alcohol communication campaigns initiated by women in Kawangware tend towards increasing awareness and influencing community norms, provision of specific information which lead to the legitimization and cue towards actions that are intended, they may lead to expected individual behaviour and attitudinal change though they must not necessarily do so.

As an issue of the study problem, not only is that the information campaign in Kawangware poorly conceived but also inadequately pre-tested and funded. Maybe this is escalated by insufficient frequency of presentation through undesirable channels, with time slots that rarely used by the target audiences.

Probably the campaigns are conducted by inappropriate source presenters, using the wrong message appeals and have unattractive stylistic quality. or probably, the campaign designers rarely or are inadequately equipped with appropriate skills to be able to effectively dissect the communication process

into the source, message, channel. They know little about the receivers they target as audiences. Little do they recognize that some channels and sources may work with a specific age group and flop with others.

In Kenya, and this includes Kawangware Women, it is in the past four years that specialists in Information, Education and Communication have been trained albeit the time constraints to extensively teach the course efficiently.

Unfortunately so, designers tend to use a different backgrounds based on their personal intuition for their intended audience who have specific needs and tastes that may not conform to that of the designers. Pre-testing the material using sample receivers, as earlier stated, reveals the receivers recognition of the utility of the information given and provide useful lessons they can use to change their attitudes and behaviour. Research on aspects like prior knowledge, patterns of beliefs, level of salience, value systems and capacity for learning from the information should be undertaken before implementing the campaign.

It should be remembered that receivers are independent entities who can create their own effects far from those intended by the communication. The communication should ensure that the message is attended to, comprehended and used by the audience. Ineffective campaigns are ignored because audiences misunderstand the content; reject the applicability to self; challenge claims with counter-arguments or even derogate the source. Lack of contact with the message or specifically exposing it to inattentive persons



may lead to them ignoring it for seeing no gain in knowledge meant to change their behaviour.

Most messages are rarely sufficiently neither packaged nor repeated thus minimizing audience contact with the stimuli of change in the message. They lack 'consummatory' gratification or instrumental utility to justify the time and effort used to process the campaigns. Many traditional campaigns are dull, didactic, and have complex modes of representation albeit the fact that gratification is gained from entertaining and interesting values in the message.

Rarely do these messages explicitly show how to utilize the information in helping to reduce or solve existing problems at the cognitive, affective or behavioural level.

### **1.3 General Objective of the study**

The general objective of this study is to determine the role of women-initiated anti-alcoholism campaigns in Kenya, in this context in Kawangware.

### **1.4 Specific Objectives**

1. To determine the appropriateness of channels and mediums of Communication used in the campaign against alcohol abuse.
2. To examine the success of the campaigns against alcoholism.

3. To analyze barriers to effective communication with respect to alcohol abuse.
4. To identify communication strategies that may be effective in reducing alcohol abuse.

### **1.5 Hypothesis**

1. The apparent failure/effectiveness of anti alcoholism campaigns results from use of poor channels/medium of communication.
2. Men may fail to take the messages in the campaigns seriously due to their gender-biases; they ignore the message simply because the sender is a female.
3. Economic hardships impede behavior change with respect to alcohol abuse.
4. Anti alcoholism campaigns are most effective when coupled with increased spousal communication (i.e. in other words, couples who discuss the problem of alcoholism are more likely to influence each other to quit excessive drinking

### **1.6 Review of Theoretical Works**

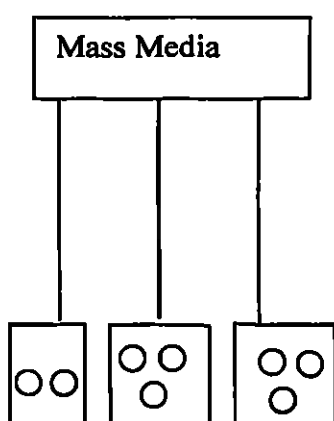
#### **1.6.1 The Two-Step-Flow Theory**

Attributed to Katz and Lazarsfeld (1944) the theory arose out of the realization that the on-step model has no explicatory value. Perceiving interpersonal communication as directing a message to one or more of the person's senses-sight, smell, sound, touch or taste, they wrote: The flow of

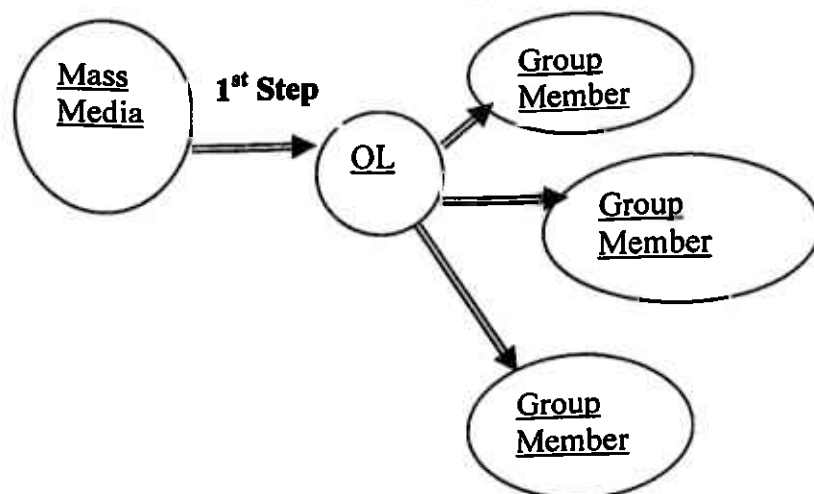
mass communication may be less direct than was commonly supposed, the image of the audience as a mass disconnected individuals hooked to the media, but not each other, would not be reconciled with the idea of two-step flow of communication.

Defining opinion leaders as people recognized by their peers as having some special competence in a particular subject, Katz et al go on to assert that the mass media functions vertically, while the opinion leaders operate horizontally. According to this theory information from the mass media moves into two stages: first, to one so-called opinion leaders, and from them to the less active sectors of the populace. The opinion leaders are assumed to be active information seeking individuals. Moreover, they are characterized by a higher consumption of media as well as by a more active social life and certain openness towards the world, a so-called consumption orientation. The others, the non-opinion leaders are the mass public.

**Early mass communication**



**Two-Step-Flow**



The theory further assumes that information comes from a single source (the media) and flows through interpersonal networks, rather than media to the

mass. That a number of the audience has social ties which affect his interpretation of mass media messages and making decisions whether or not to act one way or another on the basis of such messages. That each audience member sits passively waiting for information. They premised on a modern society where everybody is educated, has equal access to media, people are not isolated and individualists.

It fundamentally assumes the society is easily structured. In their study Katz et al conclude: People turn to opinion leaders for advice about a specific topic, but usually do not seek them out for their opinion on a range of issues. Personal influence then, takes place between people in a face to face setting and concerning rather specific topics. In other words, opinion leadership is only one influence in a contract of many. Identifying which influence played a predominant role in any particular decision may not always be possible, even for a person who made the choice.

Their theory has been of great significance in the development of theory and research in communication. It provided an important turning point. Indeed the simple idea that “ideas flow from the radio and print media to opinion leaders and from them to the less active of the population” had been overlooked for decades. Their findings changed thinking about the process of communication forever. No longer could mass communication be thought in terms of a stimulus-response framework in which the media were one side and the members of the audience on the other with little ties between them.

The ties between the people were seen as the most important factors rather than the message stimulus, the perceived characteristics of communication,

or the psychological make up of a receiver, in significantly shaping the mass communication process. The two-step-flow theory therefore represented the first clear and intensive focus on social relationships and their role in mass communication process and hence opened up research to explore “the part played by people in social flow of information and influence from media to mass”. Moreover, the two-stop-flow idea set off significant new direction of research in the adoption of innovation, the diffusion of news, and the study of distortion interpersonal communication.

Notable among the latter-day researchers includes Trodahl (1969). His two-step-model is based on the theory of cognitive consistency or cognitive balance and assumes that “People are motivated to maintain an apparent consistency among the facts and benefits they possess. New, inconsistency information brings about a condition of cognitive ‘imbalance’, linked with psychic stress”. (Page 148 –Kunezisk).

According to Troldahl, opinion leaders and followers are equally exposed to and equally attentive to mass media. Opinion leaders behave upon the emergence of new inconsistent information exactly as followers do: They seek supplementary information. However, the opinion leaders turn to another cycle of persons—the experts such as development workers or change —“the opinion leaders of the opinion leaders”, also of determinant significant in the communication process. Troldahl argues that often a process of opinion sharing of occurs. That is, the role of opinion giver is often exchanged with the role of opinion-asker. The givers and askers strongly resemble each other and are clearly distinguished from the avoiders. During the course of a diffusion process, it appears that, at first, a group of

interested and well-informed individual emerges. This group through interpersonal communication both seeks and passes on information. In this process it is not certain that information is also passed on to the inactive sector. Thus objections have been raised against the two-step-flow model.

The thesis that opinion leaders are active, information-seeking individuals, with the rest of the recipients consisting, however, a passive mass public without influence does not hold. Second, depending on the respective subject of message and their position in social structure, opinion leaders use various information channels-disputing the assumption that the media would be the primary information source. Third, the model does not take into consideration which channels are significant in a diffusion process at which time findings of diffusion studies by Rogers (1973) indicate that the opinion leaders under some circumstances are simply people who are informed about innovations earlier. That is to say, the dependence on the mass media can under some conditions be founded, not primarily on the opinion leadership, but simply on early knowledge. Fourth, the model leaves unclear what the opinion leader does with information. Does he reject it? Pass it on? Modify it? The two-step-flow neutralizes mass-media effects through the opinion leaders' selective perception and through personal influence, argues Michael Kunzik (1995). Also remaining unclear in the two-step-flow model is the distinction between pure transmission of information and possible attempts to exert influence on the part of an opinion leader. Moreover the assumption that there are only two steps in the flow of information has been refuted empirically. Depending on how important the information is there can be only one step or more steps. The current effort is in the direction of developing a "multi-step model". The attempt proceeds from the assumption

that in the communication process a variable number of relays and modification can play a role. Some messages reach the recipients directly, others indirectly.

### **1.6.2 Social Learning Theory**

Many theories of behaviour have attempted to explain how people and animals learn to interact with their environments through the acquisition of response tendencies (attitudes, values perception of the world and repertoires of behaviour). Traditional learning theories assume that learning occurs by actually performing the responses and experiencing their effects. By considering behaviour to be externally regulated by the stimulus conditions that elicit it and by the reinforcing conditions (punishment/reward) that maintain it, learning theories are able to explain the acquisition and elimination of wide range of behaviors in animals and man. However, recently they have been criticized of “radical behaviorism” since it reduces men to robots, totally controlled by the environment. Thus learning is strictly mechanism –responses are learned automatically and unconsciously. Conjuring with images of Orwell’s 1938, they don’t consider possible influences of “motives” and “cognitions” of the organism on learning because these processes cannot be observed. Moreover this radical behaviorism can explain only a small part of our everyday life. They assume learning can only occur through trial and error in “direct” experience hence does not account for many of our learned behaviors. Most of our response tendencies are learnt not by first experiencing them, but by observing others and from the instructions of others. A more general theory of human

behaviour is presented by Albert Bandura (1977) in his “social learning theory”.

His theory can account for a wide range of behaviors than traditional learning theories. Social learning theory explains behaviour to be the result of environmental and cognitive factors. It considers reinforcing properties “of the act” and “of the stimuli” to be important but it also takes into account the influence “on learning of thought process sin the learner”. It is particularly relevant to mass communication because many of the behaviors we learn through modeling are first observed in the mass media, the major element in his analysis are:

1. Retention processes
2. Attention processes
3. Motor reproduction processes
4. Motivational processes

### **1. Retention Processes**

Social learning theory considers the media to be primary socialization besides family, peers and classroom teachers. The starting point is an event that can be observed, directly or indirectly by a person. Actual behaviors (such as novel aggressive act) while attitudes values, moral fragments and social reality perception are learn through illustrated patterns of thought – abstract modeling.



According to Bandura attention to an event is determined by “Characteristics of the event” (modeling stimuli) and characteristics of the observers. Characteristics of events are influenced by various factors. Events which are “destructive” and “simple” will draw more attention. “prevalence” repeated observation of that event enhances opportunities for learning and lastly “Affective valence” of the event-we feel positively towards events which are salient (related to past, present and expected experiences) and reinforcing fulfill need-solution problems, provide diversion and entertainment.

A person’s capacity to process information (observer characteristics) depends on age and intelligence perceptual set (needs moods values a previous experience), past reinforcement hence why patterns of TV viewing, once established, are difficult to changes and arousal level. Social learning theory considers arousal to be a facilitator of, rather than a necessary condition for modeling; learning can occur without arousal.

## **2. Attention Processes**

Due to lack of opportunity or for other practical reasons many of the behaviors learnt cannot be performed immediately after observation. Thus social learning theory is “primary” conserved with “delayed modeling”-that is performance of the event when the model is no longer present.

According to Bandura this represents the response pattern (modeled achievement) in two ways-“marginal” and “verbal”. The “pictures on our minds” (visual images/marginal representation) are not adequate for modeling. Observational learning is facilitated in humans by or “capacity to

symbolically” represent events in “verbal” form using common language. Rehearsal facilitates learning on the observer and not only represents the event in “verbal” and “visual” forms so that it can be stored in memory but must also be able to “mentally rehearse” the act before acting it overtly, we are less likely to forget an event. Research has shown that observational learning is most accurate when we “first cognitively organize” using marginal and visual symbols) and “mentally rehearse” the modeled behavior and then enact it overtly.

### **3. Motor reproduction process**

According to Bandura, behavioral enactment will involve the following “successive steps”. In his model a person thinks before the acts, thinking here means organizing the responses that have been learned so that the actual behaviour can be “initiated” or performed “cognitive organization” and “initiation” of the behavior depends on the availability of certain skills in the individual-both “cognitive” and motor” skills.

Very rarely are we able to accurately reproduce behaviors on the first few attempts. Accurately, reproduction is usually the product of “trial” and “error”. Feedback is therefore important because it’s also used to correct discrepancies between “the enacted act” and “our modeling of it”.

### **4. Motivational Process**

Besides opportunity (motor reproduction process), motivation (which depends on reinforcement) is also important. And Bandura identifies three types of reinforcement which can motive us to action:

- 1) External reinforcement – reward for performing the behaviour our expected of consequences for performing an act will there be and important influence of future enactments.
- 2) Vicarious reinforcement- when we observe others being reinforced for performing certain behaviors and finally self-reinforcement “self satisfaction and “inner peace” are common self-reinforces. A modeled act will be repeated to the extent that it is self-reinforcing to the action.
- 3) Self-reinforcement, “self- satisfaction and “inner peace” are common self-rein forc ers. A modeled act will be repeated o the extent that it is self-reinforcing to the action.

### **1.6.3 Persuasion theory**

Loosely defined, persuasion is the attempt by an individual or group of individuals to act in an effort to try and urge or prevail upon someone successfully to take up an idea, behaviour or adopt a particular attitude. From a theoretical perspective and in relation to communication, the persuasion function in the innovation-decision process, the individual forms a favorable or unfavorable attitude toward the innovation. Whereas the mental activity at the knowledge function was mainly cognitive (or knowing), the main type of thinking at the persuasion function is affective (or feeling). Until the individual knows about a new idea, of course, he cannot begin to form an attitude toward it.

At the persuasion stage, the individual becomes more psychologically involved with the innovation. Now he actively seeks information about the idea. His personality as well as the norms of his social system may affect where he seeks information, where he receives, and how he interprets the information he receives. Thus, selective perception is important in determining the receiver's communication behavior at the attitude formation stage. For it is at the persuasion stage that a general perception of the innovation is developed. Such perceived attributes of an innovation as its relative advantage, compatibility, and complexity are especially important at this stage.

In developing a favorable or unfavorable attitude toward the innovation, the individual may mentally apply the new idea to his present or anticipated future situation before deciding whether or not to try it. This might be thought of as a vicarious trial.

#### **1.6.3.1 Attitude-behavior consistency**

The main outcome of the persuasion function in the decision process is either a favorable or an unfavorable attitude towards the innovation. It is assumed that persuasion will lead to a subsequent change in overt behavior (that is, adoption or rejection) consistent with the attitude held. But there is

little evidence that attitude and overt behavior are always consistent, and we know of many cases in which attitudes and actions are quite disparate.

An illustration is provided by a classical psychological study by LaPiere (1934). A number of U.S hotel owners and managers were asked if they were willing to house Chinese guests. Most said no. LaPiere and a well-dressed Chinese couple then appeared in person at the hotels and requested lodging. Almost all the hotels provided rooms to the guests. These results are cited as evidence that verbally expressed attitudes are not always consistent with actions.

Recent field investigations conducted under more closely controlled conditions also provided definitive evidence of the distinction between attitudes and actions. For instance Festinger (1964) summarizes the results of three field experiments in which a change in attitude towards an innovation occurred for many respondents, but his attitude change did not result in behavioral change.

We should remember that formation of a favorable or unfavorable attitude toward an innovation does not always lead directly or immediately to an adoption or rejection decision. Nevertheless, there is a tendency in this direction, that is, for attitudes and behavior to become more consistent.

Innovation dissonance is the discrepancy between an individual's attitude

toward an innovation and his decision to adopt or reject the innovation.

Innovation dissonance is a specific type of cognitive dissonance, and we know from Festinger's (1957) theory that there is pressure in the direction of dissonance reduction. The psychological state of dissonance is uncomfortable, and therefore individuals seek to reduce this tension by bringing their attitudes and their actions into line. Attitude towards an innovation at the persuasion stage in the innovation-decision process is generally (but not perfectly) predictive of a decision to adopt or reject.

#### **1.6.3.2 Decision function**

At the decision function in the innovation-decision process, the individual engages in activities which lead to a choice to adopt or reject the innovation. Actually the entire innovation-decision process is a series of choices at each function. For instance, in the knowledge function the individual must decide which innovation messages to attend to and which ones to disregard. In the persuasion function, he must decide to seek certain messages and to ignore others. But in the decision function, the type of choice is different from those previous; it is a decision that involves an immediate consideration of whether or not to try the innovation, if it is trial able. Most individuals will not adopt an innovation without trying it first on a probationary basis to

determine its utility in their own situation. This small-scale trial is often part of the decision to adopt, and is important as a means to decrease the perceived risk of the innovation for the adopter. In some cases, an innovation cannot be divided for trial, and so it must be adopted or rejected in toto. Innovations which cannot be divided for trial use are generally adopted more rapidly. Most individuals who try an innovation then move to an adoption decision, if the innovation has at least a certain degree of relative advantage. Methods to facilitate the trial of innovations, such as the distribution to clients of free sample of a new idea, will speed up the rate of adoption. Evidence for this point is provided from a field experiment among Iowa farmers, where it was found that the free trial of a new weed spray speeded the innovation-decision period by about a year.

We see the decision to adopt or reject and the actual use or non-use of the innovation as somewhat different behaviors. In the case of optional innovation-decisions, these two behaviors usually occur concurrently and in the same individual. But in the case of authority decisions, for example, the unit of decision and the unit of adoption) or rejection) may be different individuals and the two events (decision and use) may not occur at the same point in time.

It is important to remember that the innovation-decision process can just as logically lead to a rejection decision as to adoption. In fact, each function in the process is a potential rejection point. For instance, it is impossible to reject an innovation at the knowledge function by simply forgetting about it after initial awareness. And of course rejection can occur even after a prior decision to adopt. This is discontinuance, which can occur in the confirmation function. This perspective can be confirmed through a careful look at the "Iowa study on hybrid seed corn"(The adoption of innovation)

The study attempted to find out factors that influenced the farmers who were the target of the broadcast to adopt the new technology (the hybrid seeds). It was important to verify exactly how the innovation role of their friends, radio, print, media, and personal contacts in the adoption of innovations was important. These were channels of information.

It was also viable to verify what function was performed by each of these channels in an individual's choice to adopt innovative researchers also wanted to find out how long it took between awareness and action. Once a farmer got the information, after what duration did the farmer act? Did they (farmers) begin to use the new seed immediately they were informed about it? The research was based on various assumptions or what can be viewed as



weakness. There was an assumed notion that communication should go through the adopter categories. This implied that an innovation should trickle top-down. In reality, modern communication has made it possible for millions of people to share the same media experiences almost simultaneously. Public and private information can be received directly. An idea about an innovation can easily be transferred directly to people in their homes without trickling down.

The research also presupposed that transmission (persuasion perspective) of communication was understood as linear unidirectional process in which senders send information through media channels to receivers. There was obvious ignorance of the inter play of factors within the system. An example would be at the family level where a lot of information is exchanged.

Another hypothetical assumption of the research was that of imagining that the farming community was homophily. The individual farmers behaved differently (independently) due to their diverse orientation.

It must also be noted that the research also neglected the fact that, peoples' positions in society dictated how they reacted to the innovation as opposed to how those for example in low social strata behaved. Thus the social

structure of the farming community was very important on how fast they embraced the new technology.

The research also has a pro-innovation bias. The assumption was that the hybrid seed innovation should be adopted by all members of the farming community. Further that it should be diffused more either be re-invented or rejected. The reality is that it may not be possible to have an innovation moving in a linear way through the system from innovations to laggards. A good example is that of innovations that do not conform to societal norms like cigarette or beer drinking being rejected in a society.

The attitudes of the farmers also posed a problem in the innovation process. Attitudes towards an innovation frequently interviewed between the knowledge and decision functions. Individual attitudes or beliefs about the hybrid seed innovation had a great say about passage through the innovation adoption process. A final hypothetical assumption made by the study was that early adoptions were likely to be more literate and would be of higher social status having a high degree of upward mobility and have more exposure to mass media channels of communication than late owners. Despite its weaknesses, the research enabled better understanding of the

process preceding an adoption of technology. This has made a better understanding of the pathways of diffusion of innovation information.

The whole essence of communication in attempting to persuade individuals in a particular direction was further put to scrutiny in the effort to persuade the American Soldier to fight in the World War Two. It was established in the “Experiments with films” study that the Sole purpose was to come up with motivating persuasions to the American soldiers to fight in the World War coupled with the idea of training people on how to behave during the war period. The creation of these persuasive movies saw many people line up at recruitment centers to enroll for participation in the war. The “why we fight films” were based in the hypothetical premise that the movies would effectively teach the recruits “factual knowledge” about the war, the enemy and the allies. It also assumed that “factual knowledge” would influence how the recruits interpreted issues and events and persuade them on the need and importance of volunteer for war. Carl Hovland and his associates conducted research into communication, which was firmly set within the empiricist tradition. They set up carefully controlled experiences to the effect of difference variables in the communication, message, channel and receiver.

They discovered that attractiveness to a message could be based on similarity and familiarity. The fact that attractiveness could be influenced by factors like paralinguistic aspects of speech in an effort to gain sincerity could not go unnoticed. Humor also further influenced attractiveness if the source of a message was perceived as having low credibility, then the message would be interpreted as biased and unfair. Thus, there was need to maintain the cognitive consistency in the persuasion messages of the research. High credibility sources were shown by Hovland and his colleagues to be likely to have a significant effect on the positive reception of the message. However, the effects of high and low credibility sources were demonstrated to disappear after a period of some weeks – a potential problem for a propagandist. However, Hovland's research does not suggest that a rational presentation of the arguments for or against a particular position might be less important than who presents them. Hovland also viewed the idea of power. He and his colleagues considered the amount of control the communication has over receivers. Clearly, this will have some persuasive effect. It was evident from the research that forcing people to do what you want or forcefully adopt an innovation may bring about compliance but does not guarantee internalization. People comply with your demands, but they retain the values they had before and continue to see your

behavior as wrong and therefore comply grudgingly on attempt to subvert your demand or even revolt. The concluding thoughts regarding persuasion were also based on trustworthiness a key element of credibility. The films were able to persuade effectively because they were viewed to be honest. This helped portray the “true image” of the enemy, which obviously had a turn around effect on the aspirations of the soldiers.

### **1.6.3.3 Confirmation function**

Empirical evidence supplied by several researchers thus indicates that a decision to adopt or reject is not the terminal stage in the innovation-decision process. For example, Mason (1962a) found that his respondents, who were Oregon farmers, sought information after deciding to adopt as well as before. At the confirmation function the individual seeks reinforcement for the innovation-decision he has made, but he may reverse his previous decision if exposed to conflicting messages about the innovation. The confirmation stage continues after the decision to adopt or reject for an indefinite period in time.

# **CHAPTER TWO**

## **LITERATURE REVIEW**

### **2.0 Introduction**

This chapter provides an overview of the results of the review of available literature on alcohol. The literature study entailed a review of the available documents on the subject, including scientific publications, conference summaries, reports of NGOs and government agencies, newspapers and other media, hospital and health service records, and police and other law enforcement records. The review was directed at orientating and complementing data collection in the empirical study. The chapter concludes with a summary of the key issues that emerged from the literature. It should also be noted that the vast number of documents reviewed complicated referencing to data sources within the text. For this reason and to distinguish the data sourced in the literature review from all the documents perused in the present project, a complete list of data sources is provided in the bibliography.

## **2.1 Situation overview**

Available literature suggests that the global burden of problems with regard to alcohol is considerable. For example, in 1990 alcohol accounted for 3.5% of the total Disability-Adjusted Life Years (DALYs) lost globally, and for 2.1% of the total years of life lost (Room et al., 2002:17; Murray & Lopez, 1996). The respective contributions of alcohol to the global burden of problems are, furthermore, amplified through the linkages that have been shown to exist between alcohol, and other risky behaviour ( for instance, unintended or unprotected sexual contact) and the spread of sexually transmitted infections (STIs), including HIV infections. Sexual risk behaviour accounts for a large number of opportunities for acquiring HIV infection, and alcohol use has been shown to increase high-risk sexual behaviour. Moreover, the social dynamics that surround alcohol use and the interactions between these issues warrant a search for alternative ways of dealing with the problem in diverse socio-cultural settings, if intervention is to be effective. Only by unraveling the social dynamics of alcohol use-related problems within particular cultural settings can this be achieved.

Urban poverty is a rapidly growing problem. Recent research by UN-Habitat's network of global urban observatories has found that the numbers of people living in slums and informal settlements in Africa increased by 17% between 1999 and 2003

By 2001, there were already 837 million people living in slums and informal settlements Amis (2002: 2)

Drug and alcohol use constitute major social and health problems globally, and particularly in slums and informal settlements. According to a survey conducted by the N.A.C.A.D.A in Kenya, up to 90 per cent of the population aged 14 years and older have experimented with alcohol at some stage, and approximately 10 per cent of the general population drink on a daily basis. This, according to the study poses a lot of risks to the wider community variously.

Effective prevention of health risks requires systematic planning (Reddy & Meyer-Weitz, 1999:5-20). Instead of "jumping from a perceived problem to an intervention", it is essential to carefully investigate the issues concerned as well as assess the nature and quality (evidence base) of available options before deciding to implement particular interventions (Reddy & Meyer-Weitz, 1999:15).



In view of the importance of scrutinizing the existing evidence base on ways of preventing risk behavior and, in fact, of facilitating behaviour change.

## **2.2 Overview of socioeconomic conditions**

The variable socio-demographic features of the study attest to the great diversity among Kenyans as a developing country. Poverty, malnutrition and unemployment affect Kenya like any other sub-Saharan Africa country.

Gross economic disparity is evident and the country is still deeply rooted in its traditions, despite the influence of colonization and modernization.

In spite of the degree to which urbanization has occurred most of the population reside in the rural areas. Overall, migration to urban areas is on the increase. This has led to demographic change and socio-economic imbalances (KDHS, 2000). Post-colonial adjustment is also evident. Change in the political and socioeconomic systems is marked and the Economic transition has led to increasing unemployment and social instability (e.g. criminal activity and family disintegration).

### **2.3 Alcohol use and its consequences, and related policies**

Although recorded alcohol consumption has declined during the 1990s in developed countries, it has risen steadily in developing countries. There has been a significant increase in recorded alcohol consumption in these years (World Health Organization., 1999).

Alcohol use is quite common particularly in informal settlements in the urban centers and is part of the daily life. Adult per capita alcohol consumption is high in Kenya in sharp contrast, alcohol use in for instance, India where it is low and mainly restricted to males. In this country, males consume the most alcohol and consume it the most frequently, although there are indications that the traditionally smaller consumer segments are growing, namely females and young people (Kimani V, Olenja J., 1998). Heavy drinking among those who drink alcohol is common as a result a small percentage of the population accounts for a large share of the country's overall alcohol consumption.

Illicit and home-brewed alcohol, which is mainly consumed by the lower strata, is available in the country and constitutes a major part of alcohol consumption in Kenya. "Changaa" and "kumi kumi" in Kenya are the popular home-made/illicit brews. Considerable morbidity and mortality in

Alcohol control policies are, however, either absent or largely ignored. In Kenya alcohol use is actively promoted.

### **2.3.1 Alcohol use, and vulnerability**

There is generally an increase in alcohol use by teenagers and women. Men, however, generally have more social liberties than women, with respect to alcohol use. Furthermore, literature shows that the age for initiating alcohol use and experimenting with it is on the decline.

Alcohol use is associated with certain types of behaviors including, for instance, Crime masculinity, and a means of relaxation, recreation, socializing and improving communication skills “Masculinity” is often linked to the ability to have multiple alcohol use

It has also been shown that alcohol use increases during certain festivities and celebrations across the countries and promiscuity are customary during funerals among certain population groups in Kenya.

In contrast, certain religions and religious sects prohibit the use of alcohol and indulgence.

The media (electronic and print) play an important role in shaping and influencing alcohol use patterns. Certain advertisements, movies, thrillers and romantic programmes glamorize and promote engagement in these activities.

### **2.3.2 Groups vulnerable to alcohol use**

The N.A.C.A.D.A Surveys among high-risk groups showed that alcohol use (at least once a week) is increasing among Female Commercial Sex Workers (FCSWs), their clients, among Men Having Sex with Men (MSM), and among Injecting Drug Users (IDUs). A number of these groups reported regular alcohol use before sex (FCSWs 15%; clients of FCSWs 13%; MSMs 36%). High rates of alcohol use have also been observed among vulnerable groups such as adolescents Furthermore, the prevalence of alcohol dependence in men with HIV infection is high (Miguda-Attyang J. , 1996).

Drinking alcohol and visiting commercial sex workers are evident among long-distance drivers, transport workers and migrant populations who frequently visit FCSWs, living in slum areas, spread STIs and HIV infection

from one place to the other and from high-risk groups to the general population.

Alcohol use, especially among young adolescents, is associated with casual sex encounters, traffic accidents, violence, crime and social problems (Ibid)

Direct and indirect links have been demonstrated between alcohol use and sexual risk in the slum areas.

There is also some indication that decreased availability of alcohol corresponds with a reduction in risk behaviour.

In this study context, Kawangware shows clear differences in broad socioeconomic features, in lifestyle, in culture, and, indeed, in drinking practices and related attitudes due to the diverse nature of the inhabitants.

They are all however, undergoing socio-political changes that are reflected in the prevailing practices and attitudes towards alcohol matters. The literature review underlined the interaction between broad socioeconomic conditions and individual/group behaviour and attitudes. One example is the strain that the large proportion of alcohol-related problems among the productive sector in the populations has placed on socioeconomic development (Ong'ang'o J., (2001). Increasing modernization and liberalization in the have contributed towards more permissive attitudes towards alcohol use. In Kenya like other developing countries, globalization

(e.g. through the media) has contributed towards the erosion of traditional values and the adoption of Western lifestyles, particularly among younger groups.

More specifically, the fact that Kenyans had been subjected to Western/colonial rule has contributed towards alcohol use no longer being restricted to traditional or ceremonial use of low-alcohol brews by specific population groups; alcohol is now used widely and is socially more acceptable than before (Pan African News Agency, 2001).

This has led to changes in lifestyle, a decline in adherence to traditional moral values, in health standards, and to increased vulnerability to alcohol use. All the country report high levels of alcohol consumption, including the use of illicit homebrews has increased. Furthermore, notwithstanding considerable morbidity and mortality associated with alcohol use control measures are largely absent (Ibid).

A link between alcohol uses has been observed among certain population groups, in certain settings or places where these behaviors take place, The literature also shows that this link is embedded in the perceptions and expectations of individuals, which in turn are influenced by socio-cultural and other individual-related factors.

In general, alcohol uses are more common among males, adolescents, the mobile population (truck drivers, migrant workers), commercial sex workers and prison inmates than among other groups. In this respect it is also important to note that the notion that alcohol use and promiscuous behaviour “prove” masculinity seems to be universal. Nightclubs, bars and pubs are emerging as places for alcohol use. These venues attract young people.

In short, the following key issues emerged in the course of the review of literature on the subject: Males are likely to drink more than females. Lower socio –economically conditions are predictor to drinking in a community. Alcohol use is disproportionately concentrated among economically disadvantaged male youth. Similar demographic factors have also been associated with male adolescents drinking and may contribute to their drinking in adulthood ;It has been observed that there is the prevalence of certain myths and notions about “masculinity”; a lack of clear and firm alcohol-related policies; increasing prevalence and the need to augment prevention efforts in this respect; the interwovenness of alcohol use, the effect of modernization and the media on the youth, which manifests in early drinking, and increasing vulnerability to risk behaviors; and a paucity of research data on alcohol across the countries. The review also highlighted that the social dynamics of alcohol use warrant a search for culture-specific

and context-specific ways of dealing with the problem.. However, research data on this triangular relationship are limited. The issue needs to be examined from the socio cultural as well as the individual's perspective in order to devise appropriate interventions.

Finally, the literature study suggests that in order to understand the factors that lead to alcohol used, it is important to have a basic understanding of:

1. the patterns and settings of alcohol use in diverse cultural settings.

norms, attitudes, beliefs and behaviors in different cultures and regions with a focus on, the high-risk groups and the settings in which high-risk behaviors occur; and

2. the association between alcohol and risk behaviours in the different regions.

At the macro level, there is a need for an in-depth understanding of the sociocultural factors that influence risk behaviour, some of them common to most of the sites, such as myths and notions about masculinity, alcohol use, the role of religion, the media, modernization and social liberalization, the role of substance use, ignorance and poverty/economic disparity, gender inequality, norms, the vulnerability of the teenage population, inadequate implementation of policies related to alcohol use and high-risk groups; and others peculiar to a given site, such as alcohol use during funerals in Kenya,



factors related to the free market economy .At the micro level, it becomes important to understand the links between risk behaviour and cognitive, affective and behavioural factors in the individual at the time of the event. What makes the person drink? What happens to the risk perception? What kinds of encounters is one likely to engage in? What happens to the likelihood of and the ability under the influence of alcohol in a given individual?

#### **2.4 Theories of behaviour change as a base for intervention**

There are numerous theories upon which intervention aimed at behaviour change may be built. These theories include the work of, for example, Kegeles et al. (1996), Sweat and Dennison (1995), Auerbach et al. (1994), and Fishbein et al. (1992). Characteristic of the respective theories is that they tend to focus on a particular level rather than multiple levels of social behaviour. However, the multi-leveled manifestation of risky behaviour suggests that a number of the available theories on behaviour change should be considered in the development of interventions. A basis for developing multi-leveled interventions is provided in Dubois-Arber and Carael (2002). These scholars note the following theories of behaviour change that are

generally considered in intervention programming, their main features and (main) proponents:

**The Theory of Diffusion of Innovation** (proposed by for example Kegeles) highlights the mechanisms of the gradual acquisition of new behaviour mainly due to media influence mediated by the participation of prominent personae (celebrities) who support the new behaviour. This role-model related theory has been proven effective,

**The Social Influence or Social Inoculation Model** (proposed by Howard and McCabe) presumes media and culture pressures towards performing unhealthy behaviour and formulates a strategy for learning skills to withstand these pressures. Skills training includes teaching assertiveness and, concerning sexuality, encompasses guidance to expressing authentic sexual needs. One example of a positive outcome is postponed sexual debut.

**The Social Networks Theory** (proposed by for example Auerbach) views social behaviour through relationships and in particular the manner in which these relationships are constructed and maintained, that is, the selective mixing of partnership patterns in a dyad, the smallest

social unit, and the resultant partnership variation. Therefore the very processes of constructing a partnership need to be addressed directly if behaviour is to be changed.

### **The Theory of Individual and Social Change or the Empowerment Model**

(proposed by Parker) considers evidence that participatory action increases problem-solving capacity and empowers individuals to take action to improve their situation because they learn to understand the personal, social, economic and political forces in their lives better. This empowerment features in persons/individuals, organisations or communities. This theory has proven to be effective, e.g. in the adoption of positive condom use habits/skills.

In contrast to the above theories, the **Theory of Gender and Power** (proposed by Connell), a sociostructural theory, addresses the wider social and environmental issues surrounding individuals and in particular women, such as the distribution of power and authority, affective influences, and gender-specific norms within heterosexual relationships. This theory asserts that commitment to a relationship and lack of power can influence one's (mostly

the woman's) risk reduction choices and the ability to negotiate safe sex and conduct an effective family-planning strategy.

In line with the previous theory, the **Theory of Structural and Environmental Factors** (proposed by Sweat and Denison) takes cognizance of multiple evidence that civil and organisational elements as well as policy and economic issues influence behaviour and may be crucial for behaviour change. This theory is also about being sensitive to concepts such as “risky situations”, “risky environments”, “environments facilitating vulnerability” etc.

The **Social Ecological Model of Health Promotion Theory** (proposed by for example Laver) acknowledges the importance of the interplay between the individual and the environment, and considers multi-leveled influences on unhealthy behaviour. The importance of the individual is thus to some extent de-emphasized in the process of behaviour change. This theoretical “reminder” is especially important when designing programmes that teach new skills/behaviour to individuals. Without creating a behaviour-change friendly, accepting (or at least tolerant)

social environment, individual behaviour change will be significantly obstructed.

## **2.5 Prevention of health risks related to Alcohol use: Effectiveness of existing strategies**

Based on a substantial review of current literature on prevention of harm (including illness) associated with psychoactive substance use (Hawks, Scott & McBride, 2002), the following generalizations may be made as to the effectiveness of existing preventive strategies:

Health warnings associated with licit psychoactive substance use have been an effective way of communicating the hazards of such use, particularly to heavy users and when combined with other economic and environmental initiatives. A media production may include health advocacy that enhances incentives as well as removes disincentives for healthy behaviour. Bans on the broadcast of alcohol advertisements have been shown to be associated with lower per capita consumption. Thus, any reduction in psychoactive

substance use advertisements may be expected to contribute to a reduction in consumption.

Scare tactics in media messages are usually ineffective, except for audiences who are little aware of the problems connected to substance use; with high-awareness audiences, strategies modeling beliefs about non-use or normative use seem to work better.

Changes resulting from community-based interventions were observed more often than changes resulting from health-oriented policies and increased knowledge. All such community initiatives, however, need to be supported by the relevant community agencies. A decisive aspect of success is the involvement of key stakeholders of the community and participatory development of the programme. Links with governmental and non-governmental programmes may increase the effects of community programmes.

For school-based interventions there is evidence that programmes aiming at abstinence consistently fail to produce behavioral effects, suggesting that there is a need to develop programmes with outcomes other than abstinence as their goal. School programmes must match the developmental psychological phases. Basically there are three critical periods: (1) the

inoculation phase (before real substance use begins); (2) the initial exposure period; and (3) the later period of increasing consumption.

General health/life skills programmes can produce greater change than programmes that teach skills to avert substance use only. It is thus necessary to provide teachers with professional training on health/life skills. The knowledge provided to students must be “utility” knowledge, i.e. knowledge directly linked to, for example, the negative effects of alcohol use. The main focus, however, should be on behavior change—not knowledge and attitudes. Education should be interactive and invite students to create and discuss their own opinions and attitudes.

## **2.6 Symbolic interaction and its impact on mass media**

Symbolic interactionism has its roots in the American pragmatism in the writings of James M. Baldwin, John Dewey, and Charles Harton Codley and most important of all- George Herbert Mend, who is the most popular advocate of symbolic interactionism. Their observation took the form of theoretical proposition: Although members of each generation have to be taught to be members of society, as adults these members are capable of generating society itself. They stated that people are socially created and

people can create new societies in which they live. It is assumed that people generate other people, and that it must be people who control human action and behaviour. And that this mechanism of control resides in socially constructed meaning- symbolic interaction.

However, there is no single orthodox which is symbolic interaction theory; some see it as nothing more than a set of concepts serving to sensitize one to aspects of social life, others as a general theory of human behaviour, and still to others its one which addresses itself to a relatively modest series of questions. It focuses on the ways in which meanings emerge through interaction through observational work and intimate familiarity.

The early internationalist conceptualized the individual and society to be inseparable and interdependent units; that the society requires some of coordination and cooperation among individuals in the society and hence the laws, rules and patterns of expected behaviours develop to help interact and live together (Mead 1934). The study of human behaviour must therefore begin with the act of human association. Second, differing with Lester Wards ideology that the “individual and the society were discrete and therefore separate units”, they viewed individuals in society as reflecting and



interpreting beings possessing “selves”. Hence they were concerned with the social development of the self and personality coupled with the recognition of the role of biological factors in human behavior. Using the term impulses to refer to ultimate biological tendencies they posed that group membership was a prerequisite for individual satisfaction.

Third, emphasizing language as the principle symbolic form, they held that the fabric of society developed out of shared meanings and it was out of here that the significance of the symbolic elements rested. Fourth, their guiding methodological principle was that individuals could never be understood outside the social situation in which they are participating selves. This is implied by Mead’s idea of taking the role of the other along with its contemporary of the mutual influence of the self and the other. The assumption that “knowing the individuals own interpretation of these situational characteristic was indispensable his behavior”, led to re-evaluation of an established methodological technique in interviewing what had once been simple recording of behaviour as recounted to the interviewer was now seen as a microsm of the processes characteristic of the entire society.

As a social psychological theory it addresses itself to a set of two interrelated questions-socialization and personality, socialization refers to how human organisms acquire ways of behaving, values, norms and attitudes of the social units in which they are a part. This focuses itself on development i.e. that which happens over time to the human "neophyte". Personality is defined as "The organization of persistent behaviour pattern which must be demonstrated and accounted for. Symbolic interaction addresses itself largely to the normal person-the person without gross physical, physiological or psychological defect. It addresses both personal organization and disorganization, treating the two as facets of the same problem rather than different problems and providing answers to both without invoking the principles lying outside its theoretical scheme. Its assumptions include:

- That in-so-far as interests are social-psychological man must be studied on his own level. This anti-reductionalism position rests on the principle of mergence, which suggests the existence of qualitative difference as well as quantitative continuities among the precipitates of the evolutionary process. If man is qualitatively different in some respect from other forms of animals it follows that principles derived from other forms cannot be used to account for his behavior.

- That the most fruitful approach to man's social behaviour is through an analysis of society. Some social psychologists have argued that the society is the ultimate reality, while others give an ontological precedence to the individual and denying reality of society. This assumption involves no assertion of some metaphysical priority of society over individual. It permits an articulation between sociology and social psychology which alternative approach can forge, it at all, with great difficulty. Both sociology and psychology begin with the same building brick: social action sociology builds in one direction to the behaviour of collectivities. While psychology builds in the other direction, to the behavior of individuals.
- That human infant is neither social nor anti-social but rather asocial; it has the active organisms with impulses, which are not channeled or directed towards a specific end. This original nature is amorphous and plastic, it lack organization. Therefore the third assumption concerns itself with the equipment with the which the newborn enters life.
- That the human being is an actor as well as reactor. He doesn't just respond to stimuli occurring outside himself. This assumption is the one that leads to fundamental methodological principle of symbolic integrationists' demand that the investigator should see the world

from the point of view of the subject of his investigation. This theory therefore tends to stay close to the world of everyday experience and it is with such experience that it seeks to deal.

One of the assumptions of the theory is on emergence, and the principle of emergent on human behaviour is language behavior, which according to this theory is an act-the behavior by organism stemming from an impulse requiring some adjustments to appropriate objects in the external world. That in social act the appropriate object is another individual and this other individual too acts with reference to the first actor thus, every social act implicates at least two individuals each of whom takes the other into account in his process of satisfying impulses. Such occur overtime and thus have history, this makes possible the appearance of gestures-the meaning of gesture is the behaviour that follows it. Some gestures may have additional property i.e. they mean the same thing, imply the same set of subsequent behaviour to both involved- this kind of gesture is referred to as significant symbol.

Language is a set of significant symbol that it's a set of shared meanings hence a system of shared behavior. Communication between human beings

presupposes these characteristics of shared symbols. Categories deal with using symbols to a number of objects. Position, is a socially recognized category of actors and are social in the sense that you cant talk of a position without reference to some context of other position like father in reference to mother, child etc. role refers to interpersonal relation.

An actor may sometimes apply the above categories to himself by meaning and classifying himself: to engage in this kind of behaviour is to have self that which is an object to its self (Mead 1937). Ones self is the way one describes to himself his relationship with others in a social process. Role taking refers to anticipating the responses of others implicated with one in some social act. Significant other represents the recognition that in a fragmented and differentiated world, not all persons with whom one interacts have identical or even compatible perspective, enhance for action to proceed, the individual must give greater weight or priority to the perspective of certain others, given others occupy high rank on an :importance” continuum for a given individual- significant others. And mental which is symbolic is defined behaviorist ally, thus permitting their treatment within the conventions of scientific procedures. It refers to three concepts- thinking which is the internalized manipulation of language

symbols, volition- the process of selecting among alternatives symbolically present in the experience of the individual and self from the stand point of others relatively modest series of questions. It focuses on the ways in which meanings emerge through interaction through observation work and intimate familiarity.

The early symbolic interactionists conceptualized the individual and society to be inseparable and interdependent units; that the society requires some amount of coordination and cooperation among individuals in the society and hence the laws, rules and patterns of expected behaviour develop in society to help interact and live together (Mead 1934). The study of human behaviour must therefore begin with the act of human association. Second, differing with Lester Wards ideology that the “individual and the society were discrete and therefore separate units”, they viewed individuals in society as reflecting and interpreting beings possessing “selves”. Hence they were concerned with the social development of the self and personality coupled with the recognition of the role of biological factors in human behavior. Using the term impulses to refer to ultimate biological tendencies they posed that group membership was a prerequisite for individual satisfaction.

Third, emphasizing language as the principle symbolic for they held that the fabric of society developed out of shared meanings and it was and it was out of here that the significance of the symbolic elements rested. Fourth, their guiding methodological principle was that individuals could never be understood outside the social situation in which they are participating selves. This is implied by Mead's idea of taking the role of the other along with its contemporary notion of the mutual influence of the self and the other. The assumption that "knowing the individuals own interpretation of these situational characteristics was indispensable for understanding his behavior", led to re-evaluation of an established methodological technique in interviewing what had once been simple recording of behaviour as recounted to the interviewer was now seen as microcosm of the processes characteristics of the entire society.

As a social psychological theory it addresses itself to a set of two interrelated acquire ways of socialization and personality. Socialization refers to how human organisms acquire ways of behaving, values, norms and attitudes of the social units in which they are apart. This focuses itself on development i.e. that which happens over time to the human "neophyte". Personality is

defined as “the organization of persistent behaviour pattern which must be demonstrated and accounted for. Symbolic interaction addresses itself largely to the normal person- the person without gross physical, psychological or psychological defect. It addresses both personal organization and disorganization, treating the two as facets of the same problem rather different problems and providing answers to both without invoking the principles lying outside its theoretical scheme. Its assumptions include:

- That insofar as interests are social-psychological man must be studied on his level. This anti-reductionalism position rests on the principle of emergence, which suggests the existence of qualitative difference as well as quantitative continuities among the precipitates of the evolutionary process. If man is qualitatively different in some respect from other forms of animals it follows that principles derived from other forms cannot be used to account for his behaviour.
- That the most fruitful approach to man’s social behaviour is through an analysis of society. Some social psychologists have argued that the society is the ultimate reality, while others give an ontological precedence to the individual and denying reality of society. This



assumption involves no assertion of some metaphysical priority of society over individual. It permits an articulation between sociology and social psychology which alternative approach can forge, if at all, with great difficulty. Both sociology and psychology begin with the same building brick: social action. Sociology builds in one direction to the behaviour of collectivities. While social psychology builds in the other direction, to the behavior of individuals.

- That human infant is neither social nor anti-social but rather asocial; it has the active organisms with impulses, which are not channeled or directed towards a specific end. This original nature is amorphous and plastic; it lacks organization. Therefore the third assumption concerns itself with the equipment with which the newborn enters life.
- That the human being is an actor as well as reactor. He doesn't just respond to stimuli occurring outside himself. This assumption is the one that leads to fundamental methodological principle of symbolic interactionists' demand that the investigator should see the world from the point of view of the subject of his investigation. This

theory therefore tends to stay close to the world of everyday experience and it is with such experience that it seeks to deal.

- One of the assumptions of the theory is on emergence, and the principle of emergent on human behaviour is language behaviour, which according to this theory is na cat- the behaviour by organism stemming form an impulse requiring some adjustments to appropriate objects in the external world. That in social act the appropriate object is another individual and this other individual too acts with reference to the actor thus, every social act implicates at least two individuals each of whom takes the other into account in the process of satisfying impulses. Such acts occur overtime and thus have history, this makes possible the appearance of gestures- the meaning of gesture is the behaviour that follows it. Some gestures may have additional property i.e. they mean the same thing, imply the set of subsequent behavior to both individuals involved- this kind of gesture is referred to as significant symbol.

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without reference to some context of other position like father in reference to mother, child, etc. role refers to interpersonal relation.

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Generally symbolic interaction is concerned with the nature of meaning and interpretation. It does not see sociology as a science like natural science dealing with internal independent objects but as scientific because it gives a rational coherent account of people's action, thoughts and relationship. Although it does not provide a theoretical solution to the fact that individual and society are independent units, it does provide a direction for future

research: it stands opposed to almost all the other social science traditions which tend to theorize without having a close first hand and intimate involvement with those phenomena about which they theorize. According to the Handbook of sociology, the theory is strongly empirical and advocates for the use of wide range of research tools especially participant observation, life histories and depth of interviewing. To this extend it serves the ends of communication research quite satisfactory, as it encourages researchers to base their conclusions of facts not hearsay, on actual observation not grapevine , on answers obtained by way of in-depth quizzing and not mediocre tests. Thus it not only ensures accurate responses but also greatly minimizes the chance of error, especially on conclusion made from a given research project.

The theory recognizes language as a set of shared meanings and symbols that are appreciated by the speaker and the recipient of the message. It emphasizes that for two people or two sets of people to be speaking the same language, they must understand one another to an appreciable degree- otherwise communication would not have taken place. Besides language it emphasizes the need to examine the attributes adapted to a given code in a communication. This is an emphasis of great significance to the language policy of all media institutions. For symbols, colours, slogans, logos and even uniforms give organizations distinction from one another. But most important the way an organization interacts with its competitors, its clients and even its internal public determines the image that it earns in the long run. It influences how those with whom the organization interacts will perceive it and rate it. This relates to the concept of corporate and identity.

To some extent they also invoke some kind of aesthetic value to a given organization.

Arguing that the development of self is a process, the proponents point out that learning about self is a life long endeavour that never ends. The media catalyses this process by availing a plethora of behavioural options those individuals may pick and try out. Moreover, it enhances the process through availing many alternative options to the comfort of individual homes thereby making them more exposed.

One of the proponents of symbolic interaction Cooley (1902) long compared the development of self to looking in the mirror. Many sections of society today, especially the political society and the corporate world, always make themselves conscious of how they are perceived by the media. To them the media has become the mirror which they tell themselves who they are.

Writing in 1987, McQuail concurs that the media serves as a society's mirror, that it makes sense of puzzling and fragmented events, that it is a platform for information and opinion form analysts all over the world, that it is a signpost which points the way and gives guidance or instruction, that it is a filter that selects out experiences for special attention, and that it is a mirror which reflects back an image of society to itself.

As the fourth estate, the media plays the super visionary role for society since it has earned the "trust" of being relied on. This explains (perhaps) the effectiveness of media as a watchdog for society.

The obsession of analyzing everyday life of humans as a methodology for empiricism by symbolic interaction scholars is also applicable in advertising. For interactions among people that give new meaning to styles can transpire through talking on face-to-face basis or interacting with mass media. Advertisers base their messages via the media on traditions which human appreciate with zeal e.g. the female body.

## **2.7 Reason why people abuse alcohol**

### **2.7.1 Population**

The youth are a group at serious risk of drug use. The population of this group, with inadequacy of social services, recreational facilities, educational and employment opportunities and other social supports increases the risk of drug use (Mwenesi, 1995).

### **2.7.2 Urbanizations**

The pressure on amenities, services and space, the increasing crime and delinquency pose a challenge to the government.

The loosening of the family norms and the weakening of social controls together with poverty, marginalization of a large segment of the urban population and increase in the number of street children provides a conducive environment to growth of drug use and trafficking (Mwenesi, 1995).

### **2.7.3 Control policies**

Problems of drug use and abuse cannot easily be rectified by administrative decrees, and prohibitive acts issued by a Government. This failure mainly

comes about because of not appreciating root causes of drugs abuse in the first place.

People start using drugs because of deep-rooted cultural, economic, and inherent physiological traits.

Drugs are taken to alleviate anxiety and to provide a sense of well being. This explains why use / abuse of these substances become very attractive with deep feelings of insecurity.

Thus it becomes evident that a prohibitive decree will not do any good for a person whose drugs use is physiologically associated (Ibid).

#### **2.7.4 Breakdown of Regulatory Norms**

This comes about due to some conditions that lead to this include rapid social change, sudden economic crisis or economic prosperity, any other event that occurs disrupting the normal running of functions of society without providing alternatives and effective means of regulating that society. Societal regulations breakdown due to factors like rapid social change or economical crisis controlling influence of society is no longer effective and individuals are left on their own devices.

#### **2.7.5 Individuals left without moral guidance and the family size**

Greater crowding of the home means increased competition on the part of the children for parental attention, more likelihood of emotional strain, friction and less privacy with resulting sexual and emotional trauma.

Social interaction and emotional involvement in group life and activities are more intense in smaller groups than large ones.

The family is a basic group it should offer an atmosphere more conducive to closer parent-child relationship, thus resulting in more effective socialization and better internalization by the child of what is imparted to it by the parent.

### **2.7.6 Frustrations**

Frustration is defined as interference with any goal, directed to activity of a motivated organized / human being.

A person may be frustrated by many things for example, by an object, by a situation, by another person, by some personal limitations or by a conflict between two or more motives present at the same time but which cannot be fulfilled.

A person in a state of conflict often represses the conflict or tries to forget about it. Repressed, unresolved conflicts may activate defense mechanisms or lead to deviant behaviour like unnecessary aggressive, withdrawal from the world, alcoholism or drug abuse.

A problem may arise when new customs, norms and values are introduced into a more or less closed system.

This often leads to deep-seated antagonism and mental conflict for those individuals caught between the two cultural systems, to both for which they owe some allegiance and between which they have to make a more or less agonizing choice.

A culture conflict usually adversely affects members of minorities whether ethnic, political, religious or any other social group who are inhabitants of the area invaded by the alien culture.



When a society is ridden with all or some of these problems mentioned above that is, societal disarray, psychological problems such as a sense of insecurity, the presence of conflict, frustration or any other problem, would result in use of drugs which offers at least a temporary escape from the problem (Mwenesi, 1995).

#### **2.7.7 Social and cultural structures**

The culturally defined goals human beings are enjoined to pursue the social structure that regulates and controls acceptable modes or means for the pursuance of goals and interests.

These goals and institutionalized norms for achieving them may vary independently of each other, sometimes leading to alliterated states. On one extreme, there is insistence of excessive stress of goals with little concerned for prescribed means of achieving these goals.

In these state all individuals in society do not have the same opportunities for realizing these shared goals. There are those who have access to institutionalized norms and those who do not, thus resulting in differential opportunities (Mwenesi, 1995).

#### **2.7.8 Personal Contact**

Criminal behaviour and deviant acts such as drug abuse, is learnt in interaction with other persons in the process of communication. Such learning includes the specific directions of values, attitudes, motivates,

drives and rationalizations related to deviance as well as techniques of committing specific acts.

In this process, definitions of favourable or unfavourable to violation of law are communicated and a person becomes delinquent because of excess of definitions favourable to violation of law or over definitions unfavourable to the violation of the law.

The drug taking practice of people who associate the behaviour with religious and culture meaning fall under this. That is, religion and culture gives it a favourable meaning.

For example, use of cannabis by Rastafarian movement of Jamaica, is a symbol of article of faith. In India where there is a strong religiously associated aversion of alcohol, marijuana is not only tolerated but is actually prescribed by social and religious usage (Mwenesi, 1995).

#### **2.7.9 Inadequate Socialization**

Culture theory is based on the transformation of societal norms, roles, goals, values, customs, etc through the process of socialization.

The agents of societal transmission of the societal aspects, with the family and the school playing a major role, do not succeed adequately in this duty.

Consequently, delinquency or drug use is the result of their inadequate acquisition of the cultural values.

#### **2.7.10 Lack of Role Models Symbols**

Modeling approach is used to explain demand for drugs. It views the behavior of youth as modeled. The child's imitation of parental attitudes and behavior often counteract the effects of their direct training.

Although drug use has been considered as one specific behavior which oppose parental value systems parents may condemn their children's use of drugs yet go ahead and use these drugs to the extent that they serve as models of their offspring's behavior.

Viewed in this version drug use by youth becomes an expression of generational and cultural continuity. In line with this interpretation youthful involvement with illicit drugs may be interpreted as a form of conformist behaviour.

The behaviour of one person or a social group could also serve as a model for similar behaviour in other people. For example attitudes and opinions may be formed as a result of exposure to attitudes and opinions of others.

Another argument based on these models assumes that drug use situations tend to be facilitated by the absence of relevant symbols such as the father-image. Fundamental to symbolic interaction is the relationship between individual conduct and forms of social organizations (Preventive Health Education Against Drug Use 1991).

### **2.7.11 Group pressure**

The basic idea behind group notion is that an individual's parents or friends form social situations. Which contain pressure to conform to their behaviour. For example parental drug use and proportion of drug use in friends are thought to have direct influence on drug use. Those whose parents use drugs are presumed to be more likely to find themselves in social situations, which contain pressure to use drugs (Mwenesi, 1995).

## **2.8 Problems associated with alcohol**

### **2.8.1 Health related problems**

There are many social and economic problems associated with alcoholism. For instance, Holder and Cunningham (1992) in their study showed that healthcare costs for alcoholics were roughly twice as high as health costs incurred by non-alcoholics. The study also showed that the primary condition for treatment were medical consequences of alcoholism like cirrhosis of the liver.

Jaffe and Roth (1996) says that, on the effects of alcohol or drug abuse as a progressive disorder affects all body systems. It can precipitate cirrhosis of the liver, esophageal varices, coma, and death. Alcohol causes fixed outlook, retarded emotional development, poor impulse control, chronic low self-esteem, and low frustration tolerance and as well as being highly dependent. Serious family dysfunctions can contribute to alcohol abuse.

Black and Jacob (1997) points out that, high intake of alcohol is associated with hypertension, stroke, and liver disease. Alcohol is water soluble and

absorbed into blood – stream from the stomach and proximal part of intestine, circulates easily throughout the body and readily passes through the blood-brain barrier. About 95% of alcohol is metabolized in the liver, and about 5% is excreted through the lungs, kidneys, and skin. Alcohol can affect every aspect of the body. Alcoholic beverages make the alcoholics experience depression of the inhibitory regions of the brain that manage judgment, self-control, and speech and motor coordination.

Alcohol is a central nervous system depressant that affects all levels of the brain. With acute alcohol intoxication, it continues to accumulate in the brain, and depression of cerebral cortex, cerebellum, and midbrain occurs.

In severe brain depression, disruption of spinal reflexes, respiratory system, and cardiac functioning or temperature regulation occurs. At this point an intoxicated person may become unconscious, and without treatment, death may occur.

Newberry (1998) in his book on alcohol related emergencies alcoholism is considered a psychiatric illness from one vantage point.

Alcoholism is considered a medical emergency and the patient is likely to have sustained brain injury and less likely to provide accurate history. Chronically intoxicated persons often have chronic illnesses and many other medical problems.

Nutritional deficiencies with mental sequelae, such as Wernicke's syndrome and Korsakoff's syndrome, seizure disorders, tuberculosis, hepatic coma, alcoholic hallucinosis, and delirium tremens are frequently observed.

Information from relatives, friends, and landlords among others is particularly helpful in giving the alcoholic's history.

These persons may be able to tell the Emergency Room attendants what and how much the patient drinks, what their behavior baseline is, whether they had recently attempted to stop drinking, and what their behavior is like once they drink, when they stop drinking, and when they involuntarily withdraw from the habit. A particularly helpful question is one that seeks to find out whether the patients have had a history of vomiting in the immediate past.

### **2.8.2 Social problems**

Another study by Wallace Jr., (1999) in America, showed that the alcoholics were less educated than non-alcoholics, and consequently they were socially disadvantaged. Deborah and Rober, (1997) in their study reported that various influences in family environment contributed to children being alcoholics too. As a result, they developed alcoholism problems while others developed other mental health problems.

They also reported that there were many risk factors associated with alcoholism. Babor and Thomas (1994) in their study showed that there were

gender and racial differences in alcoholism. Ideally, men were affected more than women. The consumption of alcohol affected the socio-economic role and status of men especially in Latin America and Asia.

Another study by Makela and Mustonen (2000) in Helsinki, Finland in their study showed that there was a relationship between drinking and behavior. In the same study, men were criticized by family members for their drinking. Women were reported to exhibit more immoral behavior in drinking situations than men.

Hill and Ross et al (1997) in University of Michigan Alcohol Research Center, United States of America in their study examined the parental alcoholism and the degree of childhood effects on socio-economic stress to alcoholism and noted that, children were adversely affected physically and mentally due to alcoholism.

In Africa, Zambia, Alan and Marcus (1993) reported that alcoholism was in the increase in developing countries. In their study, they also reported that it was difficult to measure alcoholism, because Africans drunk local home made brews. In hospital's emergency rooms, alcoholics were brought in bearing alcoholism related injuries. A study in Nigeria by Ikuesan (1994) on drinking problems and the position of women in Nigeria revealed that, women who were alcoholics were regarded as sinners and social misfits, and

they were under pressure as they tarnished the family's image. They were considered immoral and as such, their children were given to the extended families so that they could take care of them. A study by Green (1999) in Tanzania, Mahenge Region, reported that, rural dwellers, like town people need money to purchase food, clothes, household items, medicine, pay school fees and taxes among others. Women brewers in Mahenge area confirmed what had been described as typically "urban" patterns of income generation and, partially opting out of agriculture, which resulted in low agriculture output. Obondo (1996) conducted a study in Kenya on socio economic effects of alcoholism, which showed that the alcoholics in Kenya lived in poverty; and acquired HIV/AIDS; they were treated with injuries as well as many other medical problems associated with alcoholism. The Nation Daily Newspaper (Kenya), March 2002 narrated cases in Muranga/Kangari where alcoholism appeared to have dug its roots in the community. Generally, men had become lazy and they no longer worked. They forced their wives to give them money for drinking and at times assaulted them for the same course. Due to alcohol, use some of the men died and others lost their eyesight. Apparently, others became impotent and could not perform their family obligations. Additionally, poverty was very common among the community members; and there were frequent fights in



their homesteads after they drunk, and consequently, their drinking habits and behavior influenced their young children.

Cascas et al (2000); Crouzet, et al, (2002) observed that alcoholism causes depression, anxiety and mental problems. Alcoholics suffer or develop psychosocial problems. Alcoholic patients with other severe psychiatric disorders could be at a greater risk of relapse, suicidal tendencies, social instability and troublesome behavior.

Unless there is decisive professional intervention, people who suffer from both a depressive disorder and alcoholism are at greater risk of chronic impairment at home, in workplace, have persistent symptomatic misery, and premature deaths. Thase, Sallom et al (2001) in their study reported that untreated alcoholism intensifies depressive states, decreases responsiveness to conventional therapeutics, and increases the likelihood of suicide, suicide attempts, and other destructive behavior. Jimmy (2002) in his study showed that there was tendency of high male mortality rate, high suicidal rate and increased violence among alcoholics.

Potash, (2001) in his study showed that subjects with mental disorder and alcoholism had higher suicide rates than subjects with either alcoholism disorder or mental disorder alone.

Disturbances caused by the alcoholism inside the family system, affected the family stability. The disturbances in the family members caused change in entire family system and consequently imbalance in the family set up as observed by Marusic et al, (2002).

In families where alcohol is commonly used, the home atmosphere was chaotic and characterized by mistrust; secondly, verbal, sexual, emotional and physical abuses were common in such homes. There was health dimension, characterized by depression and denial. Similarly, there were fears, anger, low self-esteem; as well as poor relationships and accomplishments as reported by Akinson, (2001). There was hardly positive relationship between family members and their lives were strained. Brower, and Hall (2001) observed that parental alcoholism brought negative effects to children.

They were unable to choose a meaningful life, as they lacked parental guidance. In another study by Hussong, Chassims et al, (2002) in their study showed that alcoholism was associated with family problems and the children of alcoholics were known to leave their families during transition from adolescence to adulthood. Their departure from homes brought disintegration of their families, and they found difficulties in negotiating the transition in life development stages, as they had little interaction with their

parents. Later in life, these children would have greater adjustment problems in their adulthood. Knop, et al, (2002) observed that alcoholism brought premature deaths; the children developed withdrawal lifestyles, and lacked contact to treatment facilities. Erblich, Earlywine et al (2001) observed that the children of alcoholics were particularly at high risk of developing drinking problems as it was observed generally.

Rice, Kelman et al (2002) in their study observed that, there was growing appreciation that emotional, physical and sexual events were frequently part of the life histories of individuals in treatment for alcohol disorder. Baur, Coastal, et al (2001) in their study on alcohol, observed that alcohol caused anxiety and depression among alcoholic women.

If an alcoholic woman was married, the first obvious problem would be with her marriage and home.

Her drinking problem would cause enormous and lasting family discord and disruption.

“If children are still dependent, they may be taken away into the custody of relatives. Such a woman would be stigmatized and insulted by people in the neighborhood. She would become an object of ridicule and gossip, and would lose respect. The woman, if turned out of her matrimonial home, may become a prostitute. If the woman misusing alcohol is self-employed, her

business may suffer or may in fact close down; first because her drinking may be rendering her incapacitated, and secondly, because most of her patrons would go elsewhere as soon as they realized that she was misusing alcohol. If she is in formal employment, her job may be at risk, or she may lose it altogether depending on the disposition of her employers. Ultimately, prostitution might be the only open alternative to her” (Ikuesan, 1994, 3 of 5).

### **2.8.3 Economic related problems**

Another dimension of alcoholism is on consumption. Excess consumption results in considerable disability as observed by Saiz, et al, (2002). It is also known that alcoholics are more likely to lose their jobs than non-alcoholics. Moreover, their spouses become incapable of taking care of their families, they spend their time idling and looking for alcoholic beverages within the villages. Once their economic resources are exhausted, their lives compare only to those of beggars. An anonymous author in Alcohol Alert (2001) reported that brain damage is also common alongside other potentially severe consequences of long-term heavy alcohol consumption. Normally, mild to moderate alcohol consumption can adversely affect the cognitive function thereby causing poor job performance in adults. Alcohol can also interfere with learning and hence lower academic performance in

adolescents `irreversible brain damage known as “Korsakof syndrome”, a disorder in which the patient is incapable of remembering new information for more than a few seconds as observed by Akinson, (2001).

Harter and Vanecek, (2002) in their study showed that, there is strong feeling that alcoholics are likely to spend more money in their medical treatment including alcoholism, than non alcoholics. This could deter the Medical insurance company’s involvement.

Alcoholism brings heavy loses to the economy related to alcohol and mental illness caused or aggravated by drinking. There is major loss on medical treatment of alcoholics from diseases caused by drinking. Alcoholics may die because of drinking bringing economy loss to the family and state. Alcoholism may cause premature deaths to highly trained personnel necessitating training of others to replace them.

Alcoholism may also give an extra burden on the society due to loss of medical resources, losses of productivity, financial consequences of motor vehicle crashes, fire destruction, and criminal activities resulting in destruction of property after drinking.

The victims of these disorders may experience pain and suffering. Mostly alcoholics may be forced into economic dependence, homelessness, social isolation, unwanted job change, there may be loss of opportunities for promotion and education, and other disruptions in life plans that might take place because of drinking. Alcoholics may impose a substantial burden on those directly affected as well as the society that they belong to. The burdens translate all aspects of economic burdens, In the long run, the economic burden may affect governments and use of its resources in protecting them; hospital and medical care for those in its police custodies because of crimes committed during drunkenness. Continued crises in health care expenditure and growing pressures for cost containment may constrain the amounts available to provide for other people. Bobo and Husten (2002) suggest that adolescent drinkers are more likely to reduce drinking in response to increased alcohol prices, but negatively, they may go for cheaper brands or to homemade drinks. Availability of drinks from parents and siblings has been found to predict teen's prevalence to drinking.

## **2.9 Women initiated communication**

In the context of the current study, the communication which is intended to change behavior and attitudes towards alcoholism is women initiated. The

need for women to be heard on issues pertaining to their well being and that of their families has long been adulterated by gender and culture. It is thus no wonder that nobody is ready to listen to reasons advanced by veteran women politician Wambui Otieno Mbugua on her highly controversial marriage to twenty seven year old Peter Mbugua. The lone accusation is that she is an abuser of tradition.

A memorable voice of women protest was widely publicized in the early 1980s when veteran politician and conservationist Wangari Mathaai battled to save Nairobi's Uhuru Park from being grabbed. This was the site for the intended controversial Kenya Times Plaza. Wangari's effort was to protect the environment. Through intense lobbying, protest and Demonstration, the plaza never saw the light of day.

Society has however for long shut out the women's voice under similar pretext and the misconception that women are to be seen and not heard. Literature, the "Mirror of society" has also attempted to bail women out of the bondage of such traditions. Margaret Ogola has for instance in her book "The River and the source" presented a woman who is assertive, outgoing, able and liberated and who achieves the highest echelons of academic, financial and social success. Francis Imbuga accords similar credit to women in his work of art "Aminata". He portrays Aminata the protagonist as

a young woman who is the darling of her Membe community. She is loving, assertive and very development conscious. She stands up to fight the oppressive traditions in a predominantly male society. She rebels against efforts to disinherit her of her rightfully given land.

Women's contribution to the development of Kenya cannot be over stated. They have given immense support in politics, commerce, religion and virtually all spheres of development. They have initiated numerous self-help, social projects and various other self-improvement endeavors. For instance the unique and simple communications project in Nairobi's Mathare valley has turned poor women into an award winning team. It has gone a long way to confirm the need by women to be heard by society to express their imbibed potential for growth. Such a voice is not a privilege but a right as demonstrated through "women's Voices" a communication project that has changed the lives of the young and the old in this sprawling Slum

### **2.10 Information campaigns and alcoholism**

Conceptually, information campaigns differ from other forms of communication by the nature of their objectives and the message processing procedure. Information campaigns usually involve series of promotional messages in the public interest, disseminated through the mass media



channels to target particular audiences. Information campaigns tend to prominently feature cognitive gains, as a preliminary stage of response as follows: many campaigns aim primarily at creating awareness; increasing knowledge; changing beliefs; for raising salience in order to indirectly affects attitudes or behaviors. Unlike persuasion campaigning (e.g. consumer and political advertising), information campaigns are means to benefit individual receivers rather than serving the private self-interest of the sponsoring source. Unlike educational media (e.g. televised instructing in classrooms or homes) the attention and learning information campaigns is voluntary and informal.

Scientists studying effects of information campaigns can be divided into two camps. On the right are the “neo-null effect proponents”, these are the ones who adhere to the view that media is largely impotent. We can refer to them as the ‘limited effects theories.’ On the left are those who hold the view that media is potentially influential. Especially if a campaign is properly designed, its effects sensitively measured and interpreted.

Although this latter camp carefully avoids the excesses of old hypodermic effect school of thought they do acknowledge the unlikelihood of achieving powerful and impressive effects. Rather than concentrating on the array of

factors that limit effectiveness this camp has searched for ways to overcome mass media campaign barriers. Their findings are reflected in article titles such as “some reasons why information campaigns fail.” Indeed, the modern version as opposed to the ‘limited effects theorist’ holds that mass media campaigns can be moderately successful under certain conditions. The key factors being; defining the criteria for determining success, distinguishing the campaigns various effects; and identifying conditions that can be maximized for impact.

The definition of “success” according to Mendelson (1973) varies in magnitude between two camp evaluation information campaigns (check on sentence construction). He argues for the adoption of realistic, non-grandiose criteria e.g. cutting drunk driving by a small portion rather than trying to eradicate all poor driving behaviour from the highways. Those holding the null effect tend to interpret small changes (e.g. less than 10% of variance) as trivial and conclude that the media are important. More liberal interpretations regard such outcomes as socially significant. Thus the divergence in opinion regarding impact of mass media campaigns is due to other differences in interpretation of the same degree of change in the audience.

The level of effects being considered can help distinguish success. Effects can be arrayed along a hierarchy ranging from simple awareness and knowledge, to beliefs and salience priorities to interest and motivation, to attitudes and values, to actions and habitual patterns of behavior. The substantive topic of effects within each level must be considered. Certain topics are difficult to teach while others may be readily communicated. Just as certain well established behaviors are difficult to change while others require minor effort. Indeed people are so resistant to some kinds of change that laws or monetary incentives are often effective. On the other hand some individuals may have been predisposed and hence more receptive to incoming messages on certain subjects. Hence the interpretation of effectiveness of media depends on the specific topics consideration. Generally mass media have much greater potential for producing short-term and cognitive effects than longer range and behavioral effects.

The quantitative attributes of media campaign communication vary considerably from one campaign to the next. Many of the ineffective campaigns are those that have poorly conceived, inadequately pre-tested and under funded. This results in insufficient frequency of presentation, use of

undesirable channels and time slots, incorrect source presenters, inappropriate message appeals and unattractive stylistic quality. When such campaigns are selected for evaluation null effects are likely to be obtained.

According to Mendelson little attention has been given to components of communication process that given the degree of effectiveness of information campaigns. Hence, much of the basis of the suggested strategies are borrowed from the more extensive evidence generated by social psychologists – McGuire (1969). Raymond (1976) and Atkins (1981). He notes that the convertible approach to designing communication strategies involves dissecting the communication process into; source; message; channel and; receiver variables to determine each factor.

In the typical campaign situation the strategy has control over the first three elements but the optimum manipulation of source, message and channel components largely depend on a thorough understanding of the receivers in the target audience. A particular source or channel may work well with one age group or social class but may fail with another segment of the population. Since campaign designers come from a different background with the intended receivers, personal intuition is insufficient in devising

strategies. It is important to determine where the receiver is coming from (the amount of knowledge patterns of beliefs, levels of salience, value system, and capacity of learning information) before implementing the campaign. Sophisticated campaign designers attempt to segment the overall audience into subgroups with similar demographic or attitudinal characteristics and then create campaign. Targeted to specialized categories of receivers. The social context of the receiver should be factored in because interpersonal influences may compete the or complement the mediated messages. Moreover content should be prepared in a manner that facilitates receiver recognition of the utility of the information received and extraction of its useful lessons. There is no chance that knowledge can be gained or behavior modified if ones audiences do not watch listen or read. For this reason special care must be devoted to maximizing audiences contain the stimuli and engaging heir attention to the messages that are encountered. Pre-campaign analysis is also helpful in providing the strategies with a more precise idea about which types of effects the campaign should focus on.

The most thoroughly studied aspect of source is credibility. Its three critical dimensions are: trustworthiness, expertise and dynamism/attractiveness.

Research demonstrates that a source, which projects one or more of these

qualities, has greater impact than a source with less credibility. The selection of an effective source depends on each specific campaign situation.

According to Herbert Hyman and Paul Sheattsly (1940) "Even if all physical barriers to communication were known and removed, there would remain many psychological barriers to the free flow of ideas." He points out that the physical barriers merely impede the supply of information. He posess that 'To assume a perfect correspondence between the nature and amount of material presented in an information campaign and its absorption by the public is to take a naïve view. For the very nature and degree of public exposure to the material is determined to a large extent by certain psychological characteristics of the people themselves." In order to increase public knowledge, it is not only necessary to 'present' more information but also essential that the mass audience be 'exposed' to it and 'absorb' the information.

In order to insure such exposure and absorption, the psychological characterizes of human beings must be taken into account. Arguing that all persons don't offer equal targets for information campaigns the authors charge that there are some individuals who are chronic know nothing in

relations to information campaigns. There is something about the uninformed individuals, which makes them harder to reach, no matter what the level of nature of the information. Indeed surveys consistently find that there is always a certain proportion of the population that is not familiar with any particular event. It is under this breath that effect of certain psychological factors was discussed on the level of knowledge under three sections.

#### **2.10.1 Interested people acquire the most information**

The widest possible dissemination of material will be effective if it is geared towards what the public is interested in. Opinion polls measure areas of knowledge and ignorance they overlook areas of “apathy” and “interests.” Yet they can be readily measured and are highly significance in understanding of the factors behind a given level of knowledge. Its is possible that these two factors are interdependent; as people learn more, their interests increases and as their interest increases they are impelled to learn more. Nevertheless from the point of view of initiating a specific campaign at some point in time, it remains true that in the case of outstanding public issues large group of the population admit little or no interest in the problem. Scientific surveys are needed to determine who these people are why they lack interest and what approach can best succeed in reaching them.

While information campaign involves the presentation of facts, the materials presented may or may not be congenial with the attitudes of any given

individual. Evidence support the view that people and tend to expose them to information, which is congenial to their prior attitudes and avoid information, which is not congenial. In this studies of political campaign propaganda, lazar field et al concludes, "people selected political material in accord with their own tastes and bias. Even those who are undecided exposed themselves to propaganda which fits their "not yet conscious political predisposing: emphasizing the importance of this factor Herbert et al concluded: 'merely' increasing the flow is not enough if the information continues to flow in the direction of those already on your side."

#### **2.10.2 People interpret the same information differently**

Hence it is equally false to assume that once exposure is achieved it results in a uniform interpretations and retention of the material by the audience. Exposure in itself is not always sufficient since people will interpret the same information in different ways according to their prior attitude. For example people tend to read the particular newspapers which are congenial to their own attitudes and beliefs.

Lastly Herbert et al offers that information always affects attitudes or that it affects all attitudes equally

Yet the principles behind all information campaigns are that the disseminated information will alter attitudes/conduct. But it is naïve to assume that information always affects attitudes or that it affects equally. Investigations indicate that once individual s is exposed to information they change their views quiet differently. Each in the light of his own prior attitude, for example a study of a communication loan campaign carried out



in Britain. It indicated that a group that was overwhelming opposed to taking the loan without information remained overwhelmingly opposed to tie even when were exposed to the said information.

These factors are intangible but apply eternally to all types of public information. Indeed due to these psychological barriers those responsible for information campaigns cannot rely simply “on increasing the flow” to spend information. In many cases public opinion surveys offer the only means by which these problems can be recognized and thereby overcome. These surveys provide scientific knowledge of the quantitative distribution of material. They tell the people reached and more important those not reached. They can measure public interest in information materials and areas that interest them. While at the same time providing accurate knowledge of the problems/handicaps in the campaign within various population groups. They can at a different and higher level inform about: the whole structure of attitudes on any public issues, determine factors affecting attitudes, extent of information and how it has changed opinions that were existing and what information is still needed to reach the unexposed/unsympathetic group.

# **METHODOLOGY**

## **3.0 INTRODUCTION**

### **3.1 Research design**

The survey design was used because the research is descriptive in nature. This design is chosen because it involves collecting data in order to answer questions concerning the current status of the subjects of the study. Survey design is concerned with gathering of facts or obtaining pertinent and precise information concerning the current status of phenomenon and whenever possible draw possible conclusions from the facts discovered (Wiersma, 1985). Descriptive research methods attempts to describe what was or what is in a social system such as the school and are widely used to obtain useful data in evaluating present practices and providing a basis for decisions (Wiersma, 1985). Survey design is appropriate for this study because it will enable the researcher to collect information concerning the current situation.

### **3.2 Study Locale**

The study was conducted in Kawangware, which is located in the western part of Nairobi. It is located in Dagoretti constituency, which is about 12 kms from the city center.

The settlement in this slum started about 30 years ago when landowners started building small muddy houses for rental in their own lands. Since

then, the population has continued to grow due to poor people coming in Nairobi in search of employment.

Based on 1999 National census, Kawangware had 110,000 residents distributed in Kwa Nganga, Kongo Ndogo, Kabiro, Kianda Mbao, Musalamba, Precious Blood, Githembe, Gatina, Gatwikira, Riruta, Muslim, Riruta Satellite, village among others.

### **3.2.1 Background information on the study area**

Nairobi City is the largest in Kenya and serves as the Capital city. The Kawangware population is about 110,000 people (Central Bureau of Statistics 1999). Kawangware slums is made up of several villages which include Kongo Ndogo, Kabiro, Kianda Mbao, Musalamba, Precious Blood, Githembe, Gatina, Gatwikira, Riruta Muslim, Riruta Satellite, Kwa Ng'ang'a among others. The majority of the Kawangware houses are semi-permanent, thus they are made of brick walls, with tinned iron sheet roofs; while others are made of mud-walls with grass-thatched roofs. The other category is of wooden houses with iron sheet roofs while there are also a few permanent buildings (built of stone or brick walls, and roofed with tiles or iron sheets). Kawangware has a variety of religious denominations and traditional sects; among these are people of Christian and the Islamic faiths while the rest belong to the traditional religions such as the, "Thaa" and

“Mungiki” among others. There are also those who do not practice any religion (pagans)

The majority of the people living in Kawangware are a result of a large influx of migrants from different parts of the country and neighboring countries like Uganda, Congo, Rwanda, Swaziland and South Africa. There is human movement into Kawangware. These people have different cultural backgrounds and the majorities have a common economic status, and their average monthly income ranges from Kshs. 2,000 to 3,500 (US\$ 25-44). Some of the people live in their own houses while others live in rented houses, but the majority of the houses are built on government land or road reserves. The community water is supplied by the Nairobi City Council through piped systems. However, most of the times the taps are dry. There is additional water supply from local boreholes whose owners sell a 20-litre container at five Kenyan shillings. (US\$ 0.1)

The level of sanitation is very poor and particularly pit latrines, which overflow during rainy seasons, thus making the area impassable. The condition of roads is poor and difficult to pass through during rainy seasons. The Kawangware people own small businesses like selling charcoal, which is the main fuel source for cooking. In addition, they sell vegetables and foods by the roadsides. There are small hardware shops, electrical shops and

clothes selling shops with many clothes being sold on and by the roadsides. There is also a daily major open -air market stocking many commodities, which include food, clothes, vegetables, and hardware among others. It appears that use of all types of alcohol is widespread but little is known on its effects on the socio-economic status on the families/community. A very recent search, which gathered information from local libraries and administrative offices, showed that there was no evidence of any research that has ever been done in Kawangware on this subject matter. Therefore, there is need to undertake a study in Kawangware to establish the extent to which communication campaigns by women initiatives are effective

### **3.3 Target Population**

The target population was all the Kawangware community members, aged 18 years and above, who had lived there for more than a year at the time of the study. This study has its theoretical basis on the effects of women initiated communication in changing male drinker's attitude towards drinking. The study also has demographic factors on the community. The study also implies that the background variable were associated with communication to alcoholics, and altering their behavior.

### **3.4 Sample and Sampling procedure**

Researcher selects a sample due to various limitations that may not allow researching the whole population (Gay, 1992) due to limitations in time, funds and energy, a study can be carried out from a carefully selected sample to represent the entire population (Slavin, 1984). Gay (1981) asserts that 20 percent of the population forms a representative sample for a descriptive study. Therefore, 10 villages in Kawangware were sampled for the study using stratified sampling method. A stratified random sampling was employed to get a good representation in terms of males and females which was represented by 20% of its population. Each village was represented by a sample that is 20% of its the sample population, which was 200 respondents from the 10 villages.

### **3.5 Research Instrument**

Questionnaires are the main research instrument that was used. Items in the questionnaire comprised structured questions (closed ended), which will measure the objective response and unstructured (open ended) question which will measure subjective responses and enhance formulation of useful recommendations to the study. Questionnaires are used in education to obtain information about current conditions and practices and to make enquiries concerning attitudes and opinions quickly and in precise form (Mugenda, Mugenda, 1999). Questionnaires offer considerable advantages in administration, they present an even stimulus potentially to large numbers

of people simultaneously and provide the investigator with an easy accumulation of data (Mugenda, Mugenda, 1999).

### **3.6 Document Analysis**

Document analysis was also used by the researcher to corroborate responses given in the questionnaire. Document analysis as the best tool of accessing valid information since it can not create, waiver or withhold information (Mwiria, Wamahiu, 1995).

### **3.7 Piloting**

A pilot study was conducted in two selected villages to measure the validity and reliability of the research instruments. Piloting assisted to modify and remove any ambiguous items on the instrument.

### **3.8 Validity**

The researcher will sought expert opinion in assessing the validity of the instruments. Validity is the extent to which an instrument measures what it supposed to measure. That is whether the instrument measures the characteristics or trait for which it is designed or intended (Wiersma, 1985). Experts in the area who included the researcher's supervisor helped.

### **3.9 Reliability**

Reliability is the consistency of the instrument in measuring whatever it measures. It is the degree to which an instrument will give similar results for the same individual at different times (Wiersma, 1985). Test reliability was applied. The researcher gave the two villagers a questionnaire, then after two weeks the researcher re-administer the same instrument after which correlation coefficient for the scores was sort.

### **3.10 Data collection procedure**

The researcher obtained a research permit from the local administration and a letter of introduction.. The researcher then visit sampled villages to administer the questionnaires of which no research assistant was required. During the visit the researcher developed a rapport with the villagers and explained the purpose of the study verbally.

### **3.11 Method of data analysis**

Data collected was categorized into information that could target the objectives of the study. Before the questionnaires and documentary analysis were coded and entered in tables for data analysis; they have to undergo thorough editing to check on internal consistency of the recorded data. Hence data collected was presented systematically in a descriptive form supported by means, tables, frequency distributions and percentages. The statistical package for social sciences (SPSS) was basically used to analyze the data obtained. In case of open ended items in the questionnaires whereby subjects were not to select from a given set responses but are free to give their own responses; the researcher categorized the responses given to assist



in analyzing and in interpreting the information. From which a report was written.

## CHAPTER FOUR

### 4.0 FINDING AND DATA PRESENTATION

#### 4.1 Introduction

This chapter presents the key patterns/regularities in the empirical data collected in the project sites. To facilitate understanding and comparison, the presentation is largely in tabulated format. The presentation of the key findings is followed by a more detailed discussion of the specific data collected within selected question. This is followed by examples of the results of an analysis of the subjective meanings that individuals attached to the concept of patterns of alcohol use-related behavior and communication campaign.

#### 4.2 SECTION A: Background information

**Table 1: Distribution of respondents by age categories and gender**

Age/Sex	Male		Female	
	Score	%	Score	%
18-24	17	16.7	38	8.1
25-34	45	44.1	30	30.6
35-44	21	20.6	22	22.4
45-54	12	11.8	8	8.2
55-64	7	6.9	NIL	NIL
65+	Nil		NIL	
<b>Total</b>	<b>102</b>	<b>51</b>	<b>98</b>	<b>49</b>

Majority respondents were age group 25-34.. Majority of the respondents were male .This implies that the majority residents are the young people in this age category, and is an active period of human productivity. In these findings we may say that the respondents are the target audience for the communication campaign, and according to earlier research finding, particular social groups are bound by specific mass medium( similar to affiliation to, say, local communities, political parties and religion faith). Similarly the majority age category may be an important factor to consider in campaign design, event though the use of mass medium is not necessary a group bound activity. Other important considerations are based on different criteria like: sociability of media use; narrative controls or systematic social evaluation of media content and use and media use for personal and social life. Audience composition based on demographic factors may facilitate the structuring of media use activities within social interpersonal relationships.

George Lewis (1992) outlines that music preferences are made by specific audiences.

“The central fact is that we audiences pretty much listen to and enjoy the same music that is listened to by other people we like or with whom we identify.

Media content for communication campaigns should target and be used for identification; to provides and support sub-cultural identities especially youth sub-cultures that are based on class and ethnicity age in this instance. Media can be deemed as a stylist maker for establishing group boundaries. Media usability dependent on salient social factors and cultural expression and performance.

**Please tell me how long have you been living in this area?**

**Table 2: Length stayed in the village**

<b>Social class</b>	<b>Male</b>		<b>Female</b>	
	<b>Score</b>	<b>%</b>	<b>Score</b>	<b>%</b>
Since birth	9	8.8	6	6.1
Last 5 years	21	25.5	14	14.3
Last 10 years	57	55.9	61	62.2
Last 15 years	11	10.8	17	17.3
More than 15years	4	3.9		
<b>Total</b>	<b>102</b>	<b>51</b>	<b>98</b>	<b>49</b>

55.9% of the respondents had stayed in the village for over 10 years, of which 62% were females . This generally means that majority had stayed to either witness any campaigns on alcohol, maybe from its inception or its impact

**Table 3: Level of Education attainment of respondents by gender**

Level	Male		Female	
	Score	%	Score	%
No formal education	11		10	
Some primary education	31		27	
Completed primary	34		31	
Some secondary education	12		18	
Completed secondary education	7		10	
College/dip/cert	4		2	
University	3		0	
<b>Total</b>	<b>102</b>		<b>98</b>	

In this study majority respondents at least have completed their primary level education. Very few are graduate level. Education attainment relates to a person's ability to access information from media and its various outlets. Education attained is related to the fact that the individual have knowledge to choose certain media and also use them to access news. It also indicates

that through such training one could access media of choice by preferences based on individual values.

**Table 4: Distribution of respondents by Occupation**

Income Level	Male		Female	
	Score	%	score	%
Pensioner	1	1	1	1
formal employment	3	2.9	6	6.1
Self employed/business	15	14.7	13	13.3
Casual worker	27	26.5	30	29.4
Manual worker	31	30.4	25	25.5
Unemployed	14	13.7	16	16.3
Student	12	11.8	7	7.1
Total	102	51	98	49

Majority of the respondents are manual workers, 30.4 % male and 25.5% female respectively Only 2.9% of the male are formally employed compared to 6.1% females, respectively of the total population sample interviewed.

The study finding on income investigates the majority ability at least to, earn and have income to lead a decent live and provide for their families.

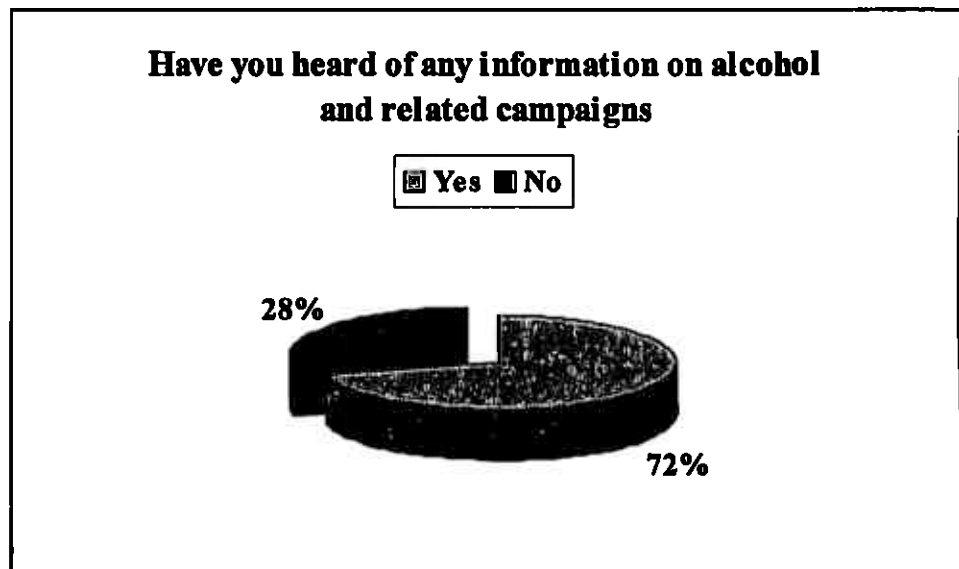
However, this should not be taken for granted as ability is limited to individual responsibility. Also it is worth to note that, often it is common of

people to have negative attitude towards disclosure about their occupation and rather their income.

#### 4.3 SECTION B:

**Have you heard any information on alcohol and related campaigns in you village**

**FIG 1**



Only 28% of the respondents interviewed had the opportunity to get information on alcohol campaigns in their villages. The majority, 72% did not get such particular information, may be as general information.

What was your main source of news and information on alcohol?

**Table 5**

<b>No.</b>	<b>Item</b>	<b>Score</b>	<b>male %</b>	<b>female %</b>	<b>Cumulative %</b>
	Social workers	31	12 (11.8)	21 (21.4)	15.5
	Local administrators	90	26 (5.9)	41 (41.8)	45
	radio	37	53 (51.9)	11 (11.2)	8.5
	Friends/ neighbors	28	16 (15.6)	16 (16.3)	14
	Social organization	14	6 ((5.9)	8 (8.2)	7

21.4% of the female respondents got their information from the social workers, 41.8% from the local administrators. 16.3 % from friend and neighbors while 1 8.2% of the female respondent got information from the social organization in their village

Unlike the female respondents, the male up to 51.9 % got most of their information from the radio. 15.6 % of male relied on their friends for information, while only5.9% got the information from the social organization

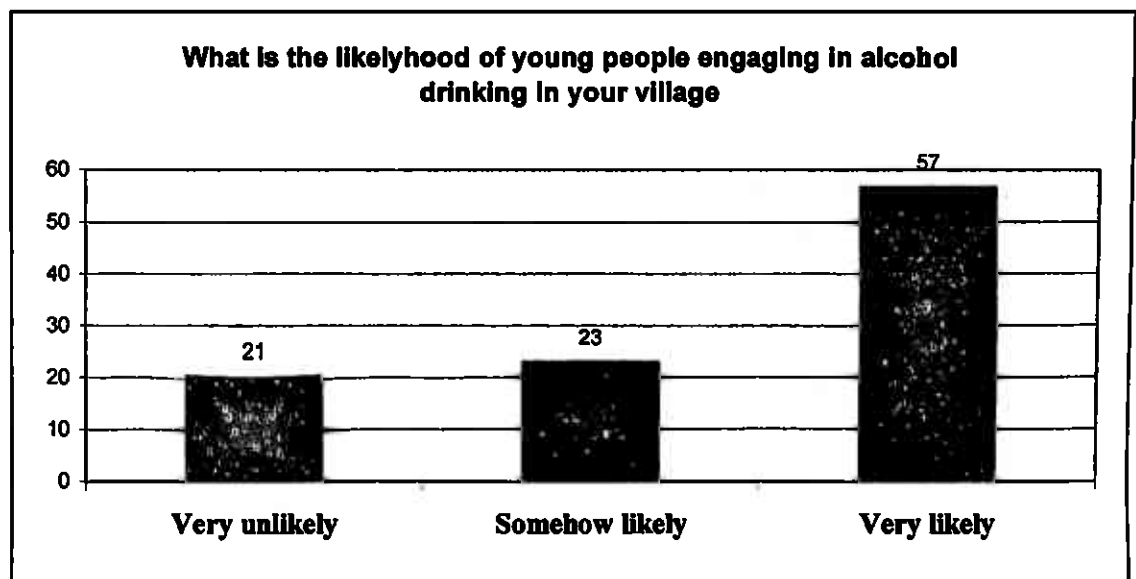
Rogers saw the role of mass media channels as performing the knowledge function for it was basically one way communication that left out the more effective persuasive channels found in interpersonal channels that availed the chance for interactivity. The use of the mass media gave evidence that it



legitimized and stimulated discussions over health issues but clearly was insufficient in triggering expected behavior change.

According to this finding the source channel involved do not open room for interactive communication

**FIG 2**



The majority, up to 57% of the respondents said that the young people in their villages are very likely to take alcohol. Only 21% and 23% of the respondent believe that it is very unlikely and some what likely for the young people to take alcohol respectively.

This implies that understand the opposing force and reason for resistance important component in designing information and communication campaigns. Some caring may remove barriers towards attitude change. Empathy creates opening for new information and influences change.

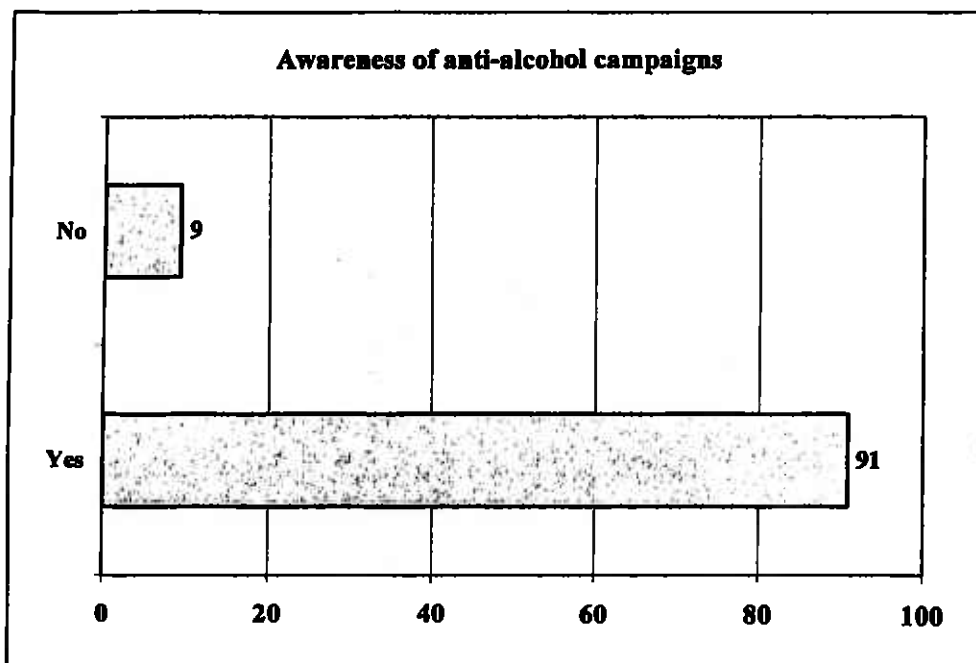
The Social Learning Theory that human beings learn through observations from an informative function of modeling looks at one's behavior and situational components. There is correspondence in one's behavior to events that happens in one's life and the environment in which they operate. A person's behavior change is deemed as a form of learning.

People learn from an experience which was consequent to their behavior; through observation and media exposure. Behavior can be influenced by the use of reinforcement or incentives.

Lastly the Cognitive Dissonance Theory is reinforced by cognitive forces that are intra-personal. Festinger et al argued that the discrepancies or inconsistencies within one's mind may cause psychological tension or discomfort. For attitude change to occur, the individual needs to reduce or eliminate this discomfort.

In order to facilitate change in an individual, it is imperative to understand the individual's cognitive elements that can be manipulated to facilitate the likelihood for behaviour change.

**FIG 3**



91% of the respondent agree that they are aware of anti alcohol campaigns generally.

In the article “Some Reasons Why Information Campaigns Fail” by Herbert H. Hymen and Paul B. Sheatsley of the National Opinion Center, highlights the following as being psychological barriers that inhibit effective campaigns. These facts are due to: ‘the chronic “know-nothings”’; People who seek information congenial to their prior attitudes; People interpret the same information differently and information does not necessarily change attitudes

The Chronic ‘Know-Nothings’ are people assumed as being equal targets of an information campaign. Some people are totally ignorant of some events because of lack of broad distribution of the information. Even with their exposure to their messages, they tend to still exhibit little knowledge of the events. It is argued that the uninformed, no matter the nature of information may be, hardly understand much.

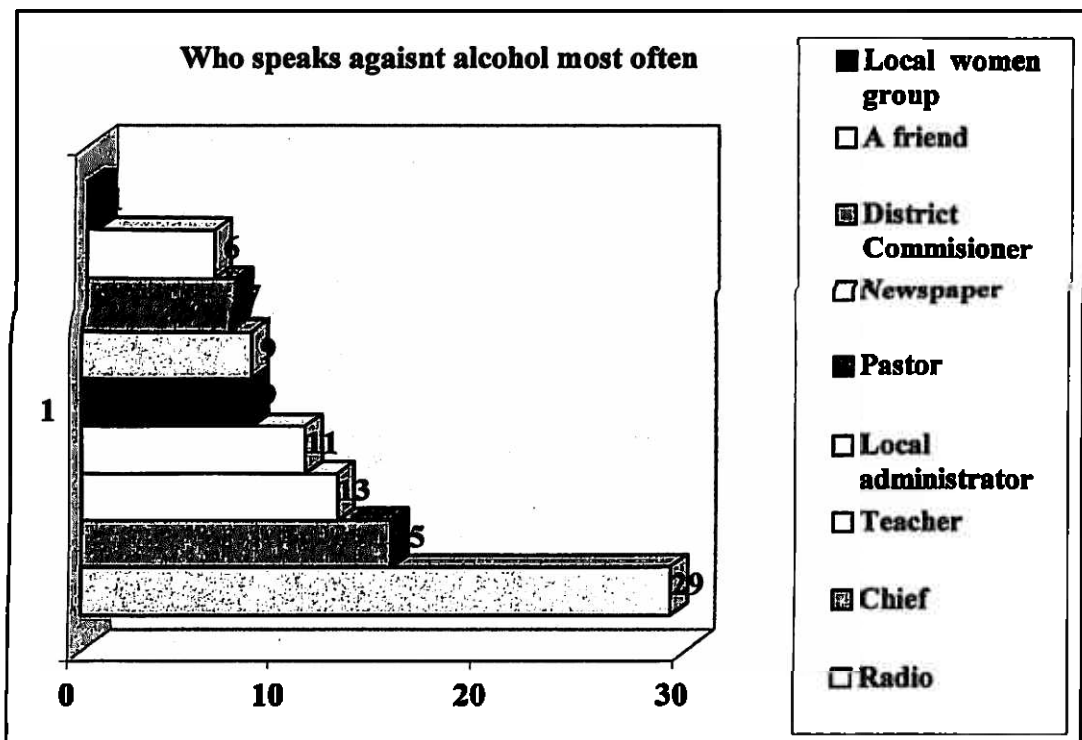
There are those who tend to be unaware most of the time never know much and it is unfortunate that they tend to be the majority of the target population. They may hence not access the information nor is the information channeled to them.

Campaigns designers ignore the fact that levels of knowledge are affected by the motivation to learn and assimilate knowledge. Most campaigns are packed with information that is not of public interest. Measuring their effects

through opinion polls, just tests knowledge or ignorance, but not the desired changes in attitude or behaviour.

The finding in this study indicates just how such people who are not aware of what is going on in their immediate neighborhood are many in Kawngware.

**FIG 4**



Up to 29% of the respondents heard the campaign messages through the radio 13% and 15% have got the information form their teachers and local chief respectively. The finding indicates that only 1% of the respondents

said that they got the information campaign from the local women group. Up to 15% respondents said that they got the information from the area pastor.

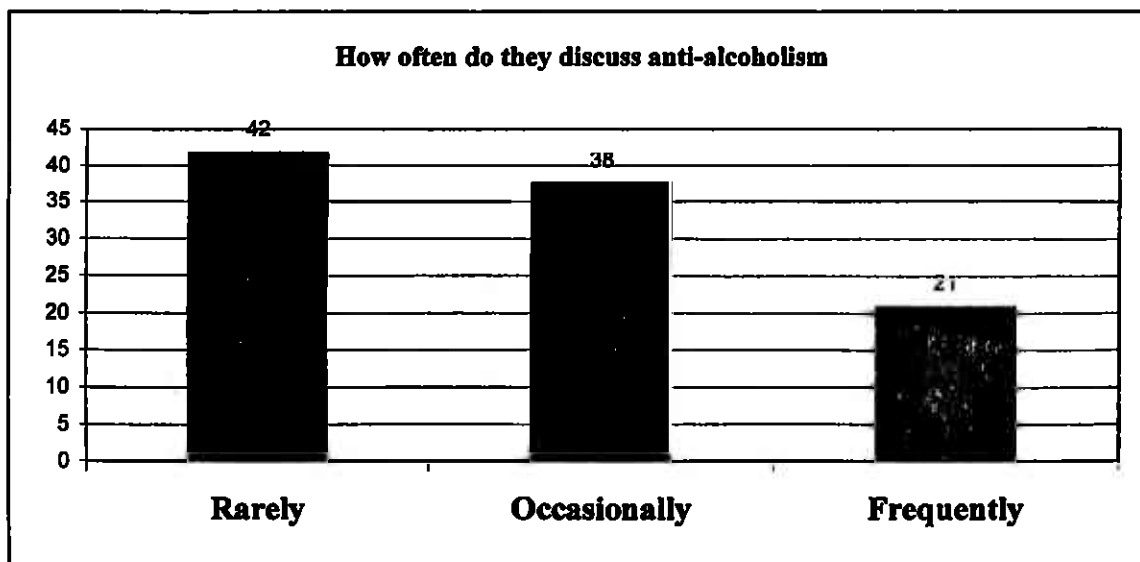
Dialogue gives space to disclose assumptions, mental modes, and beliefs, amalgamates and changes action. This leads to motivational forces that may lead to lasting and continuous change.

The intervention, though looking at the cognitive aspect, may have to deal with issues about how inter-group relations which affect behaviour and attitudes. Pursuing information, motivation and action approaches could also be useful and so are studies that relate to the use of inductive and deductive approaches to gain information about the audience.

‘Psychological’ aspects deal with how the message recipient perceives the source of the message and the medium. Issues of safety and competence, credibility of the spokespersons as testimonial givers should be taken into consideration. The decisions to give one-sided or multiple sides of an issue are important when putting the audience into consideration. Most messages should reinforce a population’s beliefs, values and lifestyle.

According to this study finding radio is not interactive.

**FIG 5**



According to the findings in this study, 42% of the respondents said that the issue of alcohol is rarely discussed and according to some 38% of the respondents the alcohol issue was an occasional topic of discussion. Only 21% of them said that it was an issue of discussion in the area.

Most of these campaigns tend to tackle different topics by giving the same approach of dissemination without considering the fact that some topics are more difficult to teach than others just like it is to change different behaviours and attitudes. Most topics selected are dealt with in general without targeting a specific and realistic selection of content within the topic

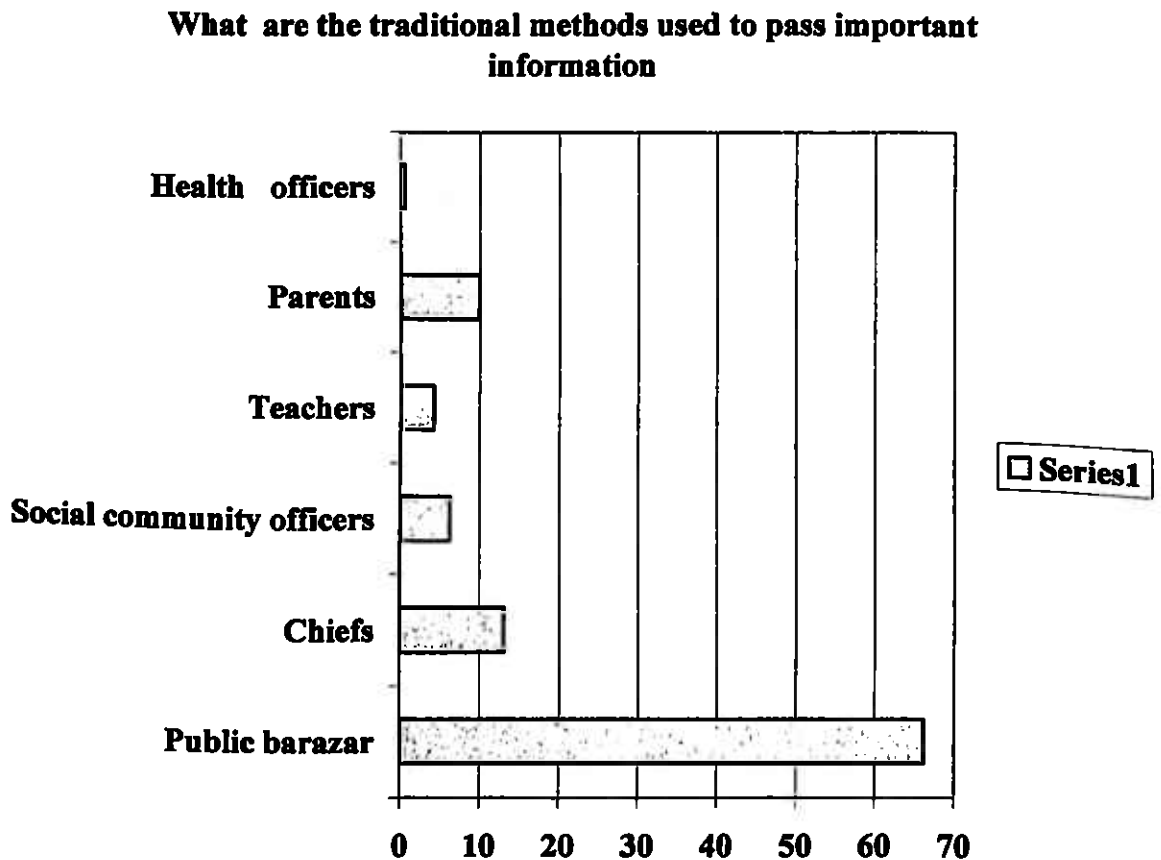
that is likely to realize small changes that have significant social effects. Rarely do planners adopt realistic non-grandiose criteria in designing their information campaigns.

It is thus important to understand the effects of information campaigns ranging from the purpose of creating simple awareness and knowledge, to understanding existing beliefs and salient priorities of the target population. Keen examination of the interests, motivation, attitudes, values, actions and habitual patterns of behaviour as depicted by the audience can be quite informative to determine the frequency of disseminating the same.

In this finding the communicators rarely discuss alcohol.

Other factors to be considered are those of selective exposure and perception that only focuses on what supports one's attitude. The repetition of a message may lead to active participation of the target group hence availing a supportive environment for attitude change.

**FIG 6**



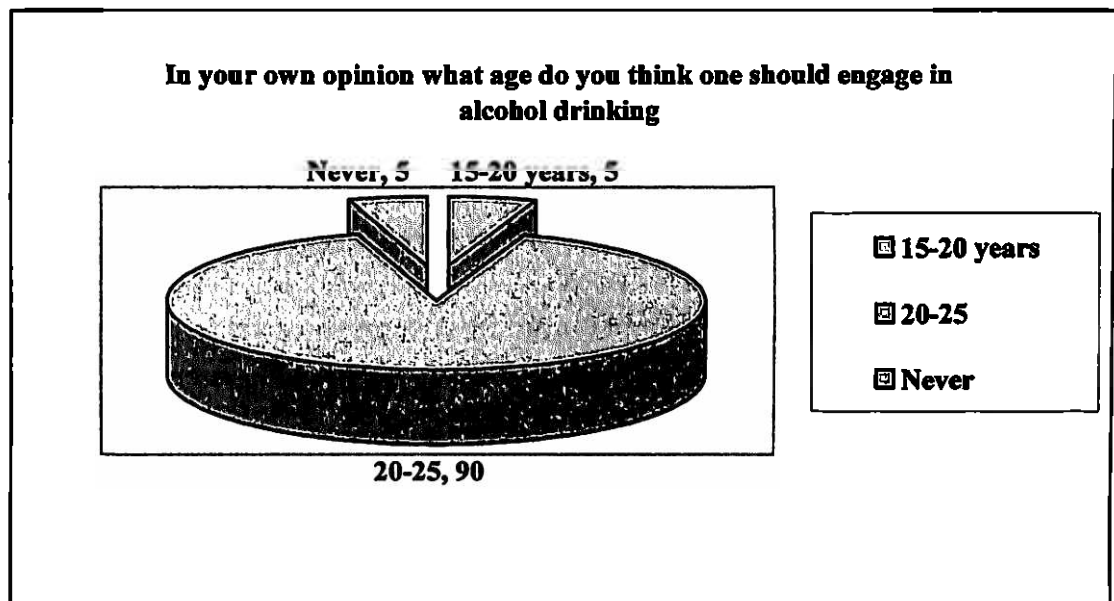
In figure 6, 66% of the respondents said that Most of the information is passed on the community members through the Chiefs barazar.

Kurt Lewin(1966), initially developed the Group Dynamic Approach that intimated that an individual is a social being who intimately depends on others for knowledge to make decisions about his attitudes and actions, Zimbardo(1957), argued that people change attitude, beliefs and perceptions



based on the discrepancy there is between their attitude or behaviour with that of the social norms. People change to gain acceptance, approval and recognition.

**FIG 7**



In figure7, 85% of the respondents said that the right age to take alcohol should be age20-25 and only 5% believe that it is not right at any age. On 15% do believe that it is okay at age 15-20 years.

All our responses to objects are in line with what we believe, how we feel and what we know about the object concerned. Attitude affects the cognitive

component that deals with knowledge and beliefs; the affective that deals with emotions and the cognitive or behavior component.

An emerging belief directs response towards an object based on whether it is associated with pleasant events that concur with our dreams and aspirations.

An attitude is an idea or belief charged with the emotional disposition of a person to act in a certain way towards persons, things, situations and issues.

This study indicate the opinion by the respondent that we may said predict their inherent attitude and expectations as regarding the period of age they believe is right to take alcohol..

According to the finding, we may observe that individual opinion may be shaped with their attitudes, which in turn, display what people think and feel about an issue, hence defining how they react to it. Correct behavior is determined by what we individual would like to do and under what circumstances and consequences anticipated.

Opinion, like attitude, we may say, dependent on or derive from social norms, peer expectations, established habits, expected consequences and other situational factors that determine one's behavior. Attitudes normally

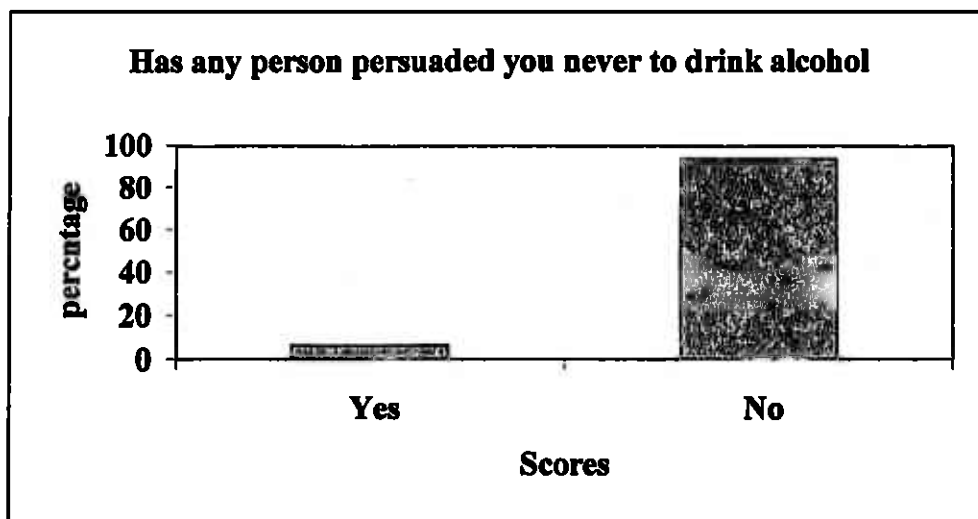
facilitate causes of behaviour but would change due to social pressure hence is a good predictor of behavior.

In trying to interpret these findings, we may also observe that, some opinion, like Some attitudes are salient as they focus on and correspond with real life stimulated situations. Attitude is used to enable the individual to control the environment by helping in categorizing specific orientations to help deal with a situation.

Attitudes offer personal strategies, be they informal and empirical will be based on ones directed on ones direct experiences and communications.

Attitude helps reduce anxiety and aims at acquiring working knowledge (Allport 1950).

**Figure 8**



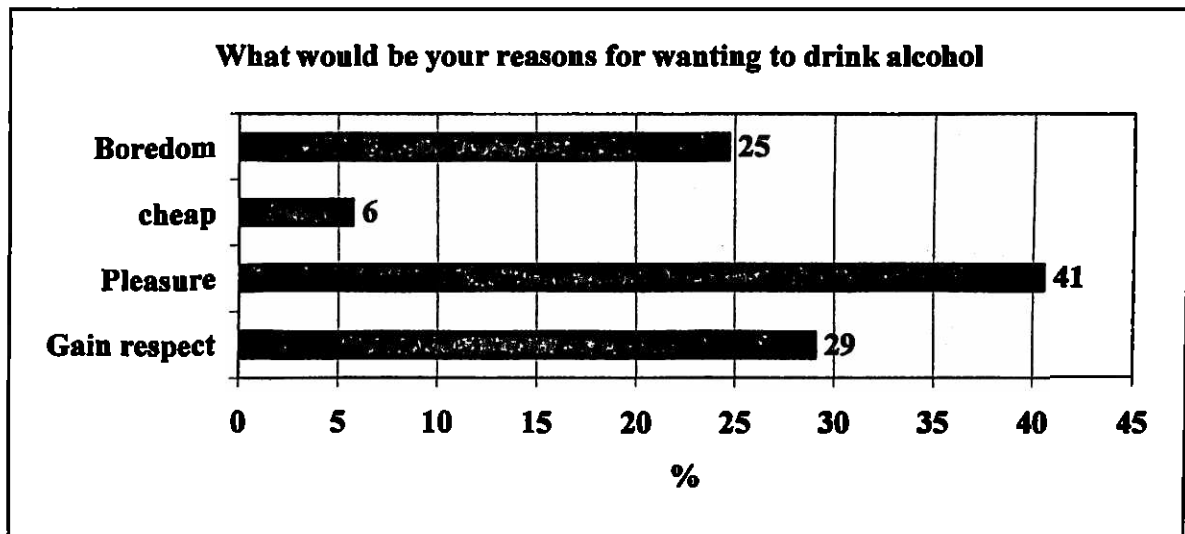
In figure 8, Over 90% of the respondents indicated clearly that no person has specifically persuaded them not to ever take alcohol .

A careful selection of the source will depend on the campaign situation. If keenly thought out, technical or complex messages are better passed on by expert sources. It is also effective to use trustworthy sources from problem centers to persuade audiences to change their attitude and behaviour. Those with similar background or have been in similar situations will effectively be used to pass on messages. Celebrity or highly attractive models can be used with audiences that have low involvement with elements of the message while a simple straightforward and exciting spokesman may attract attention to the message content or be ignored all together.

The Yale Approach as advocated by Hovland, Janis and Kelly (1953), in their book 'Communication and Persuasion' further outline the importance of source credibility in terms of expertise and trustworthiness. The 'sleeper effect' aspect bridges the gap between the high and low credibility sources of message acceptance.

These study findings indicate lack of those people who can persuade others against alcohol. This focuses on the real live situation in Kawangware

**FIG 9**

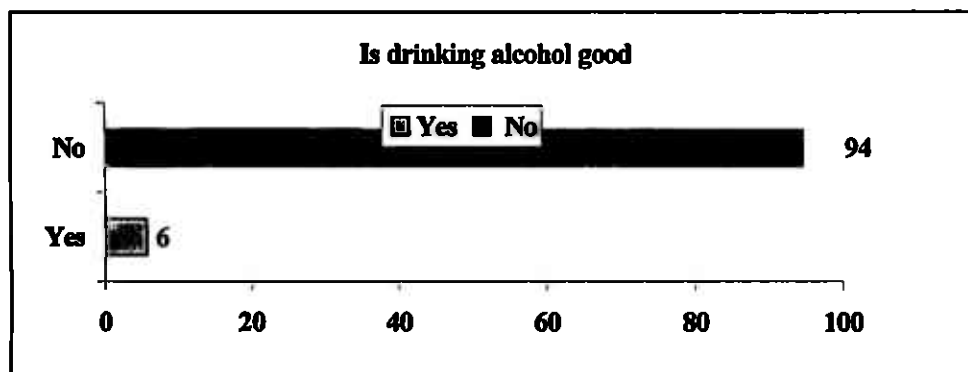


In figure 9, 41% of the respondents link the alcohol drinking with pleasure. 25% and 29% respondent said they may drink to gain respect and when they are bored respectively.

An emerging belief directs response towards an object based on whether it is associated with pleasant events that concur with our dreams and aspirations. An attitude is an idea or belief charged with the emotional disposition of a person to act in a certain way towards persons, things, situations and issues. The finding in this study indicate such an argue whereby individual have reason to take alcohol depending on their perceive attitude which display

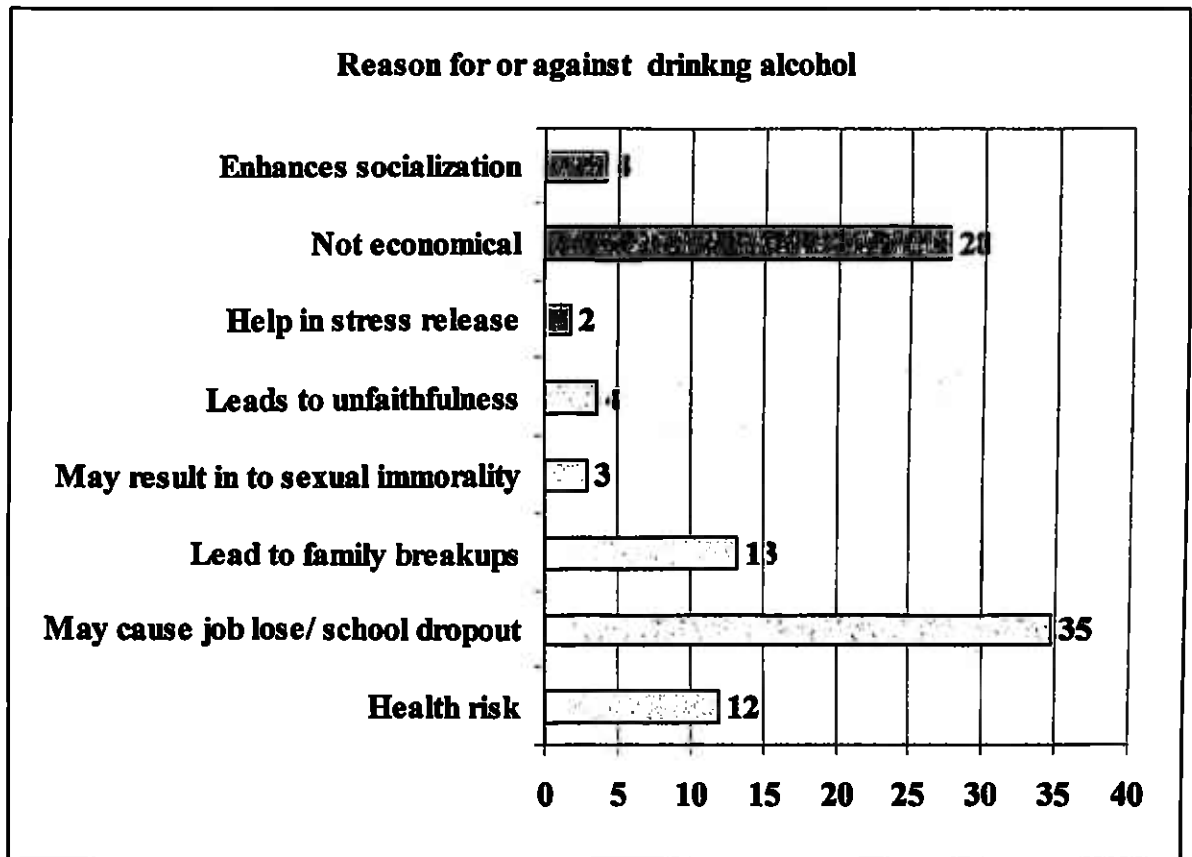
what people think and feel about an object hence defining how they react to it. Correct behavior is determined by what we individual would like to do and under what circumstances and consequences anticipated.

**FIG 10**



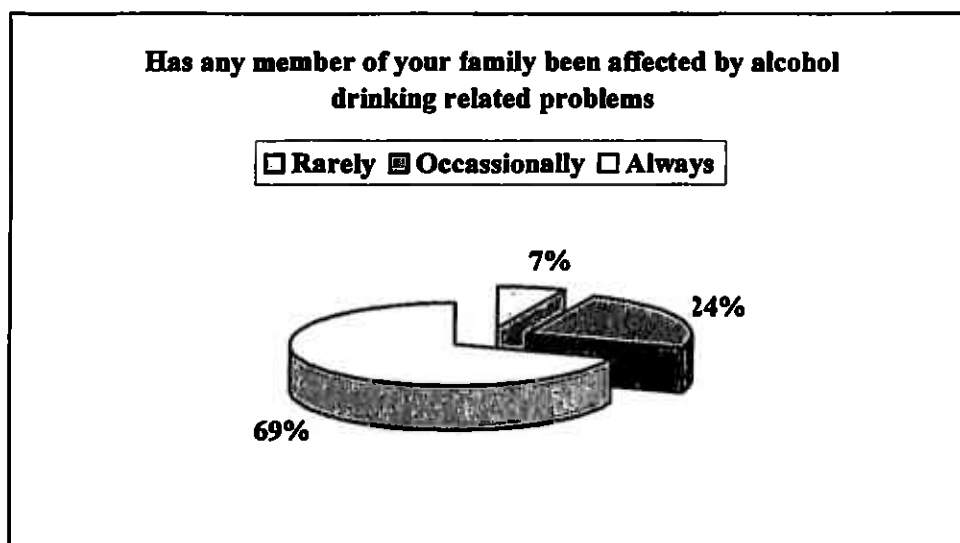
Only 6% agreed that Drinking is good while the rest disapprove of alcohol drinking.

**FIG 11**



Among the many identifies reason to disapprove or approve alcohol drinking include the factor of job lose/ school drop out was conspicuously on the lead with 35% , non -economical at 28% ,and health risks at 12%. 13% of the respondents link alcohol drinking family breakups. Only 2% of the respondents believe that it reduces stress.

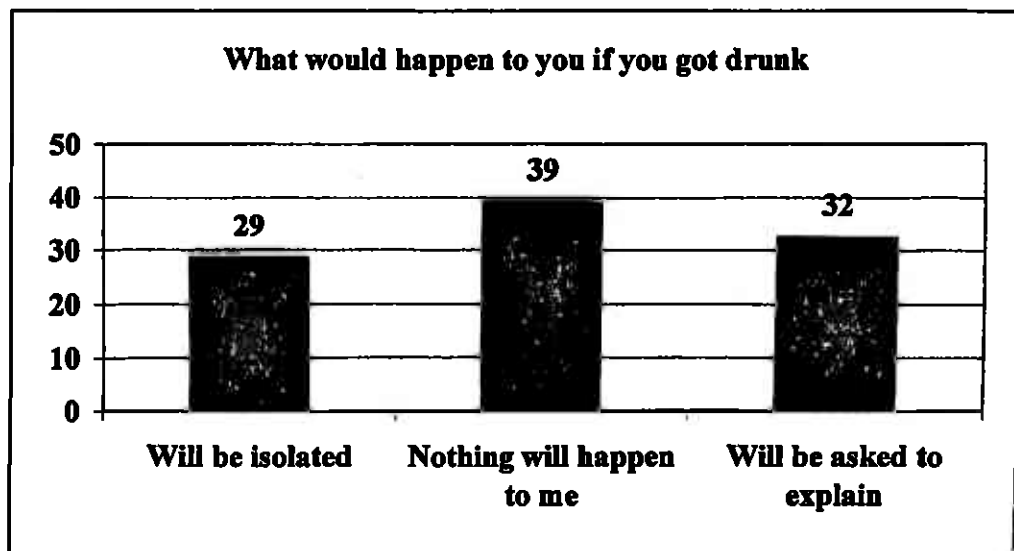
**FIG 12**



Majority, up to 69% of the respondent attributed occasional family problems in the area to alcohol drinking.. Only 7% said that the family problems in the area rarely would be related to drinking alcohol. But 24% said that the problems always emanated from alcohol drinking



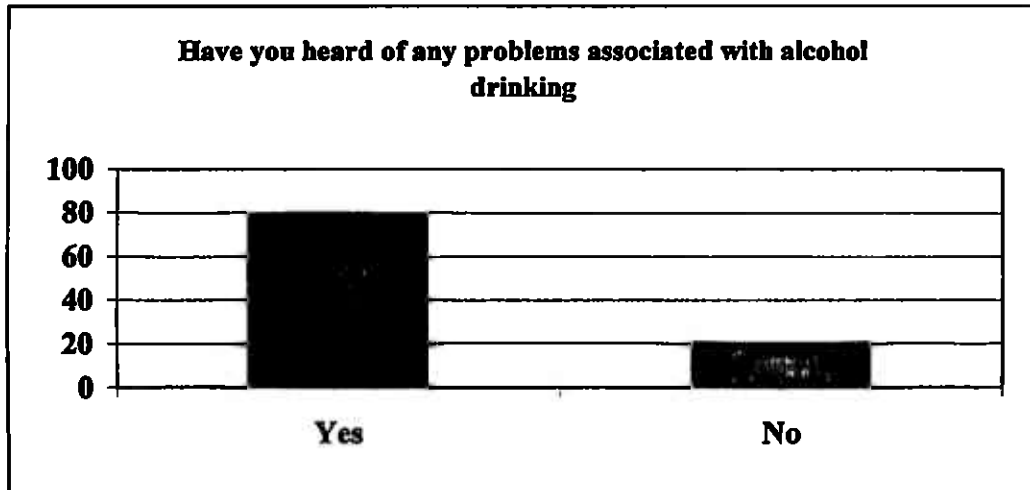
**FIG 13**



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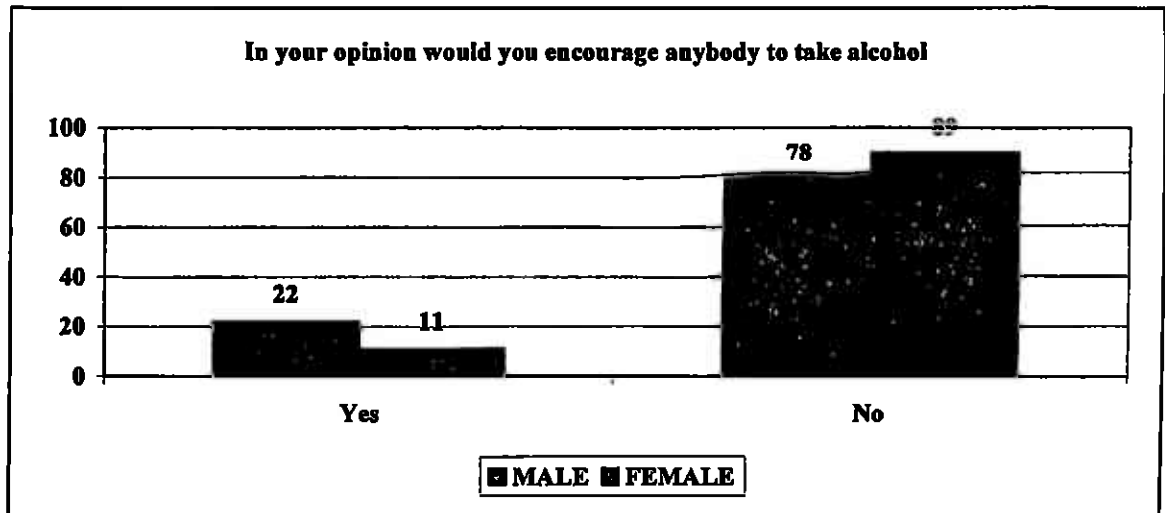
The majority , 39% of the respondents said that nothing could happen to them should they get drunk, while 29% feared being isolated from their families.32% of the respondents believed that they hard some explanations to make if they got drunk

**FIG 14**



Up to 80% of those interviewed agreed that they have heard about problem emanating from alcohol drinking. The study findings as indicated by the figure also identify low information sharing.

**FIG 15**



Only 22% of the male respondent would encourage alcohol drinking but the majority, 78% said they would not encourage anybody to take alcohol. Up to 89% of the female respondents said they would never encourage anybody to drink alcohol.

#### **4.4 SECTION C: Key Informant findings (KI)**

The KI 1, who was the area chief has been living in this area for more than ten years

And covers the whole of Kawangware location

The KI 2 was the area police boss in charge of the local police post and has served in the same post for four years. According to the KI 1, There has been a serious problem in that area, particularly regarding the sale and consumption of illegal liquor. There are all sorts of alcohol from 'kumi kumi' and chang'aa to legal beer. Young people particularly men in the area consume a lot of alcohol and specifically the cheap illicit brand. Most of the young people are idle and tend to engage in reckless lifestyle. The main problem that has resulted from the aspect is there is an increase in assault cases mugging and theft in this area. Rape cases have also been reported to the local police. On some extremes there are related acts of thuggery and murder too.

These facts are confirmed by the area police boss who claims that they have to increase patrol through out the area and remain vigilant.

Many cases relating to drinking are recorded at the station daily. Besides the KII2 avers that the alcohol dens in the area also serves as the point of drug peddling and this particularly involve the use of young people as errands for delivery.

The KI 2 notes that the sellers of, particularly illicit drinks also act as links to female sex worker to prospect clients in the area.

According to the KI 1 those women who sell alcoholic substance such as 'kumi kumi' and 'chang'aa are themselves engaged in prostitution to supplement their income from their illegal sale. Often this has resulted in fight among the drinkers who double up as male sex clients

According to KI 2 the venues for alcohol sale in the area are always frequented by all sort of criminal individual, a point at which they plan their illegal activities. This clearly is a serious social problem point.

According to KI 1 most of the alcohol sold in this area is illegally brewed or transported from other areas, and particularly the rural and regions on the outskirts of Nairobi. Save for the legally sold local beer from the Kenya Breweries the rest of the stuff is sneaked into the area.

There are campaigns going on against use of alcohol particularly the young people, said the KI 1, There are those initiated by a local NGO in collaboration with a local women group. "Campaigns are all over radio. we

also education people against alcohol use during a weekly baraza”, he continues.

According to KI 2 there are some campaigns though it seems people are adamant. May be the information should have more emphasis on the bad effects of taking illegal alcohol.

The locals are used to this style of life and something more serious must be done.

There is need for the law to be stricter on offenders found selling the illegal stuff and especially using children and young people.

According to KI 1 there have been some NGOs organized theater-plays for young people to participate in and the games followed by some counseling session on drug use and abuse. This KII recalls giving out permits for such meetings in the area .He also recounts how some drama group came to perform for the residents though the campaign was against HIV/Aids.

According to KI 1, generally there is information from other sources; he particularly mentions the Television and the radio. So far avers KII 1, most of the campaigns have been on abstinence for early sex and not particularly

on alcohol drinking. The main emphasis has been education on HIV/Aids and not necessarily alcohol, even though alcohol has also contributed to careless lifestyle.

KI 1 said that besides individual family member concern about each others well being there is no communal initiative that is tackling the issues of alcohol in the area.. He agrees that there are women self-help groups thought are out for economic well being of the members. The groups are mainly involved in small enterprises and financial assistance for the members' development. The groups operates as merry go round in members homes and holds no open /public campaign, particularly relating to alcohol. Most noticeable activities in the area include Widows and orphan initiative groups in collaboration with local NGOs to alleviate livelihood of the individual members.

According to KI 2, apart from increased patrols to curb incidences associated with alcohol drinking and drunkard violence there is no much they can do to stop the root causes of alcohol consumption in the area.

Apart from government, KI 1 believe that many other stakeholders such as NGOs can get involved in the education to curb alcohol use which otherwise is rampant in the area .

KI 2 admitted that the adults know that taking illicit brews is against the government laws, but they take it anyway because they feel it is cheaper and readily available within the neighborhood. This is the reason why when the dens are raided they run away. He continues, “cases of alcohol are rarely reported to the authority unless they are associated with violence and injuries that affects those volunteering the information .Otherwise in this area drinking is normal, including the local illicit brews.”

According to KI 2, usually the reported cases are pursued on the grounds of those aggrieved interest, besides keeping law and order as normal duty.

On many occasion the area residence do not like to get involved just for the sake of ‘good neighborliness ‘or ‘let everyone mind his business attitude.’ People fear rebuke or revenge on what they call blackmailing the neighbor.

KI 1 volunteered the observation that the area resident are faced with other very serious problems such that the issue of alcohol falls far from what the



real problems are .In this area there are many young people without employment, the social facilities are in very bad state, and often not enough. This coupled with insecurity are more conspicuous than the alcohol drinking as a problem. There are many broken families living in total poverty, orphaned children, household headed by young children, and rampant prostitution.

KI 1 said that there are many parents who do not care where and what their children are doing, who eventually end up being used in sales of alcohol, drug peddling and many other vices in the area. It becomes hard to shape up such people in the society.

KI 2 said that cases on alcohol use and relate problems are on the increase though the community members are no readily volunteering relevant information on the same unless it touches on their lives and affects their peace directly.

Most communication channels by the local administrators is official through notices local village leaders and on the notice boards place in specified public places such as the social halls ,the schools and the churches. T5ghe

also pass messages through the local church leaders and at the local health centers where they presume people frequent.

According to KI 1, there is need to declare alcohol use and drinking as a major cause of many social problem ,and like HIV/AIDS the problem has to be officially tackled with initiative aimed at intervening through effective communication campaigns. He suggested the use of people opinion leaders, say like in the church, local schools, area member of parliament and local councilor, women groups and youth groups .Despite the fact that some of this structure do exist in the area, they efforts is still yet to be appreciated.

In Kawangware, alcohol drinking seems synonymous to the live of the residents and this so particularly on young and adult males.

#### **4.2 Discussion**

As suggested by the pre-project review of literature on alcohol use-related risks the results of the analysis of the data collected in the villages underline the importance of multi-leveled and multi-perspective preventive programmes. Such programmes need to have an individual and/or a specific culture/area perspective.

Consideration also has to be given to socio-cultural, psychological and environmental or situational issues such as the following: patterns and settings of alcohol use and risks; attitudes and beliefs regarding alcohol use and behaviour (including perceptions of risk related to addiction) .

More specifically, regarding the risks that alcohol consumption poses, prevention initiatives have to take cognizance—to a varying extent across the project area—of issues such as the following:

1 The manifestation of drinking as “a lifestyle”; as occurring at places (bars, pubs) and times (weekends) when the focus is on such activities (e.g. in the form of drinking competitions or drinking for leisure ,or to be accepted socially etc); and as being “encouraged in family settings and by peers”, particularly in the case of males.

2 The belief that alcohol use is “normal” and signifies “maturity” and, more particularly, “maleness or masculinity”; that beer is a non-alcoholic drink; and that alcohol consumption is “integral in partnership development” and functional associations.

The analysis, furthermore, draws attention to the importance of preventive initiatives taking cognizance of the social process of drinking alcohol

“liberalisation” that prevails to a varying degree in the area, and which is facilitated by increased access as well as free time. The process is characterized by changing values/ attitudes and practices with regard to alcohol, such as increased tolerance of practices such as drunkard ness in the neighborhood and family.

Preventive initiatives through communication also have to note the key patterns of alcohol use interaction that emerged in the course of the analysis.

These patterns relate to the following issues that are consistent with the issues noted in earlier discussions: (cultural) acceptance of alcohol as a facilitator of pleasurable encounters and maleness, and/or a reliever of related stress, and/or an enhancer of the social, the use of alcohol-serving venues as contact places for social encounters;

Finally, cognizance needs to be taken of the finding that a wide variety of conceptualizations of risk related to alcohol exist in the area studied, with an individual’s subjective conceptualization of risk correlating with his/her willingness to avoid alcohol indeed with his/her behaviour-change potential.

Against the background of the results of the analysis, the following generalizations seem appropriate with regard to the development of

communication campaigns strategies for preventing alcoholism and related-risk:

Parents and teachers refrain from offering advice on these issues, as the topic is tabooed or not in the curriculum, as constructive education on health. Thus there are only “prohibitory” regulations focusing, of which are irrelevant to the current reality of young people’s life.

Before any preventive communications efforts are put in place, the context in which alcohol use coincide and varieties in these behaviours should be thoroughly analysed.

The preventive efforts must be informed in the following three areas in order to match the

Particular population/behaviour (Bell, 2002:293-303):

1. Exhaustive knowledge on the behaviour patterns of young people.
2. Full-scale mapping of the content substance use and ,
3. Knowledge on the subjective meaning of and reasons for drinking (e.g. for pleasure, out of sorrow, habit, addiction).

The above generalizations and the earlier review of theories of behaviour change as well as strategies for preventing psychoactive substance use suggest the following decision-making matrix as guideline for developing interventions with regard to the prevention of alcohol use-related risks. It is

essential to bear in mind that the communication campaign matrix adjusted to the conditions in a particular region or community at a particular point in time. Consideration also has to be given to the particular preventive strategies.

## **CHAPTER FIVE**

### **Study conclusion and recommendation**

#### **Conclusion**

This study aimed at establishing whether the apparent failure/effectiveness of anti alcoholism campaigns results from use of poor channels/medium of communication; that men may fail to take the messages in the campaigns seriously due to their gender-biases; they ignore the message simply because the sender is a female ; that economic hardships impede behavior change with respect to alcohol abuse and that anti alcoholism campaigns are most effective when coupled with increased spousal communication (i.e. in other words, couples who discuss the problem of alcoholism are more likely to influence each other to quit excessive drinking. The following has been found:

#### **Levels of knowledge, awareness post campaign**

A big percentage of respondents, pre- and post-campaign, indicated that they had no sufficient *knowledge* about alcohol to be confident in discussing the issue with their children. However, 14 per cent of respondents indicated that they had learned something new about alcohol post-campaign, in comparison with 19 per cent during the campaign. The new information was

found to be related to increased availability and use of alcohol, and to some campaign information. In addition, almost 97 per cent of respondents were conscious of at least one of the campaign materials, with radio materials being the most salient. That means that the campaign achieved some levels of awareness among key audiences, though not high.

### **Changes in attitudes and perceptions towards alcohol post-campaign**

Overall, it seems that the campaign has not achieved some level of change in individuals' perceptions of alcohol. Perceptions of the importance of alcohol as a major social problem in Kawangware stands low at post campaign, and in the surveys, alcohol was rated as the most pressing problem in Kawangware society by the two key informants who happen to be local administrators. The relevance of the alcohol problem to self and family was also assessed. Findings suggested a slight increased perceptions that alcohol problems maybe an issue in their family. However, most respondents, in the surveys, indicated that alcohol could be a problem in each and every family.

### **Evaluation of behavioral change**

As mentioned above, intention to behave in a particular manner is a good proxy measure for behavior. Statistical analysis presented a significant less



intention to discuss alcohol-related issues with communicators in Kawangware.

According to the Key informants who recalled at least one of the campaign's materials were asked what type of action they had taken to address possible alcohol-related problems.

They indicated that they talked to their resident about alcohol, while the rest had thought about, or had some intention to, inform about the issue.

However, no information was given regarding the action taken and that they did not recognise any elements of the campaign. This is unfortunate, as this type of information may provide a potentially valuable avenue in assessing the direct effect of the campaign on exposed to the campaign material, versus those who were not.

### **Effectiveness of different media applied**

The effectiveness of the different materials applied during the campaign could indicate whether or not the chosen materials were appropriate to deliver the key messages to the target groups. The findings suggest that the media had the most important role in promoting information about alcohol.

This can be regarded as key evidence for the role of mass media in preventing the uptake of alcohol.

Other channels were found to be useful in terms of campaign material recall, closely followed by exposure to the general information. However, what the report does not tell us is whether behavioral change (conversation on alcohol-related issues, or intention to discuss such issues) was solely attributable to the media campaign. It is possible that during the campaign other sources of anti-alcohol interventions were available, and that they might have also impacted on people's behavior.

According to this study finding, the population, and as the findings indicate, the campaign has not been effective in reaching the immediate key objectives. However, to our knowledge, there is no available data of the effects of the campaign on these groups in the long term. Thus, we are unable to answer the question: "what is the role of women initiated campaigns against alcohol in Kawangware.

### **Recommendations**

According to the study general objective the researcher seek to give a recommendation in line with the theory of social marketing as preferable

blue print to initiate any intervention program and communication campaign.

**Various definitions of social marketing exist in the literature. Kotler and Zaltman (1971) first recognised the potential usefulness of the concept in promoting solutions to different health-related and social problems. They argued that, given the success of corporate marketing as a tool in the promotion of consumer products, a similar approach might encourage the same people (“market”) to adopt healthy behavior/s.**

According to Kotler and Zaltman, social marketing refers to “... the design, implementation and control of programs calculated to influence the acceptability of social ideas” (1971, p.5). Their definition emphasizes two elements of social marketing: the practical aspects that ought to be under consideration while using social marketing techniques, such as product planning, pricing, communication and marketing research, as well as ethical aspects. The latter stresses that, in contrast to commercial marketing (for example, of products and brands such as Coca-Cola or Adidas), social marketing is utilized by “not-for-profit” organisations, and the products are mostly health related, benefiting society as a whole. In a similar vein, O’Connor and Parker (1995) refer to social marketing as the application of

marketing models and methods to the marketing of ideas, or behaviors, for the benefit of society.

By contrast, Andreasen's (1995) conceptualization places greater emphasis on voluntary behavior, defining social marketing as "... the application of commercial marketing technologies to the analysis, planning, execution, evaluation of programs designed to influence the voluntary behavior of target audiences in order to improve their personal welfare and that of their society" (Andreasen 1995 p.7). While Andreasen's definition appears to be widely accepted by researchers in the field, it has been recently criticized by Donovan and Henley (2003) for its emphasis on *voluntary* behavior. Consequently, these researchers have modified Andreasen's (1995) definition to include the term *involuntary* behavior as well.

### **What types of issue are addressed by social marketing campaigns?**

While social marketing has enjoyed increased prominence over the past two decades, such campaigns are not a new phenomenon. For example, some 2000 years ago campaigns were launched in Ancient Greece and Rome to emancipate slaves. Toward the end of the 18th century, campaigns in England were conducted to grant voting rights to women (Kotler & Roberto 1989). Campaigns were also launched during the Second World War by both

the Germans and the Allies to encourage their respective populations to contribute to the national war effort (Donovan & Henley 2003). During the 1960s, commercial marketing technologies began to be applied to health promotion campaigns in developing countries (Ling, Franklin, Lindsteadt & Gearion 1992, Manoff 1985). India adopted social marketing strategies to extend the coverage of family planning programs, and examined the distribution of contraceptives through pharmacies and small shops Other campaigns in developing countries were launched in a variety of areas, such as general hygiene and rat control (Rice & Atkin 1989). More recently, and especially within developed countries, social marketing campaigns have been used to target unhealthy and risky behaviors such as smoking, drink driving, illicit drug use and sun exposure, while also encouraging healthy behaviors such as improving diet and physical activity.

### **The role of mass media within the framework of social marketing**

During the past two decades, the role of mass media has evolved substantially, from the provision of information transfer technology alone, to a more interactive and supportive role in the enhancement of public well being and quality of life. Today, mass media campaigns are utilized around the globe in order to address a wide range of social issues, including drug

use, road safety, tobacco smoking, disease control and political issues. Given the multifaceted nature of mass media, such as film, television, radio, information brochures, billboard advertising (Green & Tones 1999; Richards & Carroll 2002) and the Internet (Hillier, Kurdas & Horsley 2001), mass media campaigns have enormous potential to reach a diverse and vast audience. In the following section, the role of mass media as a tool to deliver, and achieve, a desired change is discussed. We present some of the core elements of mass media campaigns. Then, the focus moves to expectations concerning mass media campaign outcomes, in terms of level of effectiveness, the characteristics of a successful campaign and the limitations of mass media campaigns.

According to Tones (1996), there are two core elements that are unique to mass media campaigns. Firstly, they can reach a large proportion of the population and, secondly, given that there is no direct interpersonal communication with the audience, the delivered messages are mediated in some way. Atkin (2004) emphasizes the importance of a clear communication strategy. These should be relevant to a specific target population, as well as to the target behaviors. Additionally, mass media campaign designers are faced with other unique issues such as funding, types of message (for example, motivating behavioral change by intense fear

appeals), channels and distribution options (Atkin 2004). For instance, when selecting the “medium” to be used, the campaign designer must consider which medium the target population/s is/are more likely to be exposed to (Atkin, Wallack & DeJong 1992).

More specifically, for alcohol and drug campaigns, Miller and Ware (1989) presented a seven-step procedure for the development and implementation of effective campaigns. These include:

1. Research the factors affecting the use of the targeted drug or alcohol.
2. Develop familiarity with existing local infrastructures for dealing with these problems.
3. Conduct qualitative and quantitative research within the target group in order to gain a better understanding of the nature of the problem.
4. Redefine purposes, aims and target group, and decide upon the most appropriate media to be used.
5. Pre-test strategies.
6. Implement and track the campaign.
7. Evaluate the campaign.

8. In terms of evaluation, there is a need in the long term to reassess the needs of the target population, as well as the assumptions formulated about the causes of the population-related problems (Green 1999).

### **Practitioner's views—Social marketing and the role of mass media campaigns**

Consistent with the research literature, practitioners indicated that social marketing and mass media campaigns have a crucial role within health promotion. They perceive mass media campaigns as a major contributor in influencing social norms, and regard the technique as the most powerful means of reaching a large number of people with health messages. All practitioners highlighted the importance of relying upon research results and theoretical approaches. One practitioner described the role of social marketing and mass media campaigns as follows:

“It’s a framework, a way of applying what we know about communication, attitude and behavioral change in a range of different areas, in health and environment to achieving change in behavior (increase, decrease or maintenance of behavior—in terms of prevention). When it’s done properly it can be a very effective medium as part of broader programs in health...



Overall, media has an important role—but [with regard to alcohol and anti drug campaigns] we need to integrate it with the legalistic framework and penalty regime.”

### **How can mass media campaigns best be used?**

As detailed earlier, media campaigns have the potential to play a significant role in the prevention of harm associated with different social and health-related problems, such as drugs and alcohol (Carroll 2001). However, to fully realise this potential, campaign designers require knowledge regarding the characteristics of a successful campaign, how such campaigns can be best used and how effective mass media campaigns are. After more than two decades of mass media campaigns and evaluation studies, cumulative knowledge is available to assist campaign designers in achieving the maximum impact on the selected target group. By reviewing the literature we identified some key points regarding the characteristics of a successful mass media campaign.

Atkin (2004) argues that designers should adopt a research-based approach and employ the most promising ideas and techniques available. Additionally, he stresses that it would be an advantage to rely on research results during each phase of the production process. While planning the campaign, there is

a need to use a careful selection of role models, and to be sure that they have high credibility among the target group. Therefore, the designers should have a clear definition and understanding of the target group (Tones 1996). In addition, the campaign plan should guarantee exposure of the target group to the campaign messages (DeJong & Winsten 1990)

In monetary terms, a greater investment of resources will significantly increase the likelihood of outcome achievement (Atkin 2004). In contrast, over-reliance on unpaid public services and volunteers might minimize the odds of success (Miller & Ware 1989). However, the use of indirect, unpaid advertising in the form of news stories could be an advantage (Tones 1996). The timing of a campaign's launch should be chosen carefully, and it would be a significant advantage to link mass media campaigns with community based programs (Boots & Midford 2001, Casswell, Ransom & Gilmore 1990, Carroll 1996, DeJong & Winsten 1990, Miller & Ware 1989).

Additionally, in order to have more impact, campaigns must be sustained (rather than occasional), repeated and updated (Atkin 2004). An important point to be made regarding the effectiveness of mass media campaigns is that designers should set realistic goals and expectations, and not overestimate the medium's potential. A recent meta-analytic study conducted by Snyder (2001) on community campaigns revealed that media

does have some impact on behavioral change, contributing between 5 to 10 per cent.

In terms of evaluating the level of success of mass media campaigns, desirable behavioral change would be the best measure of campaign effectiveness. However, other ways to assess campaign effectiveness include intentions for behavioral change (which has been found to predict actual behaviors), and changes in attitudes, beliefs and perceptions. Many mass media campaign evaluation studies attempt to demonstrate a direct relationship between individuals' exposure to campaign materials and messages, and rapid changes in the above-mentioned evaluation parameters (Lapinski & Witte 1998). However, as many researchers have noted, this line of research may produce inconclusive evidence for campaign effects on targeted population (for example, Atkin & Wallack 1990, Hornik 1997).

### **How can mass media campaigns best be used?**

In keeping with the above observation, practitioners for the campaigns in Kawangware should acknowledge five main themes that need to be considered while planning a mass media campaign. Firstly, it was consistently stressed that the characteristics of each targeted group should be researched prior to the campaign. Based on these findings, a message should

be tailored for a targeted group of audiences. Secondly, all practitioners pointed out that it is highly important to assure maximum levels of exposure of the target audiences to the campaign messages. Thirdly, funding and campaign duration were identified as being crucial elements that maximize success rates. As one of the practitioners observed “... *you need to have enough money to consistently buy advertising time... it's expensive but it also reaches the population so it's very efficient as well*”. Fourthly, consistent with the research literature, several practitioners argued that campaigns should be based on theoretical principles and practices of social marketing. The following quote for instance, provides the reader with a specific example from the anti-smoking domain:

“... for the tobacco campaign we've seen a significant decline in smoking among our targeted group as well as with children, and that's resulting from consistent year after year campaigning delivering a very consistent message which was based on research with the target audience and exposed in the right type of environments, at the right frequency, in the right period of time.”

Finally, in terms of evaluation all practitioners emphasized the importance and the complexity of this stage. An interesting point of view was provided by a practitioner who was involved in anti-drug media campaigns:

“It’s interesting in terms of the drug area... when we talk about prevention of drug use, it’s very difficult to measure because, for instance, if you are in a stage where there is about to be an increase in consumption, and a prevention campaign helps, and its effective, what you might see is no change (in drug intake), so evaluation of effectiveness of this sort of campaign is very complex.”

One of the questions that practitioners were asked during the interview concerned the most useful campaign material for reaching audiences.

Unsurprisingly, all practitioners argued that television is the most powerful medium to reach large numbers of people. *“If we talk simply about the number of people reached, and the frequency with which they are reached, then television can’t be beaten”*. However, if we take into account the fact that campaign materials are multifaceted, it seems that other media play an important role as well. For example, the role of cinema: *“If we are talking about very high emotional impact, then cinema, now with the quality of*

sounds and vision can be a powerful experience in reaching young people”.

Moreover, as one of the practitioners pointed out “... if information is important (as in the case of anti-drug or safe sex campaigns), you need to be supported with print or web page resources which are presented in a credible sort of way to young people”.

A practitioner from the road safety sector acknowledged the role of radio advertising within campaigns:

“... television is the most pervasive, but radio and outdoor advertising are also good because you provide messages to the audience while they are on the road”.

Finally, another practitioner commented

“... the population’s attention is divided among a very large array of media and entrainment opportunities... [and therefore] finding the right balance between the different channels (TV, Radio, ads etc) is very important”.

## **Limitations of mass media campaigns**

Every method of encouraging behavioral change, including mass media campaigns, has some limitations. Part of the problem with assessing change is the difficulty associated with measuring campaign effectiveness on the target groups (Agostinelli & Grube 2002). A second problematic issue regarding the measurement of campaign outcomes is the possibility of other confounding factors that may have some unknown impact on overall outcomes. Given that it's difficult to isolate campaign messages during evaluation, it appears that the overall campaign effect is smaller than previously proposed. Moreover, the fact that campaigns are usually short in duration does not assist in changing deeply rooted cultural norms and values. Another possible explanation for the limited effect of health promotion campaigns on the population, especially alcohol and smoking campaigns is the counter-advertising of these industries. The alcohol and tobacco industries have seemingly unlimited funds and their advertising techniques are increasingly sophisticated. In order to overcome these obstacles, it is important that mass media campaigns be well designed, as part of a wider, long-term strategy that aims to integrate mass media campaigns with community based programs (Coggans & Watson 1995).

## **Limitations of mass media campaigns and possible solutions**

Consistent with the evidence base, practitioners argued that some of the main limitations of mass media campaigns are related to the measurement of campaign outcomes, in terms of both the effect of other unknown factors, and the overall effect on the target group. Two of the practitioners emphasized the role of science within the approach. Interestingly, their comments derived from two different perspectives: the first practitioner claimed that

“They [mass media campaigns] are weak if insufficient formative research has been done to make sure that the communication material is relevant to young people and presented in a way that will engage them...”

Another stated that:

“... one of the issues is to base the development of messages on behavioral principles and to develop the message properly... I think that there is a tendency for health promotion people to just assume that it's all got to do with creativity, but it does not. You know, advertising agencies can help you get your message



noticed with creative inputs, but you need to have a very clear brief about what you're trying to achieve, and clear evidence basis for why you think the messages that you're asking for are likely to achieve behavioral change. So it really needs to be behavioral science working with creative people..."

Practitioners also noted that cost efficiency is another limitation of mass media campaigns. Consequently, when campaigns are ineffective, millions of dollars, and in some instances billions of dollars, are wasted. In keeping with the concerns noted in the research literature, a few practitioners argued that in some instances campaign messages did not communicate efficiently with the target audiences. As a possible solution, it was suggested that pilot studies and group focus discussions be conducted prior to campaign: "... *you need to have the time before the campaign for pre-testing and to dump it if it goes pear shaped*". Another issue that was raised, specifically regarding anti-tobacco campaigns, is the effect of competitive industries:

"...in areas like alcohol, it's far more complex because we are operating within a very competitive environment, the audience is being continually bombarded with very positive messages

about alcohol and the benefits associated with that... thus the funding is a very important element.”

In terms of possible solutions, all practitioners’ responses were consistent with the literature. All argued that mass media campaigns played a very important role. However, in order to improve its efficiency, there is a need for an integrated approach that consists of both mass media campaigns and educational programs at the community level and practical solutions for individuals in need. One practitioner described it very clearly:

“I think that campaigns also need to be integrated with other strategies in the community. In the areas of smoking, for example, if you also have resources which are there to help people quit, your campaign would have more effect on helping people to quit because it will point them on the direction of quit smoking services. But if you motivate people to quit but don’t give them any practical help that’s not going to be as effective.”

Finally, while comparing anti-tobacco campaigns with alcohol and drug campaigns, one practitioner commented that the long learning experience in the field of tobacco control could be applied to improve campaigns in other fields, such as alcohol and other drugs.

## **Evaluation**

The aim of evaluating mass media campaigns is two-fold: to improve current and future interventions and to provide campaign designers with the means by which to assess behavioral change within a target population, post-campaign (Valente 2001). While preparing and conducting an evaluation study, several issues require careful consideration. These include the elements comprising a successful campaign, ways of measuring campaign outcomes and how to distinguish the unique contribution of the campaign on the targeted behavior/s from those of other sources (Hornik & Yanovitsky 2003). Timing of evaluation may also be critical. For instance, an early evaluation of outcomes may lead to erroneous conclusions (Hornik & Yanovitzky 2003). Finally, researchers should evaluate whether the target population has received the campaign message/s, and whether or not the desired effects are moving in the right direction (David 2004).

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# **ANNEXURE**

## **Annex I : Questionnaire**

1. Was it your own choice to start drinking ?
2. At what age did you first ever take alcohol?
3. What is the likelihood of young people drinking alcoholic in your village?
4. Awareness of anti-alcoholic campaigns
5. Who speaks about anti alcoholic most often?
6. How often do they discuss anti alcoholic use: - abuse in your family
7. Which of these communication channels do you have access to?
8. How frequently do you watch TV?
9. What are the traditional methods used to pass important information
10. Do you listen to radio while at school?
11. What age is good for young people to ever start drinking alcohol?
12. Young people engage in drinking alcohol
13. Has your parent or any other person tried to warn you about drinking?
14. What are the reasons for wanting to take alcohol?
15. Is drinking alcohol good for your health?
16. Reasons for and against drinking alcohol
17. Have you ever drunk alcohol?
18. If yes, how old were you?
19. Is alcohol easily available in your village?
20. What will happen if you drink alcohol?
21. Have you heard any problems that result from drinking alcohol?

22. Would you encourage anybody to drink alcohol?

23. How does taking alcohol interfere with the person?

24. Perception on alcohol use

## **A GUIDE TO KEY INFORMANT INTERVIEWS (KIIs)**

### **Local administrators**

Name of Interviewer:.....

Date of Interview:.....

Taking Notes:.....

The interviewer should introduce herself/himself and clearly state what this exercise is about and why it is being done. Explain that it is purely academic, in part fulfillment of a Masters degree in communication, Nairobi University. However the information will be useful in appreciating the importance of Women initiated communication campaigns and institutions. In turn this will be useful in designing future information campaigns and development activities in the local community.

Tell them that you have come to hold a discussion with her to learn from her.

In the absence of a tape recorder, the note taker should take detailed notes and ensure that the writing is legible/readable.

Name of Key Informant:.....

Profession:.....

Age:.....

Place of residence:.....Location:.....

**Please may I discuss with you the subject of anti-alcohol campaigns in your village?**

1. For how many years have you served as e.g. a Chief in your area?

(i) Which areas/locations do you cover.....

2. Do you face any problems of alcohol drinking among the residents here?

3. What is the source(s) of alcoholic substances?

4. Have you ever heard of campaigns about alcohol?

5. What channel did you first receive it from (word of mouth, radio, letter etc)?

(i) What was it all about and who were carrying it out?

6. Briefly describe what they said?

(i) Did you believe them? Why?

7. What did you like or dislike about the campaign?

8. Have you shared this information with anyone else? Who?

9. Identify which areas should be addressed in future to campaigns to make them more effective?

10. What is the government doing in your area (if any) to stop alcohol use and abuse?

11. Is the local community doing anything to stop alcohol use and abuse?

(i) If yes, what are some of the actions being taken?

12. Have you as chief supported or protested against alcohol use and abuse?

(i) If No, why?

(ii) If yes, How have you done this?

13. Apart from government which other organizations or who else do you think CAN play a role in the fight against alcohol use and abuse?

14. Do you think that most adults are aware that the government by law is against alcohol use and abuse?

15. A) Has anyone ever reported a alcohol use and abuse case to you?

b. If yes, what action did you take?

c. How many such cases do you handle per year?

d. Who normally informs you of such cases and where they are taking place?

16. Do families or individual faced with the problem of alcohol use and abuse ever come to you for help? (How do you assist them?)



17. Are such cases on the increase or decrease (give reasons?)
18. As a chief do you feel this in conflict with the lives of the residents?
- (i) Have you ever discussed alcohol use and abuse in a public meeting?
- (ii) If yes, how did the people react?
- (iii) Does this affect your relationship with the village residents?
19. In your opinion, what encourages alcohol use and abuse?
20. Who are the other people who support you in your efforts against alcohol use and abuse campaigns? (DO, DC, Councilors, MP etc) How?
21. What channels do you use to communicate important messages to your people?
22. Do you have any comment to make on the issue of alcohol use and abuse and related campaigns?

23. (a) How many of you read newspapers? How often  
(i) How many listen to radio? How often

(ii) How many watch T.V. How often

(probe for access to mass media advantages and disadvantages of each as a channel of communication)

24. Who do you consult/discuss with when you have important decisions to make?  
(Things affecting socio-economic, politics issues?)

25. Who are the opinion leaders in this area, people whom other people listen to apart from you? (e.g. teachers, pastors, social organizations e.g. local women groups)

**THANK YOU FOR YOUR TIME.**