

**FACTORS INFLUENCING THE PERFORMANCE OF  
ALCOHOL CURBING NON-GOVERNMENTAL  
ORGANISATIONS PROJECTS IN KIAMBU COUNTY,  
KENYA: A CASE OF JUNGLE FOUNDATION**

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**A Research Project Report Submitted in Partial Fulfilment of the Requirement  
for the Award of the Degree of Master of Arts in Project Planning and  
Management, University of Nairobi**

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## DECLARATION

This research project report is my original work and has not been presented for a degree in any other University or any other award.

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## **DEDICATION**

This study is dedicated to my wife, Faith Wangui, children Ignatius Kibe Gitau and Mary Wanjiku Gitau and family members.

## **ACKNOWLEDGMENT**

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## **ABBREVIATIONS AND ACRONYMS**

ADA	-	Alcohol and Drug Abuse
ADSA	-	Alcohol Drugs & Substance Abuse
AUDs	-	Alcohol Use and Alcohol Use Disorders
EUDL	-	Enforcing the Underage Drinking Laws
ICCPU	-	Interagency Coordinating Committee on the Prevention of Underage drinking
INCB	-	International Narcotics Control Board
IOM	-	Institute of Medicine
KESSHA	-	Kenya Secondary Schools Heads Association
MoEST	-	Ministry of Education, Science and Technology
NACADA	-	National Authority for Campaign against Alcohol Drug Abuse
NICE	-	National Institute for Health and Clinical Excellence
NGO	-	Non-Governmental Organization
NRC	-	National Research Council
OJJDP	-	Office of Justice Programs' Office of Juvenile Justice and Delinquency Prevention
SAMHSA	-	Substance Abuse and Mental Health Services Administration
SCAD	-	Students Campaign Against Drugs
SPSS	-	Statistical Package for Social Sciences
UYDEL	-	Uganda Youth Development Link
WHO	-	World Health Organization
YRBS	-	Youth Risk Behavior Surveys

## ABSTRACT

Alcohol consumption by learners in public primary school pupils can become an impediment to academic advancement. Various interventions have been employed by the government, NGOs' and religious institutions to manage the menace. Jungle foundation, an NGO in Thika Town constituency has been on the forefront in the fight against alcohol consumption among pupils in public primary schools by educating and creating awareness on effects of alcohol consumption. The purpose of this study was to establish what could be influencing the performance of NGOs' in reducing alcohol consumption in public primary schools within Thika Town constituency. The objectives of the study were to establish whether family background, mass media, accessibility of alcohol and peer pressure exposure are factors that jeopardizes these initiatives. The study used descriptive survey design combining both qualitative and quantitative research strategies. The research targeted non-governmental organizations', parents, pupils and teachers in public primary schools. Purposive sampling was used in selection of respondents. Questionnaires was used for data collection, after obtaining data from the field and coding, Statistical Package for Social Sciences (SPSS software) was used to analyze the information that was presented in terms of findings and recommendations. The study would help NGOs' to plan, organize, command, coordinate and control to efficiently implement their projects in reducing alcohol consumption in public primary schools; use the findings of this study to effectively sensitize parents and underage people to avoid alcohol consumption through their community outreach initiatives; the findings would also be important for setting up of alcohol consumption special interventions program by NGOs'. From the findings, a high number of the respondents had consumed alcohol. This behavior was likely to be replicated to the young population in schools who usually learn from their senior's actions better than their word. The findings indicated a worrying growth in pupils brought up in single parenthood, polygamous and extended families. These family set-ups are believed to be lacking in parental love, care and affection as well as the right discipline and character. The findings showed that contrary to the usual expectations, pupils in schools do not get a lot of information on alcohol abuse from social media. Billboards and TVs presented the most common source of their information on alcohol abuse. The findings showed that majority of Thika town schools are close to alcohol selling outlets. This increased the opportunities for the pupils to access the alcohol and therefore County planning should consider such factors when planning to ensure schools do not border such facilities. Finally, the findings showed that most respondents believed that the teacher was best placed to communicate about abuse of alcohol especially to the young pupils followed by NGO speakers who may present better methods of delivery of this vital information.

# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 Background to the Study**

The projects being implemented by NGOs' in Kenya play an important role of complementing governments' efforts of providing basic services such as education and healthcare. In the recent past, the NGOs' are viewed by states and nations globally as important forces for social and economic development, thus making them valuable partners in enhancing growth of GDP.

NGOs' incorporate many gatherings and establishments that are altogether or to a great extent autonomous of government and that have basically philanthropic or helpful as opposed to business destinations (DeMars, 2005). NGOs' incorporate altruistic affiliations, trust and establishments, autonomous cooperatives, group affiliations, social orders, exchange affiliations, proficient social orders and confidence affiliations that prepare reserves for improvement and advancement of group association (O'Dwyer and Unnerman, 2008). The universal group through the World Health Organization (WHO), Governments and NGOs' recognizes sociological issues of liquor use among underage over the world. Koffi Annan (World Drug Report, 2002) noticed that, globalization offers human race phenomenal open doors, as well as takes into consideration numerous solitary exercises, among them liquor mishandle, which conveys wretchedness to a huge number of families around the globe consistently (Alcohol Advisory Service, 2002).

However, there are factors that impact the execution of NGOs' in their endeavors of decreasing predominance of liquor manhandles especially in Thika Town Constituency. Liquor utilization by school going youngsters is a genuine general wellbeing worry in United States, as showed by epidemiological information and results from thinks about researching learning holes on the social, wellbeing, and monetary outcomes of drinking liquor by kids. As per the Monitoring the Future Survey (2011), 41.0% of eighth graders, 63.2 0% of tenth graders, and 75.10% of twelfth graders in the United States detailed that they as of now had expended liquor sooner or later in their lives, and 17.10%, 33.20%, and 47.00%, separately. Existing writing on liquor utilization among underage in Sub-Saharan Africa proposes that a

significant extent of underage have expended or as of now devour liquor. Two Ghanaian investigations were directed among optional school understudies by Adu-Mireku S. (2010) on the pervasiveness of liquor use among Ghanaian senior auxiliary understudies in a urban setting among broadly illustrative specimens of all through school youth.

An investigation did in the ghetto zones of Kampala by a NGO, Uganda Youth Development Link (UYDEL) in 2014; youngsters take part in liquor utilization in their teenagers. The UYDEL think about uncovers that 69% of the adolescent in Kampala ghetto zones begin devouring liquor at 14 years old years. As per UYDEL, the investigation uncovered that of 411 ghetto youths, 37% drink liquor of which 69% begin at 14 years old years and 57% drink more than twice per week.

Around 36 % of underage understudies devour liquor, NACADA 2007 overview on underage drinking in Kenya appears. Of those mishandling liquor, underage female understudies represent 42%. Brews and spirits are the most expended mixed refreshments by minors at 59.8% and 58% separately. The survey singled out peer attitude as the leading driver of alcohol consumption among minors. The shocking revelation was contained in a study by NACADA and Students Campaign against Drugs (SCAD), which was released in April 2016 during Kenya Secondary Schools Heads Association (KESSHA) conference. The study, which involved pupils aged between 12 and 18 years in boarding and day schools across Kenya, showed that a majority of those consuming alcohol had their first drink while aged between 12 and 16. The findings show that 49.3% had their first drink from relatives.

In Kiambu County, use of alcohol is a socio-cultural behavior which is embedded in communities; it is socially accepted and sustained by supply. Despite efforts to educate and create awareness on effects of underage drinking by Non-Governmental Organizations in the area, findings reveal that 19.1% of residents in Kiambu aged 15-17 years have ever used alcohol in their life. In terms of employment status, majority are students at 53.2% (Baseline survey report “County Government of Kiambu, June 2016).

The United Nations' Sustainable Development Goals settled upon by world governments two years back included three liquor related focuses: inside Non-Communicable Diseases, to decrease the unsafe utilization of liquor by 10%; to divide street movement passings and wounds by 2020; and a worldwide target particularly to address the destructive utilization of liquor through counteractive action and treatment. Kenya Vision 2030 is the new nation's improvement plan covering the period 2008 to 2030. This vision can't be accomplished with the developing pattern of liquor mishandle among underage individuals. The social column on Vision 2030 plan looks to assemble a fair and firm society with social value; be that as it may, this can't be accomplished if temperance among students isn't checked.

### **1.2 Statement of the Problem**

In Kenya, a number of NGO projects in reducing alcohol prevalence among pupils in public primary schools continue to decline and fall below their targets. A lot of investment has been done on this projects with little tangible outcome or results. The underperformance of these projects affects both NGOs' and the intended beneficiaries. Alcohol related health and social problems are on the increase globally, yet underage drinking in public primary schools remains rampant and unchecked thus posing a challenge to human development. Jungle Foundation, an NGO in Thika has been spearheading anti-alcohol campaigns for school going children by providing alcohol awareness and mentorship programme to thirty six public primary schools, the community in Thika Town Constituency since 2011. In spite of these efforts, in June 2016 Thika Town police officers arrested 13 underage pupils, 8 boys and 5 girls, drinking alcohol and dancing in an alleged stripers club in Thika town. In Thika Sub County, a gauge overview on size, circumstances and end results of liquor abuse from the point of view of group individuals and individual clients was conducted by NACADA in 2009. The survey revealed that existence of alcohol consumption among underage stood at males (25.6%) and females (5.8%).

### **1.3 Purpose of the Study**

The purpose of this study is to establish factors influencing performance of Non-Governmental Organizations' projects in curbing alcohol prevalence among pupils in public primary schools: a case of Jungle Foundation in Thika Town Constituency, Kenya.



#### **1.4 Objectives of the Study**

This study was guided by the following objectives

- i. To establish whether family background influences performance of alcohol curbing non-governmental organisations projects in Kiambu county, Kenya
- ii. To identify whether mass media influences performance of alcohol curbing non-governmental organisations projects in Kiambu county, Kenya
- iii. To determine whether accessibility of alcohol influences performance of alcohol curbing non-governmental organisations projects in Kiambu county, Kenya
- iv. To find out whether peer pressure influences performance of alcohol curbing non-governmental organisations projects in Kiambu county, Kenya

#### **1.5 Research Questions**

The study tried to answer the following the following questions;

- i. In what ways does family background influence the performance of alcohol curbing non-governmental organisations projects in Kiambu County, Kenya?
- ii. Does media and advertisement of alcohol influence the performance of alcohol curbing non-governmental organisations projects in Kiambu County, Kenya?
- iii. Does accessibility of alcohol influence the performance of NGO projects to reduce alcohol prevalence in Kiambu County?
- iv. How does peer pressure influence the performance of NGO projects to reduce alcohol prevalence in Kiambu County?

#### **1.6 Significance of the study**

Underage alcohol consumption is a critical problem hence the need for information describing the magnitude of the problem as well as an understanding factors influencing the performance of NGO's projects in reducing alcohol prevalence among pupils in public primary schools. The study might help NGO's to plan, organize, command, coordinate and control to efficiently implement their projects; use the findings of this study to effectively sensitize parents and underage people to avoid alcohol consumption through their community outreach initiatives; the findings may also be important for setting up of alcohol consumption special interventions program.

It is expected that through such interventions, a systematic eradication of alcohol consumption among underage pupils in primary schools may be achieved.

### **1.7 Delimitations of the study**

The study was limited to public primary schools within Thika Town Constituency in Kiambu County, located in the outskirts of Nairobi. It is prone to urbanized lifestyles where family values are diluted, single parenthood, divorce, separated parents and alcoholic parents are factors to contend with, thus making the study important. Mass media exposure in Thika Town was profound and worse still a number of second generation breweries was a proliferating business thus making accessibility and availability of both traditional liquor and manufactured beers easy.

### **1.8 Limitations of the study**

The study design was precluded speculation of the outcomes to respondents in private organizations; nonetheless, the outcomes were at any rate practically identical to those found in comparative examinations. It was foreseen that a portion of the respondents could be unwilling to give data however secrecy would be ensured. The scientist would guarantee the respondents that none of the data would be utilized for some other reason other than that which had been announced. Top administration may have been suspicious of analyst, it was additionally predicted that a segment of the respondents would be stressed over the level of information the organization would require them to contribute without any repercussions, however this stresses was watched out for direct using the investigation letter of underwriting from University of Nairobi and giving the basic affirmation to the respondents.

### **1.9 Basic assumptions of the Study**

That respondents would cooperate and give honest information. That finding of the study would help address the problem of alcoholism in the area.

### **1.10 Definitions of Significant Terms Used in the Study**

**Accessibility of alcohol** Refers to availability, affordability and packaging of alcohol to primary school children.

**Alcohol consumption:** drinking of refreshments containing ethyl alcohol. Blended refreshments which are eaten up, as it were, for their physiological and mental effects, yet they are frequently used inside specific social settings and may even be a bit of religious practices. In light of the effects that alcohol has on the body and on lead, governments consistently coordinate its use.

**Dependence** Describes a compulsion to keep taking a medication with a specific end goal to rest easy or to abstain from feeling terrible regardless of the negative effects that come along with the use

**Drug abuse** This refers to self-organization of medications for non-therapeutic reasons, in amounts and frequencies which may result to failure to work successfully, leading to physical, psychological and social and or emotional harm.

**Drug addict** Refers to a drug user who suffers from serious physical, social or psychological problem someone who has developed a strong attachment drug of choice.

**Drug** Refers to any chemical substance which when taken into the body brings about human physical, mental and emotional changes and can affect one or more body functions.

**Family background** Refers to family values adopted by a family in upbringing of children and the history of the family during growth of a child.

**Knowledge gaps** Increasing gap in knowledge of a particular subject

**Learner:** A person who is enrolled in a learning institution.

- Mass Media** Refers to a medium of communication that is intended to influence, create awareness and educate people on various issues concerning the community.
- Non-Governmental Organizations' (NGO):** Any non-profit making, voluntary citizens group, independent of government organized on humanitarian ground with the aim of developing the community
- Peer pressure** Refers to people belonging to a social group that play an important role that can have a positive or negative impact in ones' life.
- Project** Refers to a temporary endeavor that has a defined beginning and end, has a scope and budget which is undertaken to achieve unique goals and objectives with the aim of bringing beneficial change or added value.
- Performance** Refers to the accomplishment of an assignment and obtaining results from the assignment.
- Public primary schools** Primary schools managed by the government
- Special needs students** are those diagnosed with a variety of special needs and are placed in classes designed to improve their opportunities for learning. Among the special needs students are such as those with drug addiction problem having learning problems and behavioral disorders.
- Specialized intervention:** Refers to treatment and rehabilitation measures which are exhaustively and significantly modified to suit persons who abuse drugs and are addicted.
- Underage drinking:** The consumption of alcohol by young people under a legally specified age of consumption.

### **1.11 Organization of the study**

The study was organized in five chapters. Chapter One entails background of the study, statement of the problem, purpose of the study, objectives, research questions, significance of the study, study limitations and delimitations, study assumptions, significant terms definition and finally organization of the study. Chapter Two covers introduction, the dependent and independent variables, conceptual framework, theoretical framework, gaps in literature review and summary of literature review. Chapter Three contains introduction, target population, research design, sampling procedure and sample size, research instruments, pilot testing, reliability and validity of the instruments, data collection and analysis procedures and methods respectively, ethical considerations and variable definition. Chapter Four presents data analysis, presentation, interpretations and discussion of study findings. Finally, Chapter Five presents the summary of the findings, conclusion and recommendations of the study.

## CHAPTER TWO

### LITERATURE REVIEW

#### **2.1 Introduction**

This chapter highlights what had been researched by other people concerning challenges experienced by Non-Governmental Organizations' projects in curbing alcohol prevalence among public primary pupils and underage drinking elsewhere in the world and in Kenya. It highlights the gaps that the researcher would cover during the process of the study. The chapter would also present the theoretical, conceptual framework of the study and the summary of the literature review.

#### **2.2 Performance of NGO Projects in curbing alcohol prevalence among pupils in public primary schools.**

Notable strides have been made in the field of project management and particularly so in the NGO sector. In Kenya, about 30% of NGO projects do not meet their targets and objectives. Jungle Foundation in Thika is a case in point where the intended goals and objectives have not been achieved. This is despite having a mentorship programme, drug education and awareness programme in public primary schools and even general public education aimed at reaching the community with the message on effects of alcohol consumption to school going children.

Youngsters are thought to be especially defenseless to hurt from liquor utilization and they are an essential target aggregate for liquor instruction. The formative changes that happen in youth and puberty, youngsters' general penchant for chance taking, and their relative freshness with liquor put them at uplifted hazard for hurt (Brown and Tapert 2004; Spear 2004). Gorman (1996) construes that schools offer clear central focuses for liquor instruction. Educational program may incorporate data on liquor or lesson intends to address a scope of related wellbeing and social issues. Notwithstanding schools, different roads where youngsters accumulate can assume a vital part and make open doors for training about liquor as contended by Foxcroft and Lowe (1997).

Generally, liquor instruction and anticipation endeavors have concentrated on changing people's conduct. Liquor addiction and issue drinking are usually seen in

Kenya as issues that develop out of human inadequacy, not perceiving that alcohol enslavement is a mind sickness; this is as per Kenyan estimations of freedom and confidence. In any case, general prosperity authorities and experts in NGOs' have found that nature in which people live and work energetically impacts their perspectives and direct around drinking. Regular impacts on alcohol use incorporate: family foundation impact, broad communications impact, openness and companion weight.

Open mindfulness crusades to avoid or decrease chance elements furnish an intended interest group with data that can impact their conduct. Such battles are frequently characterized as 'wellbeing instruction' or 'social promoting', and can add to or change information, states of mind and convictions (Andreasen 1995; Glanz et al. 2008; Gordon et al. 2006). Crusades might be gone for people, yet in addition at experts, associations and strategy creators (Gordon et al. 2006). Crusades have been broadly utilized as a part of numerous territories of wellbeing advancement, especially for chance components for endless sickness. Open mindfulness battles that objective a wide populace frequently greaterly affect some populace bunches than others, and a few gatherings may have distinctive levels of take-up of crusade messages. This implies crusades ought to be socially delicate and proper (O'Donoghue 1999), to guarantee that the message comes to the most in danger populaces.

### **2.2.1 Family background influences performance of NGOs' projects in curbing alcohol prevalence among pupils**

As per a report by The National Center on Addiction and Substance Abuse at Columbia University (February 2002) "Youngster Tiplers: America's Underage Drinking Epidemic", the pathways for school going kids and teenagers prompting underage drinking rise up out of hereditary, family and social variables. Kids raised in steady and enhancing home conditions withdrew in guardians and clear limits are less inclined to utilize liquor. Youngsters learn by case and the offspring of guardians who show tolerant states of mind towards drinking like enabling youthful kids to settle their beverages or model drinking as an approach to unwind or adapt to issues are at more serious hazard to start drinking early.

As per NACADAA family overview (2007) kids whose guardians or other relatives expend any medication are more probable (13.1%) to have devoured liquor than those where none of their folks or other relatives (5.0 %.) expend any medication. Social-financial set-up and family foundation of a youngster impacts their propensities. In the event that a tyke is conceived of a heavy drinker, at that point there is a probability of a similar propensity being exchanged.

Family foundation assumes a critical part as far as the execution of a NGO venture in the territory. This will either enhance attention to a hazard or defensive factor against liquor mishandle. For example, adolescents without a profoundly included father are more in danger of first substance utilize. While living in an in place family diminishes the danger of first substance utilize (Bronte-Tinkew et al. referred to in Njonjo, 2010). The nonattendance of guardians especially fathers, amid youth leaves kids presented to numerous different dangers separated from liquor manhandle. As indicated by an overview led in February 2009 at the Industrial Area Remand Prison in Nairobi, out of 3,200 detainees talked with, 78% of them grew up without fathers, 8% had injurious fathers and 6% had inactive fathers. (Mbevi referred to in Njonjo, 2010). However the simple nearness of guardians is itself not a defensive factor. Guardians can be available yet as opposed to giving consideration and supporting be the wellspring of dissatisfaction and manhandle or disregard which can lead youngsters towards liquor mishandle.

A non-favorable family condition where separation or partition is happening can likewise prompt liquor mishandle (KGGA, 2010) similarly and additionally one where there is abusive behavior at home. A NACADA family review in 2007 likewise found that youngsters whose guardians or other relatives expend any medication are more probable (13.1%) to have devoured liquor than those where none of their folks or other relatives (5.0 %.) devour any medication. NGOs' have been effectively engaged with instructing families on giving positive condition to tyke childhood.

Alcohol use and abuse can lead to financial crisis in the family, it is worth noting that alcohol is not free and it comes with a cost attached. Not by actual amount spent on alcohol but the results of drinking; for example, neglect of important duties that help support the family, spending a considerable amount of time nursing hangovers,



treatment of alcohol related diseases and encountering or having troubles with law enforcing agencies. This factor affects the family members because large amount of funds are diverted to other unnecessary and consequently affecting performance of NGOs in preventing alcohol abuse among families. Most of the child abuse practices, domestic quarrels, and gender based violence are considered to be a resultant of alcohol abuse in our family settings although that does not squarely occur due to alcoholism. These are the key factors that could be lowering and in fact affecting the performance of NGOs projects in curbing alcohol prevalence in public primary schools within Thika Sub County.

### **2.2.2 Mass Media influences performance of NGOs' projects in curbing alcohol prevalence among pupils**

In a country's development, the mass media helps to influence and educate people positively. Depending on perception of the viewers, this may influence the performance of NGO project within an area thus determining the outcome or results of the project being implemented. However, when alcohol is highlighted and glorified through publications, televisions, radios, electronic media adverts and on-line, alcohol abusers often find opportunities to discover the latest brands in the market.

Alcohol publicizing makes a situation that recommends that liquor utilization and over-utilization are ordinary exercises, and adds to expanded liquor utilization, (Saffer, 1997). Research has demonstrated that broad communications notices are maybe the most critical indicator of underage information about lager, flow drinking conduct, and goals to drink, (Gentile et al., 2001). Open mindfulness battles can possibly educate, urge and rouse to upgrade wellbeing (NPHT 2008) through broad communications, for example, TV, radio and print. As media crusades may not be compelling in confinement, they are regularly supplemented by help administrations, instruction assets, littler group run projects and government bolster.

Media is a powerful tool since it reaches out to the people in the remotest region. Media has been given the mandate and responsibility to educate viewers and listeners about the dangers and effects of alcohol use and abuse. Media houses organize their programme so as to offer such education. For example, they invite experts to studio

such as medical doctors, pharmacologist, psychiatrists and psychologists, real life experience from recovering alcoholics. But instead, Kenyans are bombarded with alcohol advertising. We can't escape boards, TV and radio, daily papers, publications, marked garments and shops painted to promote liquor. While infrequently the measure of publicizing may appear to be overpowering, we can't disregard the way that it focuses to a developing economy.

Confirmation (WHO Global Report 2014) emphatically recommends that liquor publicizing through broad communications will improve the probability that youths will begin to drink liquor at a youthful age and may build liquor use among the individuals who as of now expend liquor. Research has demonstrated that media and promotions are maybe the most huge indicator of underage in elementary schools' learning about brew, ebb and flow drinking conduct, and aims to drink, (Gentile, et al., 2001). In Kenya, for instance, Mombasa city has been highlighted as a major drug destination hopefully to discourage and show the situation at hand (Shaw, 2007).

The widespread growth in technology vis-à-vis the internet with its vast distribution of information has increased the accessibility of alcohol and common substances of abuse associated with alcohol. It is quite clear that there are many new and emerging communication techniques following technological innovations day in day out. With the emergence of user friendly internet that is locally available and accessible by underage, youth and grownups; advanced programs such as WhatsApp, Twitter, Facebook, and LinkedIn communication platforms and the ease in accessing gadgets of communication have made it difficult to contain the menace.

### **2.2.3 Accessibility of alcohol influences performance of NGOs' projects in curbing alcohol prevalence among pupils**

The more authorized alcohol foundations in a territory, the more probable people are to drink. There is a 15-16% distinction in people's uplifting states of mind towards drinking, and a 11% expansion in liquor utilization, inferable from the thickness of liquor outlets in their neighborhood (Scribner, 2000). This is also substantial for understudies: the levels of drinking and support in ravenous drinking are higher when there are more alcohol outlets just about a school (Chaloupka and Wechsler, 1996). Studies have shown that the lower the cost of alcohol, the more people will drink.

Drink value specials, barrels, and different wellsprings of low-evaluated liquor support episodic drinking and inebriation. Underage people will probably drink when liquor is promptly accessible to them. This incorporates having the capacity to purchase liquor all alone at a bar or wine and soul store, having others have the capacity to get it for them with little dread of results, and having the chance to drink unreservedly at barrel parties, birthday parties or other get-togethers.

Liquor manhandle is an issue to the Kenyan culture especially underage out in the open elementary schools that has been quickened by openness and reasonableness of liquor. The more authorized alcohol foundations in a region, the more probable people are to drink. Endeavors to diminish accessibility of liquor to underage are entangled by the way that liquor is a lawful medication with saw social advantages. Grown-ups the country over expend liquor capably and with some restraint. Liquor is a typical and pleasant sidekick to feasting in this nation, a necessary piece of numerous celebratory occasions and joined into some religious customs. In a considerable lot of these exercises, grown-ups routinely incorporate underage in ways that open them to mindful liquor utilize. Albeit many investigations on the negative results of underage drinking have been distributed, an efficient appraisal of the harm is a long way from finish.

#### **2.2.4 Peer pressure influences performance of NGOs' projects in curbing alcohol prevalence among pupils**

The requirement for youngsters to have a place with a social gathering (peer gathering) has made some of them to take part in tranquilize taking. Gathumbi (2003) fights that associate impact contributes fundamentally to liquor mishandle among understudies. In his investigation on substance manhandle among grade school understudies in Thika District, he discovered that both the family and companions are the key elements to students' medication helplessness. Companion bunches assume an imperative part in high schooler liquor utilization however family and school can direct the negative impact of associates. While trying to beat challenges in life, singular looks for shelter in liquor or medications. Such people may end up noticeably social consumers or medication abusers (Gathumbi, 2003)

As per the United Nations (United Nations, 1992), sedate customers, as different people search for underwriting for their lead from their allies whom they attempt to induce to oblige them in their inclination as a strategy for searching for affirmation.

Notwithstanding whether peer weight has a positive or negative impact depends upon the idea of the partner gathering. Shockingly, a comparative partner weight that shows to keep a social event inside a recognized set of principles can in like manner push a vulnerable individual down the wrong way. Regardless, various underage adequately sidestep these controls. Energetic shoppers are constantly involved with an attentive exercise in cautious control between their need to get sufficiently alcoholic to have an average time with their mates and their ability to quiet down before going home to their people. Notwithstanding whether peer weight has a positive or negative impact depends upon the idea of the partner gathering. Tragically, a comparable sidekick weight that exhibits to keep a social occasion inside a recognized set of principles can in like manner push a powerless individual down the wrong way.

An investigation completed in Nairobi auxiliary schools showed that the lion's share of medication clients had companions who utilized medications (Kariuki 1988). As indicated by the DEMOS report, guardians who will probably receive the 'extreme love' strategy endeavor to confine their kids' contact with liquor by setting down tenets about drinking and checking illegal liquor utilization. Be that as it may, numerous underage effectively dodge these restrictions. Youthful buyers are constantly possessed with a mindful exercise in cautious control between their need to get enough alcoholic to have a not too bad time with their colleagues and their ability to quiet down before going home to their people.

### **2.3 Theoretical Framework**

The theoretical framework in this examination comprised of ideas and, together with their definitions and reference to important writing audit and shows a comprehension of speculations and ideas that are significant to the writer's exploration subject and that identify with the more extensive zones of information on factors influencing performance of non-governmental organizations' projects in curbing alcohol prevalence among pupils in public primary schools.

### **2.3.1 Theory of optimistic bias**

The theory of Weinstein is concerned with the person's self-esteem. Weinstein (1984), in his hypothesis of hopeful inclination contends that, people imagine that they are more outlandish than a normal individual to encounter medical issues. In assessing their risks, they may not realize the impact of behavior risks factors.

Applied to the current study, the optimistic bias theory indicates that pupils, families and or communities could be engaging in some leisure activities like watching provocative images in the media and participating in primary pupil's activities like outings and discos. However, they could be feeling that these activities would not impact negatively on alcohol consumption except to their peers. Moreover, human beings tend to create states of mind in opposition to reality, similar to the suspicion that liquor enslavement can without much of a stretch influence their companions and not themselves. This could prompt proceeded with engagement with alcohol consumption.

### **2.3.2 Social cognitive learning theory**

This study would likewise consolidate social subjective learning hypothesis by Albert Bandura (1986). As indicated by this hypothesis conduct is dictated by the people points of view, the earth and conduct itself. This implies people decide their own particular conduct while being impacted by the encompassing components and their own particular conduct. The social subjective learning hypothesis point of view accentuates social perception and not just adapting. Bandura's social intellectual learning hypothesis tends to concentrate more on psychological expectancies, vicarious learning and self-controls as illustrative component of liquor, medications and substance abuser. For instance, people who trust that liquor will make them more appealing, less repressed better darlings and more enjoyable to associate with; will be more inclined to utilize liquor.

Bandura (1986) fights that conduct is generally controlled by intellectual factors, for example, view of an issue and the example inside the earth. Social psychological hypothesis underlines the part of observational learning with respect to the nearness and impact of models. Seligman (1984) connected learnt vulnerability and cynicism to neurotic conduct examples, for example, liquor, medications and substance

manhandle. Social psychological learning hypothesis hypothesizes that part demonstrating does influences practices as well as prompts the advancement of musings and feelings that shape conduct.

In connection to this investigation, students who get occupied with the conduct of liquor manhandle have in all probability learnt the conduct from their condition. These students have chosen to get into the conduct of liquor manhandle as a rule out of decision.

### **2.3.3 The Cognitive Theory**

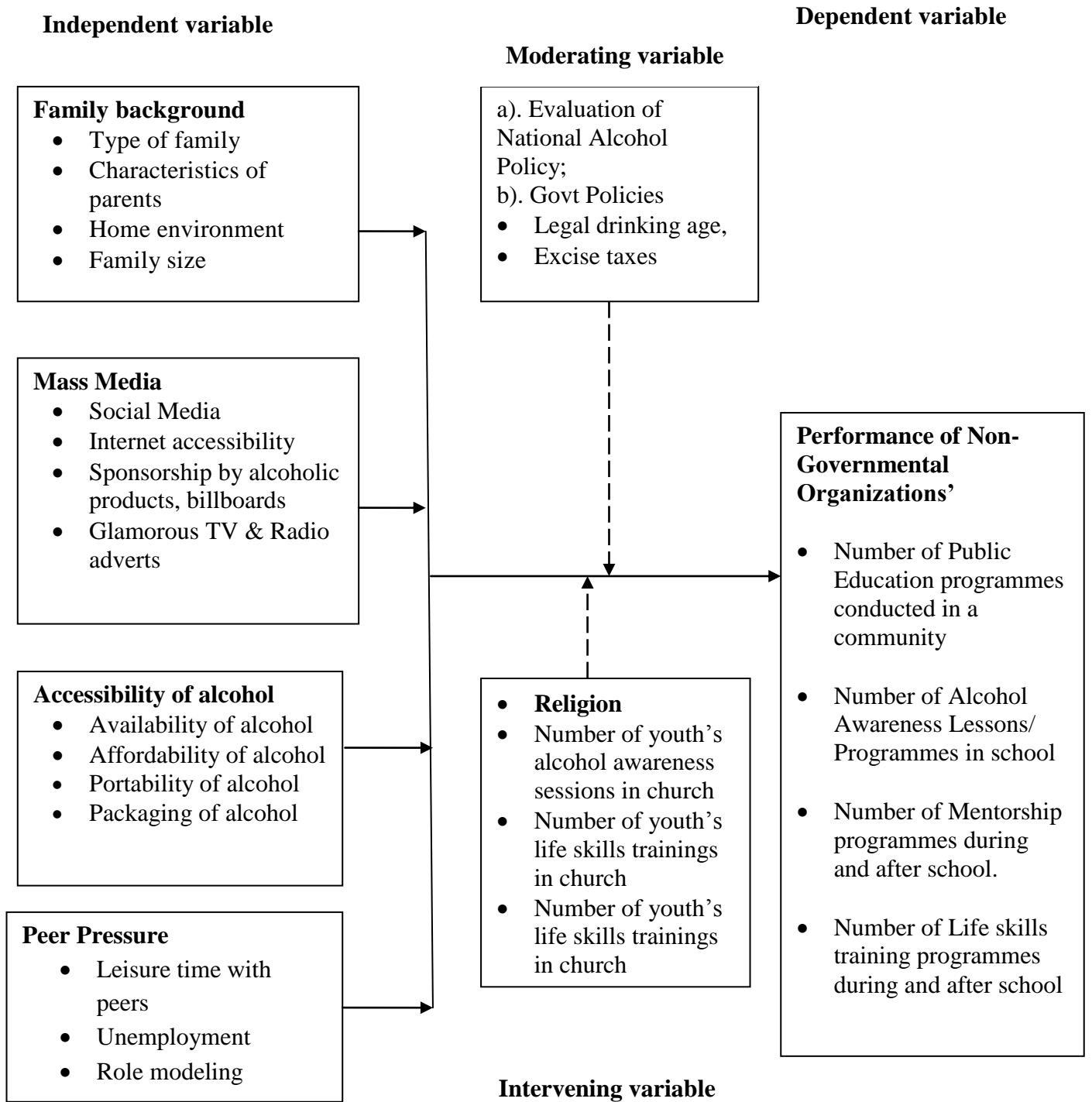
The cognitive hypothesis of Piaget (1952) was received for this examination to cook for the gestalt school of brain research which stipulates that recognition originates from mind association of nerve driving forces. The intellectual improvement hypothesis expresses that cognizance is the capacity of the person to adjust to their condition and the ensuing association of the psyche.

In reference to this investigation, the factors in the examination fit well into the hypothetical system, remembering that understudies might watch the liquor use in their home surroundings from early times of their development (Ndirangu, 2001).

### **2.4 Conceptual Framework**

The conceptual framework demonstrates the relationship and association between the free, subordinate factors and the interceding and directing factors Demographic factors, for example, age, sexual orientation, occupation, religion, conjugal status and instruction regularly impact the choice to enjoy liquor. Age is likewise a central point which impacts the beginning of liquor manhandle. A few young people may bring drugs with a point of 'seeming old' – want to be seen and see themselves as grown-ups. Instructed people are known to settle on self-upgrading choices which are less destructive to them when contrasted with uneducated ones who may be disappointed and thus wind up encouraging himself or herself through liquor manhandle. Religion additionally assumes a greater part in mingling the person by giving the advantages and disadvantages to direct one's conduct and social cooperations.

Social-social factors additionally assume a noteworthy part in deciding one's conduct. For example, a few societies suggest taking of stimulants, depressants and drugs, for example, brew, alcohol, and wine amid social capacities. Some alcohol is socially acknowledged and amid these social functions or merriments, individuals are gathered in age sets and furnished with alcohol. The social condition likewise assumes an extraordinary part in affecting liquor mishandle running from the family foundation and condition, accessibility and media to the associate gathering impact and the need to fit in a specific gathering. In this way, in social orders where such factors exist, liquor mishandle might be at its pinnacle. Monetary factors, for example, one's financial class decide one's liberality in liquor mishandle (See Figure 1).



**Figure 1: Conceptual Framework**



## **2.5 Summary of Literature Review**

The researcher reviewed the literature basically based on the study objectives in question. This was done to establish what are the underlying concepts in the area as well as what other researchers have found in their previous studies. The conceptual framework was outlined to show the relationship existing between the variables under study.

## CHAPTER THREE

### RESEARCH METHODOLOGY

#### 3.1 Introduction

This chapter contained research design, target populace, test size and examining systems, information gathering instruments, pilot testing of the instruments, legitimacy of the instruments, unwavering quality of the instruments, information accumulation methods, information examination strategies, moral contemplations and operational meaning of the factors. A mix of every one of these parts would prompt the outcomes whereupon conclusions and suggestions would be made.

#### 3.2 Research Design

The study adopted a descriptive survey. Descriptive survey design is utilized as a part of exploratory examinations to enable the specialist to assemble data, condense, exhibit and translate it with the end goal of elucidation. It additionally enables the specialist to depict record, break down and report conditions that exist or existed. This plan would enable the scientist to produce information that would be utilized as a part of measuring relationship between's factors (Mugenda and Mugenda, 1999). Clear overview research would be proposed to create measurable data about the execution of non-legislative association extends in diminishing liquor commonness among students in government funded schools.

#### 3.3 Target Population

The target population for this study consisted of Jungle Foundation staff, Primary school Head teachers and Community members from Thika Town Constituency within Kiambu County. Therefore, the total population for the study is 426 subjects as shown in table 3.1.

**Table 3.1 Target Population**

<b>Category</b>	<b>Total Population</b>
Jungle Foundation Staff	20
Primary School Head teachers	41
Community Members/ Parents	365
<b>Total</b>	<b>426</b>

### 3.4 Sampling size and sampling procedures

Sampling means choosing a given number of subjects from a portrayed people as illustrative of that masses. Any declarations made about the example should in like manner be legitimate for the people Orodho, (2002). It is however concurred that the bigger the example the littler the examining blunder.

#### 3.4.1 Sample Size

Thirty percent (30%) of the target population would represent the sample size. This would agree with Kothari (2004) who argues that 10%-30% of the entire population is sufficient sample size for a descriptive research study.

**Table 3.2: Sample Size**

<b>Description</b>	<b>Population</b>	<b>Percentage</b>	<b>Sample size</b>
Jungle Foundation Staff	20	3.5%	4
Primary School Head Teachers	41	8.5%	11
Community members/ Parents	365	85%	111
<b>Total</b>	<b>426</b>	<b>100%</b>	<b>130</b>

#### 3.4.2 Sampling procedures

Refers to the systemic method which identification of individuals for study who will represent the larger group are selected as denoted by Mugenda and Mugenda (2003). It entails selection of specific sum of persons or objects from a population who exhibit elements which represent characteristic of entire group (Newman, 1988).

The study used cluster sampling for Jungle foundation staff, simple random sampling for community member or parents and purposive sampling methods in the selection of subjects to be interviewed. The cluster sampling method and simple random methods were used to identify community beneficiaries among the subjects of study. Lastly, Simple Random sampling was used to get respondents from the community.

### **3.5 Research Instruments**

The researcher intended to use questionnaires and key informant interviews. The researcher would develop questionnaire which would contain questions meant for answering by the respondent in writing. The questionnaires comprised of open and shut finished inquiries. The surveys were proper for gathering of information from a huge gathering of respondents. The polls would be fitting to get the perspectives of Jungle establishment staff, elementary school head educators, and group individuals.

This study used questionnaires to collect quantitative and qualitative data required for the study.

### **3.6 Data collection procedure**

Questionnaires were utilized to gather essential information for the examination. All surveys were printed and managed by the analyst to the individual respondents to acquire quick input. The respondent filled the poll with the direction of scientist. Information gathered was amassed and put away in both hard and delicate duplicates for assist examination.

### **3.7 Pilot testing of the instruments**

A pilot study according to Kothari (2005) represents a study conducted at a small scale aimed at measuring the reliability and validity of the instrument of data collection usually done before the main research. Orodho (2008) argues that pilot testing exposes deficiencies within the questionnaire and vague questions. To achieve this, 130 research questionnaires were administered to respondents who would be randomly selected. For pilot testing the instrument, the researcher engaged Jungle Foundation Staff, Head teachers of primary schools and community members.

This was done to guarantee that there was no sullyng amid the organization of the instrument in the exploration area. The guided survey was investigated to recognize things that appeared to be vague or uncertain to the respondents. Such things were looked into and changed, consequently enhancing the face legitimacy of the instrument.

### **3.7.1 Validity of the instrument**

Validity of a survey alludes to the degree to which it quantifies what it cases to gauge (Mugenda and Mugenda, 2003).

In this examination, confront legitimacy and substance legitimacy of the instruments were considered and the specialist assessed the legitimacy of the surveys before the real investigation. This incorporated the inquiry organization, typology and the capacity of the survey to catch data on the examination issue. The procedure incorporated the redressed poll in order to make them powerful in look into process.

### **3.7.2 Reliability of the instrument**

Reliability alludes to the level of consistency between similar things. Unwavering quality was affirmed through test-retest technique. This was finished amid the meeting journey. The specialist built up the dependability of the instrument by utilizing of Test-Retest technique. This technique was suitable since it included a solitary organization of the instrument along these lines yielding more noteworthy inside consistency.

### **3.8 Data Analysis Techniques**

Analysis of collected data was done using qualitative and quantitative methods. Qualitative research requires an interactive relationship between data collection and data analysis. The researcher maintained a good data management to provide a system of data collection, storage and easy retrieval. A systemic data editing process was used to ensure completeness and correctness of every filled questionnaire, that numbering and categorization of the data was done appropriately. Thereafter, data analysis using Computer Statistical Package for Social Scientists (SPSS Version 20) programme (Kothari, 2007) was be used. Descriptive statistics like measures of dispersion, (percentages), measure of central tendency-standard deviation and mean were applied. Additionally, inferential statistics that included regression and correlation were used to establish the relationship among the variables and determine their relationship.

### 3.9 Ethical considerations

Ethical considerations were done from the most punctual phase of the exploration. The term respondent meant that their commitment to the examination procedure and discoveries is esteemed and acknowledged (Oliver 2010, 10).

Before conducting the research, the researcher sought authorization from relevant authorities, ensured that respondents understood the research they were about to undertake and to participate voluntarily. The researcher also sought informed consent from the respondents; ensured anonymity and confidentiality of all the information collected.

**Table 3.3: Operational definition of the variables**

Objectives	Variables	Indicators	Data Collection method	Measurement scale	Specific tool
Family background influencing performance of NGO projects to reduce alcohol prevalence among primary school pupils.	<b>Independent:</b> Family background <b>Dependent:</b> Performance of NGO Projects	Type of family  Characteristics of parents  Home environment  Family size	Questionnaire	Nominal & Ordinal	Mean, Standard Deviation, Regression and Correlation Analysis
Mass Media influences performance of NGO projects to reduce alcohol prevalence among primary school pupils.	<b>Independent:</b> Advertisement and Media <b>Dependent:</b> Performance of NGO Projects	Social media, Internet, Billboards, Glamorous TV & Radio Adverts	Questionnaire	Nominal & Ordinal	Mean, Standard Deviation, Regression and Correlation Analysis

Accessibility of alcohol influences performance of NGO projects to reduce alcohol prevalence among primary school pupils.	<b>Independent:</b> Accessibility of alcohol  <b>Dependent:</b> Performance of NGO Projects	Availability of alcohol  Packaging of alcohol  Portability of alcohol	Questionnaire	Nominal & Ordinal	Mean, Standard Deviation, Regression and Correlation Analysis
Peer pressure influencing performance of NGO projects to reduce alcohol prevalence among primary school pupils.	<b>Independent:</b> Peer Attitude  <b>Dependent:</b> Performance of NGO Projects	Peer pressure  Leisure time  Employment  Role modeling	Questionnaire	Nominal & Ordinal	Mean, Standard Deviation, Regression and Correlation Analysis

The particular path in which a variable was measured in a specific in this investigation is alluded to as the operational definition. It was basic to operationally characterize a variable with a specific end goal to loan believability to the procedure and to guarantee the reproducibility of the outcomes. Another examination may gauge a similar variable in an unexpected way. The operational definition additionally controlled the variable by making the estimation steady. For this study, the researcher measured the factors influencing performance of NGO projects in reducing alcohol prevalence among pupils in public primary schools.

## **CHAPTER FOUR**

### **DATA ANALYSIS, PRESENTATION AND INTERPRETATION**

#### **4.1 Introduction**

Chapter four contains data analysis, presentation and interpretation of the research findings. It gives the results and interpretation of the study in the following areas: return rate of questionnaire, respondents' profiles and the dependent variable which was the curbing alcohol prevalence among pupils in public primary schools. Further analysis is done on the independent variables which include establish whether family background influences performance of NGO projects, identify whether mass media influences performance of NGO projects, determine whether accessibility to alcohol influences performance of NGO projects and find out whether peer pressure influences performance of NGO projects.

#### **4.2 Questionnaire Return Rate**

Out of the 130 questionnaires dropped, 126 were adequately filled and collected indicating a (97%) return rate. This high return rate was achieved because the researcher used trained research assistants to administer and collect the questionnaires immediately after the respondents completed them. The return rate was above 90% of the administered questionnaire and therefore was deemed adequate for the analysis as cited by Mugenda and Mugenda (2003).

#### **4.3 Profile of the respondents**

This section analyzes the respondent's profiles which include their gender, age and residence. This profiling is important and relevant to the study because it gives the researcher an opportunity to get information that is valid, reliable.

##### **4.3.1 Age distribution of the respondents**

The respondents were asked to indicate their respective ages from categorized age brackets. Their responses are shown in Table 4.4



**Table 4.1: The age distribution of respondents**

	<b>Frequency</b>	<b>Percentage</b>
25 and below	21	16.7
26 - 50	71	56.3
51 - 70	25	19.8
Above 70	9	7.2
<b>Total</b>	<b>126</b>	<b>100.0</b>

Table 4.1 shows that 21 (16.7%) respondents were 25 and below years of age, 71 (56.3%) respondents were in age bracket of 26-50 years while 25 (19.8%) respondents were between 51-70 years of age, then 09 (07.2%) respondents were above 70 years of age. The results indicate that majority of the respondents fell in the middle age bracket. People in this age bracket are energetic and effective members of the society.

#### **4.3.2 Distribution of the respondents by gender**

The respondents from the research area were asked to indicate their gender. Their responses are shown in Table 4.2.

**Table 4.2: Distribution of gender of the respondents**

<b>Gender of the respondent</b>	<b>Frequency</b>	<b>Percentage</b>
Male	86	68.3
Female	40	31.7
<b>Total</b>	<b>126</b>	<b>100.0</b>

Table 4.4 Shows male respondents were 86 (68.3%), way more than the female respondents who were 40 (31.7%). These results indicate that males were better represented in the public areas where the researcher visited to collect data. In many rural areas women are still confined to household activities and may not frequent public places.

### 4.3.3 Distribution of the respondents by residence

The respondents from the research area were asked to indicate where they resided. Their responses are shown in Table 4.4.

**Table 4.3 Distribution of the residence of the respondents**

<b>Residence of the respondent</b>	<b>Frequency</b>	<b>Percentage</b>
Urban	74	58.7
Rural	09	07.2
Rural-urban	43	34.1
<b>Total</b>	<b>126</b>	<b>100.0</b>

Table 4.3 shows that most of the respondents (58.7%) resided in the urban areas followed by those who resided in the rural-urban settlements (34.1%). This indicates that Thika town is populated by urban settlement. Urban settlements provide fertile grounds for fast spreading morals and peer pressure.

## 4.4 Performance of NGO Projects in curbing alcohol prevalence among pupils in public primary schools.

### 4.4.1 Whether the respondent had consumed alcohol

The respondents were asked whether they had consumed alcohol in their lives. Table 4.4 indicates their responses

**Table 4.4: Whether the respondent had consumed alcohol**

<b>Whether the respondent had consumed alcohol</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	93	73.8
No	33	26.2
<b>Total</b>	<b>126</b>	<b>100.0</b>

Table 4.4 shows that a high number of the respondents (73.8%) had consumed alcohol. This behavior is likely to be replicated to the young population in schools.

#### **4.4.2 Whether the respondent is aware of any NGO programs in the community educating on effects of alcohol**

The respondents were asked whether they were aware of any NGO programs in the community educating on effects of alcohol. Their responses are tabulated below:

**Table 4.5: Whether the respondent is aware of any NGO programs in the community educating on effects of alcohol**

<b>Are you aware of any NGO program educating on the effect of alcohol</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	27	21.4
No	99	78.6
<b>Total</b>	<b>126</b>	<b>100.0</b>

Table 4.5 above shows that quite a few (21.4%) respondents had the awareness of NGO projects educating the community on the effects of alcoholism. The relevant NGOs and other institutions need to enhance efforts in this area to minimize the vice

#### **4.4.3 Whether the respondent is aware of some pupils who abuse alcohol in school and in the community**

The respondents were asked whether they were aware of some pupils who abuse alcohol in school and in the community. Table 4.8 shows their responses

**Table 4.6: Whether the respondent is aware of some pupils who abuse alcohol in school and in the community**

<b>Are you aware of any pupils who abuse alcohol</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	45	35.7
No	81	64.3
<b>Total</b>	<b>126</b>	<b>100.0</b>

#### **4.4.4 Whether the respondents were aware of other drugs that the pupils abused**

The respondents were asked whether they were aware of other drugs that the pupils abused. Table 4.7 below shows their responses

**Table 4.7: Whether the respondents were aware of other drugs that the pupils abused**

<b>Drug abused</b>	<b>Frequency</b>	<b>Percentage</b>
Khat (Miraa)	29	23.0
Glue	5	04.0
Tobacco	52	41.3
Cannabis	26	20.6
Sleeping pills	3	02.4
Others	11	08.7
<b>Total</b>	<b>126</b>	<b>100.0</b>

Table 4.9 above shows that there is prevalent abuse of drugs such as Khat (23%), Tobacco (41.3%) and Cannabis (20.6%). Authorities concerned and other stakeholders need to develop programmes to curb the use of these destructive drugs

#### **4.5 Family background influences performance of NGO's projects in curbing alcohol prevalence among public primary school pupils**

This section analyzes how family background influences performance of NGO's projects in curbing alcohol prevalence among public primary school pupils

#### 4.5.1 The kinds of families for the respondents

The respondents were asked the kind of family they were in. Table 4.8. shows the responses

**Table 4.8: The kinds of families for the respondents**

<b>Kind of family</b>	<b>Frequency</b>	<b>Percentage</b>
Nuclear	55	43.7
Extended	24	19.0
Single parent	34	27.0
Polygamous	13	10.3
<b>Total</b>	<b>126</b>	<b>100.0</b>

Table 4.8 indicates a worrying growth in pupils brought up in single parenthood (27%), polygamous (10.3%) and extended families (19%). These family set ups are believed to be lacking in parental love, care and affection as well as the right discipline and character.

#### 4.5.2 How abuse of alcohol may have affected the respondents' families

The respondents were asked how abuse of alcohol may have affected their families. Table 4.9 shows the responses

**Table 4.9: How abuse of alcohol may have affected the respondents' families**

<b>How abuse of alcohol may affect families</b>	<b>Frequency</b>	<b>Percentage</b>
Domestic violence	31	24.6
Gender based violence	28	22.2
Child abuse	18	14.3
Financial crisis	44	34.9
Other specify	5	04.0
<b>Total</b>	<b>126</b>	<b>100.0</b>

Table 4.9 above shows that abuse of alcohol has serious effect in terms of domestic violence (24.6%), gender based violence (22.2%), child abuse (14.3%), financial

crisis (34.9%) among other vices. Abuse of alcohol sets the society back in almost every sphere of progress.

#### **4.5.3 Whether the following family backgrounds influence whether pupils abuse alcohol and other drugs**

The respondents were asked to indicate whether the following family backgrounds influenced whether pupils abuse alcohol and other drugs. Table 4.10 shows their responses

**Table 4.10: Whether the following family backgrounds influenced whether pupils abuse alcohol and other drugs**

<b>Family background</b>	<b>Frequency</b>	<b>Percentage</b>
Single parenthood	30	23.8
Alcoholic parents	28	22.2
Divorced parents	31	24.6
Orphaned	37	29.4
<b>Total</b>	<b>126</b>	<b>100.0</b>

Table 4.10 shows that these family set ups have a contribution toward pupils abusing alcohol and other drugs. While we have to content with different family set ups due to factors beyond our control, the society ought to develop institutions and fora that address abuse of alcohol and other drugs from a family level to ensure a sustained future generation

#### **4.5.4 Whether family background could influence NGO projects in reducing alcohol prevalence in the schools.**

The respondents were asked whether they thought family background could influence performance of NGO projects in reducing alcohol prevalence in the schools. Table 4.11 shows their responses

**Table 4.11: Whether family background could influence NGO projects in reducing alcohol prevalence in the schools**

<b>Whether family background could influence NGO projects in reducing alcohol in schools</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	75	59.5
No	51	40.5
<b>Total</b>	<b>126</b>	<b>100.0</b>

Table 4.12 shows that majority of the respondents felt that family background influenced NGO projects dealing with alcohol abuse. Family background forms the foundation on which a society is built

#### **4.6 How Mass media influences performance of NGO's projects in curbing alcohol prevalence among public primary school pupils**

This section analyzes how Mass media influences performance of NGO projects in curbing alcohol prevalence among public primary school pupils.

##### **4.6.1 The common source of information on alcohol abuse by pupils in local schools**

The respondents were asked which was the common source of information on alcohol abuse by pupils in local schools. Table 4.12 shows their responses

**Table 4.12: The common source of information on alcohol abuse by pupils in local schools**

<b>Common source of information</b>	<b>Frequency</b>	<b>Percentage</b>
Social Media	31	24.6
Billboards	42	33.3
TV & Radio Adverts	47	37.3
Print media	06	04.8
<b>Total</b>	<b>126</b>	<b>100.0</b>

Table 4.12 shows that contrary to the expectations, pupils in schools do not get a lot of information on alcohol abuse from social media. Billboards (33.3%) and TVs (37.3%) present the most common source of their information on alcohol abuse. Its important to find ways of introducing this campaign on alcohol abuse to social media which has becomes part of the youth's livelihood.

#### **4.6.2 The common source of information on alcohol abuse by pupils in local community**

The respondents were asked which was the common source of information on alcohol abuse by pupils in local community. Table 4.13 shows their responses.

**Table 4.13: The common source of information on alcohol abuse by pupils in local community**

<b>Common source of information</b>	<b>Frequency</b>	<b>Percentage</b>
Social Media	20	15.9
Billboards	34	27.0
TV & Radio Adverts	57	45.2
Print media	15	11.9
<b>Total</b>	<b>126</b>	<b>100.0</b>

Table 4.13 shows that pupils in schools get most of the information on alcohol abuse from TVs and Radios (45.2%) followed by Billboards (27.0%) The civic education on alcohol abuse need to be further introduced to other forms of communication which are closer home with the young people such as social media for it to achieve better results

#### **4.7 Does access to alcohol influences performance of NGO's projects in curbing alcohol prevalence among public primary school pupils**

This section examines whether access to alcohol influences performance of NGO's projects in curbing alcohol prevalence among public primary school pupils



#### 4.7.1 Whether local school is located near an alcohol selling outlet.

The respondents were asked whether their local school is located near an alcohol selling outlet. Table 4.14 shows their responses

**Table 4.14: Whether local school is located near an alcohol selling outlet.**

<b>School is located near alcohol outlet</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	80	63.5
No	46	36.5
<b>Total</b>	<b>126</b>	<b>100.0</b>

Table 4.14 shows that majority of Thika town schools (63.5%) are close to alcohol selling outlets. These increase the opportunities for the pupils to access the alcohol and therefore County planning should take such factors in to consideration to ensure schools do not border such facilities

#### 4.7.2 Whether the law on under-age drinking was effective in their community

The respondents were asked whether the law on under-age drinking was effective in their community “*Not for sale to under 18*”. Table 4.15 shows their responses

**Table 4.15: Whether the law on under-age drinking was effective in their community**

<b>Whether the law on underage drinking was effective</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	24	19.0
No	102	81.0
<b>Total</b>	<b>126</b>	<b>100.0</b>

Table 4.15 indicates that majority of the respondents (81%) do not believe that the law on underage drinking is effective to the school going pupils. This law may have been associated with advertisement and not communicating a message to the underage

#### **4.8 Peer pressure influences performance of NGO’s projects in curbing alcohol prevalence among public primary school pupils**

This section examines how peer pressure influences performance of NGO’s projects in curbing alcohol prevalence among public primary school pupils

##### **4.8.1 Some of the ways of resisting peer pressure towards alcohol abuse in schools and community**

The respondents were asked to state some of the ways to be taught on resisting peer pressure towards alcohol abuse in schools and community. Table 4.16 shows their responses.

**Table 4.16: Some of the ways of resisting peer pressure towards alcohol abuse in schools and community**

<b>Some ways of resisting peer pressure</b>	<b>Frequency</b>	<b>Percentage</b>
Through the media	14	11.1
Through the class teachers	57	45.2
Through peers	17	13.5
Through guest speaker from NGOs	28	22.2
Others	10	08.0
<b>Total</b>	<b>126</b>	<b>100.0</b>

Table 4.16 shows that most respondents (45.2%) believe that the teacher is the best placed mode of communication about abuse of alcohol especially to the young pupils followed by NGO speakers (22.2%) who may present better methods of delivery of this vital information

##### **4.8.2 The most effective tool to train about the harm of alcohol use in our schools and the community**

The respondents were asked to state the most effective tool to train about the harm of alcohol use in the schools and the community.

**Table 4.17: The most effective tool to train about the harm of alcohol use in our schools and the community**

<b>Most effective tool of training</b>	<b>Frequency</b>	<b>Percentage</b>
Posters	11	08.7
Video and presentations	36	28.6
Guest speaker from NGOs	32	25.4
Others	17	13.5
Class teachers	30	23.8
<b>Total</b>	<b>126</b>	<b>100.0</b>

Table 4.17 shows that most respondents believe that videos & presentations (28.6%), guest speakers from NGOs (25.4%) and Class teachers (23.8%) have the highest effect in training about the vice of alcohol abuse. These three tools have the characteristic of explaining and expounding on matters of interest to the learners

#### **4.9 Inferential Statistics**

To assess the connections between the reliant and autonomous factors, relationship and different relapse investigation was done and the discoveries exhibited in the accompanying subsections.

##### **4.9.1 Correlation Analysis**

In this subsection a rundown of the connection and relapse investigations is displayed. It looks to first decide the level of relationship of the autonomous factors and furthermore demonstrate the level of their relationship with the reliant variable independently. These results are summarized in Table 4.18

**Table 4.18: Correlation Matrix**

	<b>Performance of NGO projects</b>	<b>Peer pressure</b>	<b>Mass media</b>	<b>Family background</b>	<b>Accessibility of alcohol</b>
Performance of NGO Projects in curbing alcohol prevalence(r)	1	0.781	0.693	0.598	0.421
(p) Sig. (2 tailed)		0.024	0.021	0.014	0.020
Peer pressure (r)	0.781	1	0.346	0.185	0.131
(p) (2 tailed)	0.034		0.044	0.014	0.019
Mass media (r)	0.693	0.296	1	0.235	0.245
(p) Sig. (2 tailed)	0.012	0.039		0.035	0.036
Family background (r)	0.598	0.163	0.216	1	0.492
(p) Sig. (2 tailed)	0.015	0.019	0.037		0.024
Accessibility of alcohol (r)	-0.421	0.251	0.134	0.351	1
(p) Sig. (2 tailed)	0.031	0.021	0.028	0.010	

The connection outline appeared in Table 4.18 Indicates that the relationship between the free factor were noteworthy at the 95% certainty level and a solid correlation with their relationship with the reliant variable. This implies the between factor connections between's the autonomous factors were sufficiently solid to influence the association with the reliant variable. Results of the Pearson's correlation coefficient depicts that there is a significant positive relationship between performance of NGO projects in curbing alcohol prevalence and peer pressure ( $\rho=0.781$ ,  $p$ -value  $<0.05$ ). Therefore, it can be implied that an increase in peer pressure is associated with performance of NGO projects in curbing alcohol prevalence. Secondly, the study showed that there is a fairly strong positive relationship between performance of NGO projects in curbing alcohol prevalence and mass media ( $\rho=0.693$ ,  $p$ -value  $<0.05$ ). Thirdly, the findings showed that there is a fairly strong positive relationship between family background and performance of NGO projects in curbing alcohol prevalence ( $\rho=0.598$ ,  $p$ -value  $<0.05$ ). Finally, there is a weak negative relationship between accessibility of alcohol and performance of NGO projects in curbing alcohol prevalence ( $\rho=-0.421$ ,  $p$ -value  $<0.05$ ).

## 4.9.2 Regression Analysis

In the endeavor, the study sought to decide the integrity of attack of the relapse condition utilizing the coefficient of assurance between the general free factors and execution of NGO extends in checking liquor predominance. Coefficient of assurance set up the quality of the relationship. Coefficient of assurance discloses the degree to which changes in the needy variable can be clarified by the adjustment in the autonomous factors or the level of variety in the needy variable (Performance of NGO projects in curbing alcohol prevalence) that is explained by the peer pressure, mass media, family background, and accessibility of alcohol as the independent variables.

### 4.9.2.1 Model Summary

Model summary' table, provides information about the regression line's ability to account for the total variation in the dependent variable

**Table 4.19: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.751 <sup>a</sup>	.744	.745	.03929

Dependent Variable: Performance of NGO projects in curbing alcohol prevalence

Predictors: (Constant), peer pressure, mass media, family background, and accessibility of alcohol.

Table 4.19 illustrates that the strength of the relationship between performance of NGO projects in curbing alcohol prevalence and autonomous factors. From the assurance coefficients, it can be noticed that there is a solid connection amongst reliant and autonomous factors given an  $R^2$  values of 0.744 and adjusted to 0.745. This shows that the independent variables (peer pressure, mass media, family background, and accessibility of alcohol) accounts for 74.4% of the variations in performance of NGO projects in curbing alcohol prevalence.

### 4.9.2.2 ANOVA Results

Analysis of variance (ANOVA) is a gathering of measurable models used to break down the distinctions among assemble implies and their related systems (such as "variation" among and between groups)

**Table 4.20: ANOVA of the Regression**

	<b>Sum of Squares</b>	<b>Df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Regression	90.616	4	22.654	8.4756	0.0003411
Residual	2.596	121	0.21		
Total	93.24	125			

Dependent Variable: Performance of NGO projects in curbing alcohol prevalence.

Predictors: (Constant), peer pressure, mass media, family background, and accessibility of alcohol)

Analysis of Variance (ANOVA) was utilized to make concurrent correlations between at least two means; hence, testing whether a huge connection exists between factors (reliant and autonomous factors). This aides in drawing out the importance of the relapse display. The ANOVA comes about displayed in Table 4.20 demonstrates that the relapse show has a wiggle room of  $p = .0003$ . This demonstrates the model has a likelihood of 0.03% of giving false forecast. This focuses to the essentialness of the model.

#### **4.9.2.3 Coefficient of Correlation**

Multiple regression analysis was conducted as to determine the relationship between the performance of NGO projects in curbing alcohol prevalence and the four variables.

**Table 4.21: Coefficient of Correlation**

	Un-standardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2.46	0.441		4.341	0.005
Peer pressure	0.651	0.321	0.134	15.362	0.001
Mass media	0.493	0.051	0.128	9.460	0.003
Family background	0.413	0.061	0.041	6.531	0.004
Accessibility to alcohol	-0.307	-0.070	0.118	5.812	0.005

a. Dependent Variable: Performance of NGO projects

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Performance of NGO projects= 2.46 + 0.651\*peer pressure + 0.493\*mass media + 0.413\*family background - 0.307\*Accessibility of alcohol

From the finding in Table 4.21, the study found that holding peer pressure, Mass media, family background, and accessibility of alcohol at zero, Performance of NGO projects in curbing alcohol prevalence will be 2.46. It was established that a unit increase in peer pressure, while holding other factors (Mass media, family background, and accessibility of alcohol) constant, will lead to an increase in Performance of NGO projects in curbing alcohol prevalence by 0.651 ( $p = 0.001$ ). Further, a unit increase in Mass media, while holding other factors (peer pressure, family background, and accessibility of alcohol) constant, will lead to an increase in Performance of NGO projects in curbing alcohol prevalence by 0.493 ( $p = 0.003$ ). A unit increase in family background, while holding other factors (peer pressure, Mass media, and accessibility of alcohol) constant, will lead to an increase in Performance of NGO projects in curbing alcohol prevalence by 0.413 ( $p = 0.004$ ).

Moreover, a unit increase in Accessibility of alcohol, while holding other factors (Peer pressure, Mass media, Family background) constant, will lead to a decrease in Performance of NGO projects in curbing alcohol prevalence by -0.307 ( $p = 0.005$ ). This infers that peer pressure contributes most to the Performance of NGO projects in

curbing alcohol prevalence followed by mass media. At 5% level of significance and 95% level of confidence, peer pressure, Mass media, family background and accessibility of alcohol are significant in Performance of NGO projects in curbing alcohol prevalence.



## **CHAPTER FIVE**

### **SUMMARY OF FINDINGS, DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 Introduction**

This chapter did a summary of the study findings. The discussions provided a basis upon which conclusions and recommendations were advanced in order to address the factors influencing performance of non-governmental organizations' projects in curbing alcohol prevalence among pupils in public primary schools

#### **5.2 Summary of Findings**

The summary of the findings presented followed the profile of the respondents and the four specific objectives analyzed in the study.

##### **5.2.1 The summary of the findings on the profile of the 126 respondents who were sampled from the entire Thika Town Constituency**

Out of the 126 respondents who participated in this study 21 (16.7%) were 25 and below years of age, 71 (56.3%) respondents were in age bracket of 26-50 years while 25 (19.8%) respondents were between 51-70 years of age, then 09 (07.2%) respondents were above 70 years of age. These results indicate that majority of the respondents fell in the middle age bracket. People in this age bracket are expected to be the face of the community and the drivers of any development agenda in any society. The findings also showed that 86 (68.3%) respondents were male who were more than the female respondents who were 40 (31.7%). These results indicate that males were better represented in the public areas where the researcher visited to collect data. In many rural areas women are still confined to household activities and may not frequent public places. The findings further indicated that (58.7%) respondents were urban dwellers followed by those who resided in the rural-urban settlements (34.1%). This indicates that Thika town is populated by urban settlement. In urban settlement, peer pressure and fast movement of fashion-seemingly trends is very high.

### **5.2.2 Summary of the findings on the performance of NGO projects in curbing alcohol prevalence among pupils in public primary schools**

From the findings, a high number of the respondents (73.8%) indicated that they had consumed alcohol. This behavior was likely to be replicated to the young population in schools who usually learn from their senior's actions better than their word. The findings also showed that quite a few (21.4%) respondents had the awareness of NGO projects educating the community on the effects of alcoholism. The relevant NGOs and other institutions such as the County Government need to enhance civic education especially to those at school age to curb the vice of alcoholism. The findings further showed that there is prevalent abuse of drugs such as Khat (23%), Tobacco (41.3%) and Cannabis (20.6%). Authorities concerned and other stakeholders need to develop programmes to curb the use of these destructive drugs.

### **5.2.3 Summary of the findings on whether family background influenced performance of NGO projects to reduce alcohol prevalence among primary school pupils**

The findings indicated a worrying growth in pupils brought up in single parenthood (27%), polygamous (10.3%) and extended families (19%). These family set-ups are believed to be lacking in parental love, care and affection as well as the right discipline and character. The findings again showed that abuse of alcohol has serious effect in terms of domestic violence (24.6%), gender based violence (22.2%), child abuse (14.3%), financial crisis (34.9%) among other vices. Abuse of alcohol sets the society back in almost every sphere of progress. Further still, the findings showed that these family set ups had a contribution toward pupils abusing alcohol and other drugs. While we have to content with different family set ups due to factors beyond our control, the society ought to develop institutions and fora that address abuse of alcohol and other drugs from a family level to ensure a sustained future generation. Finally, on this objective, the findings showed that majority of the respondents felt that family background influenced NGO projects dealing with alcohol abuse. Family background forms the foundation on which societies are built.

#### **5.2.4 Summary of the findings on how mass media influenced performance of NGO's projects in curbing alcohol prevalence among public primary school pupils**

The findings showed that contrary to the usual expectations, pupils in schools do not get a lot of information on alcohol abuse from social media. Billboards (33.3%) and TVs (37.3%) presented the most common source of their information on alcohol abuse. It's important to find ways of introducing this campaign on alcohol abuse to social media which has become part of the youth's livelihood. The finding also showed that pupils in schools got most of the information on alcohol abuse from TVs and Radios (45.2%) followed by Billboards (27.0%) The civic education on alcohol abuse needs to be further introduced to other forms of communication which are closer home with the young people such as social media for it to achieve better results

#### **5.2.5 Summary of the findings on how access to alcohol influenced performance of NGO's projects in curbing alcohol prevalence among public primary school pupils**

The findings showed that majority of Thika town schools (63.5%) are close to alcohol selling outlets. This increased the opportunities for the pupils to access the alcohol and therefore County planning should consider such factors when planning to ensure schools do not border such facilities. The findings further indicated that majority of the respondents (81%) do not believe that the law on underage drinking is effective to the school going pupils. This law may have been associated with advertisement and not communicating a message to the underage

#### **5.2.6 Summary of the findings on how Peer pressure influenced performance of NGO's projects in curbing alcohol prevalence among public primary school pupils.**

The researcher's findings showed that most respondents (45.2%) believed that the teacher was best placed to communicate about abuse of alcohol especially to the young pupils followed by NGO speakers (22.2%) who may present better methods of delivery of this vital information. The findings further showed that most respondents believed that videos & presentations (28.6%), guest speakers from NGOs (25.4%) and Class teachers (23.8%) had the highest effect in training about this vice of alcohol

abuse. These three tools showed the characteristic of explaining and expounding on matters of interest to the learners

### **5.3 Discussion of Findings**

A discussion of the findings on the four objectives of the study is presented below.

#### **5.3.1 Family background influencing performance of NGO projects to reduce alcohol prevalence among primary school pupils.**

Summary of the findings on whether family background influenced performance of NGO projects to reduce alcohol prevalence among primary school pupils. The findings indicated a worrying growth in pupils brought up in single parenthood (27%), polygamous (10.3%) and extended families (19%). These family set-ups are believed to be lacking in parental love, care and affection as well as the right discipline and character. The findings again showed that abuse of alcohol has serious effect in terms of domestic violence (24.6%), gender based violence (22.2%), child abuse (14.3%), financial crisis (34.9%) among other vices. Abuse of alcohol sets the society back in almost every sphere of progress. Further still, the findings showed that these family set ups had a contribution toward pupils abusing alcohol and other drugs. While we have to content with different family set ups due to factors beyond our control, the society ought to develop institutions and fora that address abuse of alcohol and other drugs from a family level to ensure a sustained future generation. Finally, on this objective, the findings showed that majority of the respondents felt that family background influenced NGO projects dealing with alcohol abuse. Family background forms the foundation on which societies are built. WHO, (2009) declares that it is conceivable to incorporate research on family foundation into liquor and medication aversion programs keep running by NGOs, and accordingly add to a more proof based practice. A center component is building up a trustful association between the scientists and the associations (Green, Kreuter, 2005). The family background and environment does influence the fight against prevalence of alcohol in young pupils in public primary schools.

### **5.3.2 Mass media influencing performance of NGO projects to reduce alcohol prevalence among primary school pupils**

Summary of the findings on how mass media influenced performance of NGO's projects in curbing alcohol prevalence among public primary school pupils. The findings showed that contrary to the usual expectations, pupils in schools do not get a lot of information on alcohol abuse from social media. Billboards (33.3%) and TVs (37.3%) presented the most common source of their information on alcohol abuse. It's important to find ways of introducing this campaign on alcohol abuse to social media which has become part of the youth's livelihood. The finding also showed that pupils in schools got most of the information on alcohol abuse from TVs and Radios (45.2%) followed by Billboards (27.0%) The civic education on alcohol abuse needs to be further introduced to other forms of communication which are closer home with the young people such as social media for it to achieve better results. Nutbeam (1996) however warns that Government organizations and also NGOs can likewise have a personal stake in logical research, for example, when science is abused to profit a specific political plan, belief system, or favored intrigue gathering. Mercer et al (2007) calls attention to that the issue of personal stakes is more risky when key parts of the administration segment are in struggle over their general wellbeing obligations; for example, wellbeing segment engagement in association plans with addictive utilization ventures especially liquor and tobacco involve excessively numerous dangers. The type of media achieving the youthful students decides how the youngsters retain the learning on the manhandle of liquor and different medications.

### **5.3.3 Access to alcohol influencing performance of NGO projects to reduce alcohol prevalence among primary school pupils.**

Summary of the findings on how access to alcohol influenced performance of NGO's projects in curbing alcohol prevalence among public primary school pupils. The findings showed that majority of Thika town schools (63.5%) are close to alcohol selling outlets. This increased the opportunities for the pupils to access the alcohol and therefore County planning should consider such factors when planning to ensure schools do not border such facilities. The findings further indicated that majority of the respondents (81%) do not believe that the law on underage drinking is effective to the school going pupils. This law may have been associated with advertisement and not communicating a message to the underage. Walmer (1990) takes note of that in

the United Kingdom in the mid nineteenth century opium would be purchased over the counter without a solution from scientific experts and even from food merchants. Cocaine and cannabis were both legitimate in the United Kingdom and United States of America. The nineteenth Century saw the advancement of medications for unique purposes. The unique picture of medication taking conduct hinted at entanglement. Noticeable pioneers and experts pointed out for social issues coming about because of broad manhandle of liquor, cocaine, opium, peyote, courageous woman among others were proclaimed illicit extra minutes in numerous nations. Cannabis which is unlawful in numerous nations has been at present authorized in Netherlands (Daily Nation, September, second 2003). The expansion in medicate taking among youngsters consolidates all levels, and what started as the utilization of medications in

African conventional society for social relations developed after some time into an issue of reliance and mishandle and is of extraordinary concern, Kerachio (1994). In a review on the commonness of substance manhandle among auxiliary school understudies in Nairobi, Makokha (1984), it was discovered that bhang and valium were accessible in a few schools in Nairobi. The bhang spoke to something the present youthful age used to express autonomy. Access to alcohol sources increases drastically the chances of young people engaging in their abuse.

#### **5.3.4 Peer pressure influencing performance of NGO projects to reduce alcohol prevalence among primary school pupils.**

Summary of the findings on how Peer pressure influenced performance of NGO's projects in curbing alcohol prevalence among public primary school pupils. The researcher's findings showed that most respondents (45.2%) believed that the teacher was best placed to communicate about abuse of alcohol especially to the young pupils followed by NGO speakers (22.2%) who may present better methods of delivery of this vital information. The findings further showed that most respondents believed that videos & presentations (28.6%), guest speakers from NGOs (25.4%) and Class teachers (23.8%) had the highest effect in training about this vice of alcohol abuse. These three tools showed the characteristic of explaining and expounding on matters of interest to the learners. According to NACADA (2007), the presence of drug users in the home are closely associated with the likelihood of abuse of alcohol among children aged 10 – 14 years. NACADA, (2004) and Asma, (2003) report that family

size influences abuse of drugs. The study outlines other reasons for involving in drug abuse which include lack of communication of the dangers of drug abuse to the children, copying or imitating parents who are abusers. However, it cannot be overemphasized that parents that have little time with their children and children from broken families are greatly affected by the problem of drug use. It is a spontaneous alternative to loneliness (Kimanthi, 2003). Other studies have given a different view that drug use among adolescents arises from generation gap or from feeling of alienation from parents (Orifa, 2004). According to Gikonyo (2010) there is no association between the size of the family and drug abuse. The study indicates that majority of drug abusers are from families of four children (29.3%) followed by three children (24.4%) while the least had families of five children and those families with one child (12.2%) respectively. Peer pressure can extend to an urge from observing colleagues or their parents engaging in the vices of abusing alcohol.

#### **5.4 Conclusions**

With regard to the first objective of the study which sought to establish whether family background influenced performance of NGO projects to reduce alcohol prevalence among primary school pupils, the study concludes that abuse of alcohol sets the society back in almost every sphere of progress. The study further concludes that these family set ups had a contribution toward pupils abusing alcohol and other drugs. While we have to content with different family set ups due to factors beyond our control, the society ought to develop institutions and fora that address abuse of alcohol and other drugs from a family level to ensure a sustained future generation.

With regard to the second objective of the study which sought to establish how mass media influenced performance of NGO's projects in curbing alcohol prevalence among public primary school pupils. The study concluded that it's important to find ways of introducing this campaign on alcohol abuse to social media which has becomes part of the youth's livelihood. It also concluded that pupils in schools got most of the information on alcohol abuse from TVs and Radios and therefore civic education on alcohol abuse needs to be further introduced to other forms of communication which are closer home with the young people such as social media for it to achieve better results.

With regard to the third objective of the study which sought to establish how access to alcohol influenced performance of NGO's projects in curbing alcohol prevalence among public primary school pupils. The study found that access to alcohol selling outlets increased the opportunities for the pupils to access the alcohol and therefore County planning should consider such factors when planning to ensure schools do not border such facilities. It also concluded that many people do not believe that the law on underage drinking is effective to the school going pupils. This law may have been associated with advertisement and not communicating a message to the underage

With regard to the fourth objective of the study which sought to establish how Peer pressure influenced performance of NGO's projects in curbing alcohol prevalence among public primary school pupils. The study concluded that majority of the people in the area believed that the teacher was best placed to communicate about abuse of alcohol especially to the young pupils followed by NGO speakers who may present better methods of delivery of this vital information. The study further concluded that most people in the area believed that videos & presentations, guest speakers from NGOs and class teachers had the highest effect in training about this vice of alcohol abuse. These three tools showed the characteristic of explaining and expounding on matters of interest to the learners

## **5.5 Recommendations**

The study recommends families as the foundation of the society embody its aspirations and therefore must be at the forefront in conducting civic education to curb alcohol abuse

The study recommends that the right media is necessary to reach the masses of the young people in the society and ensure that the young generation does not suffer from occasioned ignorance.

There is need to make sure that there is almost zero access of the young people to the alcohol selling outlets.

The future of the young people is highly influenced by the morals and behaviours they learn from peers. An upright society is a product of concerted efforts to ensure good morals are instilled to all



## **5.6 Suggestions for Further Research**

This study further recommends that research be carried out on the effects of abuse of alcohol in creating circles of poverty and dependency in the society.

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## APPENDICES

### APPENDIX I: INTRODUCTION LETTER

Kibe Edwin Gitau  
P.o. Box 2650,  
01000  
Thika

Dear Sir/ Madam,

**Re: Request for your participation in Master of Arts in Project Planning and Management research project**

I am a post graduate student at the University of Nairobi conducting a research on *“factors influencing performance of non-governmental organizations’ projects in curbing alcohol prevalence among pupils in public primary schools; A case study of Jungle Foundation in Thika Town Constituency, Kenya”*. This study is for academic purpose but will be useful for the government, NGOs, Education institutions and corporate institutions that are involved in development projects in the communities.

To accomplish this objective, I am humbly requesting you to complete the questionnaire provided in gathering information so as to provide the necessary data. Your contribution in the collection of data is voluntary, but would be helpful if you participated fully.

The findings of the study will be completely confidential and no identification data will be collected. Feel free to seek clarification where there are personal questions with pertinent information.

Yours faithfully,

Kibe Edwin Gitau  
L50/77727/2015



6. Do the following family backgrounds influence whether pupils abuse alcohol and drugs? Tick appropriately

a) Single parenthood ( ) Alcoholic parents ( )

b) Divorced parents ( ) Orphaned ( )

Explain how.....

7. Are you aware of NGO programs in schools educating on effects of alcohol?

Yes ( ) No ( )

8. Are you aware of NGO programs in the community educating on effects of alcohol?

Yes ( ) No ( )

9. Are you aware of some pupils who abuse alcohol in school and in the community?

Yes ( ) No ( )

b) If your answer to 9 above is yes, what other drug do they abuse? (You can tick more than one).

Alcohol ( ) Tobacco (Cigarettes) ( )

Khat (Miraa) ( ) Cannabis ( )

Glue ( ) Sleeping pills ( )

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

10. Do you think family background can influence performance of NGO projects in reducing alcohol prevalence in the schools?

Yes ( ) No ( )

**PART C: Mass media influences performance of NGO's projects in curbing alcohol prevalence among public primary school pupils**

11. What is the common source of information on alcohol abuse by pupils in your school? (You can tick more than one).

Social Media (Fb & WhatsApp) ( ) Billboards ( )

TV & Radio Adverts ( ) ( ) Newspapers Internet ( )

12. What is the common source of information on alcohol abuse by pupils in your community? (You can tick more than one).

Social Media (Fb & WhatsApp) ( ) Billboards ( )

TV & Radio Adverts ( ) ( ) Newspapers Internet ( )

**PART D: Accessibility of alcohol influences performance of NGO’s projects in curbing alcohol prevalence among public primary school pupils**

13. Is your school located near an alcohol selling outlet?

Yes ( )                      No ( )

14) (a). Can pupils in your school access alcohol and drug prevention programmes?

Yes ( )                      No ( )

(b) Can pupils in your community access alcohol and drug prevention programmes?

Yes ( )                      No ( )

(c) Does mass media promote underage alcohol consumption in schools?

Yes ( )                      No ( )

(d) Does mass media promote underage alcohol consumption in the community?

Yes ( )                      No ( )

Explain.....

15). Is the law on underage drinking effective in your community *“Not for sale to under 18”*?

.....

16). Do you have any suggestion on how accessibility of alcohol to pupils can be managed.....

**PART E: Peer pressure influences performance of NGO’s projects in curbing alcohol prevalence among public primary school pupils**

17). a) Are you aware of alcohol abuse prevention programmes offered by NGOs in your school?

(Tick where appropriate). Yes ( )                      No ( )

(b) Are you aware of alcohol abuse prevention programmes offered by NGOs in your community?

(Tick where appropriate). Yes ( )                      No ( )

18). How would you like information about effects of alcohol delivered?

(Tick where appropriate).

a) Peer education programme                      ( ) b) Guest speakers from NGOs                      ( )

c) Teachers                      ( ) d) Home and Family                      ( )

f) Others (specify)\_\_\_\_\_

19). What are some ways you would like to be taught about how to resist peer pressure towards alcohol abuse in schools and community?

Through the media (TV, Newspaper etc) ( ) Through the class teachers ( )

Through peers ( ) Through guest speaker from NGOs ( )

Others (specify) \_\_\_\_\_

20). Which tool would be most useful for learning about the harm of alcohol use in your school and the community?

Posters ( ) Video and presentations ( ) Guest speaker from NGOs ( )

Class teachers ( )

**Thank you for taking your time to answer the questions, your feedback is important.**

## APPENDIX III: RESEARCH AUTHORIZATION LETTER FROM NACOSTI



### NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY AND INNOVATION

Telephone: 020 400 7000,  
0713 788787,0735404245  
Fax: +254-20-318245,318249  
Email: dg@nacosti.go.ke  
Website: www.nacosti.go.ke  
When replying please quote

NACOSTI, Upper Kabete  
Off Waiyaki Way  
P.O. Box 30623-00100  
NAIROBI-KENYA

Ref. No. **NACOSTI/P/17/23026/20298**

Date: **24<sup>th</sup> November, 2017**

Edwin Gitau Kibe  
University of Nairobi  
P.O. Box 30197-00100  
**NAIROBI.**

#### **RE: RESEARCH AUTHORIZATION**

Following your application for authority to carry out research on *“Factors influencing performance of non-governmental organizations projects in curbing alcohol prevalence among pupils in public primary schools a case of jungle foundation in Thika Town Constituency Kenya”* I am pleased to inform you that you have been authorized to undertake research in **Kiambu County** for the period ending **24<sup>th</sup> November, 2018**.

You are advised to report to **the County Commissioner and the County Director of Education, Kiambu County** before embarking on the research project.

Kindly note that, as an applicant who has been licensed under the Science, Technology and Innovation Act, 2013 to conduct research in Kenya, you shall deposit **a copy** of the final research report to the Commission within **one year** of completion. The soft copy of the same should be submitted through the Online Research Information System.

*GP Kalerwa*

**GODFREY P. KALERWA MSc., MBA, MKIM  
FOR: DIRECTOR-GENERAL/CEO**

Copy to:

The County Commissioner  
Kiambu County.

The County Director of Education  
Kiambu County.

*National Commission for Science, Technology and Innovation is ISO9001:2008 Certified*

## APPENDIX IV: RESEARCH PERMIT

### CONDITIONS

1. The License is valid for the proposed research, research site specified period.
2. Both the Licence and any rights thereunder are non-transferable.
3. Upon request of the Commission, the Licensee shall submit a progress report.
4. The Licensee shall report to the County Director of Education and County Governor in the area of research before commencement of the research.
5. Excavation, filming and collection of specimens are subject to further permissions from relevant Government agencies.
6. This Licence does not give authority to transfer research materials.
7. The Licensee shall submit two (2) hard copies and upload a soft copy of their final report.
8. The Commission reserves the right to modify the conditions of this Licence including its cancellation without prior notice.



REPUBLIC OF KENYA



National Commission for Science,  
Technology and Innovation

### RESEARCH CLEARANCE PERMIT

Serial No.A 16648

CONDITIONS: see back page

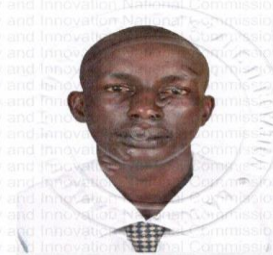
**THIS IS TO CERTIFY THAT:**  
**MR. EDWIN GITAU KIBE**  
**of UNIVERSITY OF NAIROBI, 0-1000**  
**Thika, has been permitted to conduct**  
**research in Kiambu County**

**on the topic: FACTORS INFLUENCING**  
**PERFORMANCE OF NON GOVERNMENTAL**  
**ORGANIZATIONS PROJECTS IN CURBING**  
**ALCOHOL PREVALENCE AMONG PUPILS**  
**IN PUBLIC PRIMARY SCHOOLS A CASE**  
**OF JUNGLE FOUNDATION IN THIKA**  
**TOWN CONSTITUENCY KENYA**

**for the period ending:**  
**24th November, 2018**

.....  
**Applicant's**  
**Signature**

**Permit No : NACOSTI/P/17/23026/20298**  
**Date Of Issue : 24th November, 2017**  
**Fee Received :Ksh 1000**



*J.P. Kalerwa*

.....  
**Director General**  
**National Commission for Science,**  
**Technology & Innovation**