

SOCIO ECONOMIC DETERMINANTS OF ALCOHOL CONSUMPTION IN KIHARU SUB COUNTY, MURAN’GA COUNTY, KENYA

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ABSTRACT

Purpose of the Study: Alcohol abuse is a persistent problem worldwide and its effects are felt most by households. Kiharu Sub County is one of the places that have recorded high incidents of alcohol abuse. It thus becomes necessary to investigate the causes that lead to this. The study therefore was aimed at investigating the Socio-economic determinants of alcohol consumption in the rural parts of the Kiharu sub county, Murang’a County. Specifically the study sought to: examine the effects of family income on consumption of alcohol in Kiharu Sub County; determine the effects of family social status on the consumption of alcohol in Kiharu Sub county; explain the effects of family social support system on alcohol consumption in Kiharu Sub county; investigate the interventions put in place to address the effects of alcohol consumption in Kiharu Sub County.

Statement of the Problem: Several studies have been conducted in this regard to understand the issue of alcoholism. However, many of these studies have not addressed the determinants of alcoholism from a social and economic perspective.

Methodology: The study adopted a Descriptive Research Design and had a sample size of 26,930 households residing in the Sub County. Using Krejcie and Morgan’s formulae, the study selected a total of 379 from the six wards that form the sub county. The study used stratified sampling, and purposive sampling to select the respondents from the six wards that make up the sub county. Further, the research employed snowball sampling to get those households of the families which were affected by the issue of alcoholism. Data was collected using both open ended and closed ended questionnaires. The Questionnaires were administered face-to-face to respondents by the researcher together with a trained research assistant. Quantitative data were analyzed using SPSS while Qualitative data from the questionnaires were analyzed through thematic and narrative analysis.

Result: Findings obtained from the respondents revealed that the determinants of alcoholism among families ranged from socialization, frustration and availability of alcohol at the disposal of

many people in the Sub County. The study established that income levels, family social status as well as family social support influenced alcoholism in the sub county. The study also established that there were interventions at the community and government level aimed at addressing the issue of alcoholism; these included establishments of rehabilitation centers, offering social support to families that are affected by alcohol consumption as well as sensitization on the effects of alcohol consumption.

Conclusion: The youth ought to be guided appropriately by their parents regarding the prudent use of income as well as the spending habits. If these values are inculcated early in the youth, they will be entrenched in them.

Recommendation: Parents, church leaders, Social Workers and Public Administrators such as chiefs and sub chiefs be reinforced through empowering them to play an instrumental role in fighting the abuse of alcohol in Kiharu Sub County.

Keywords: *Socio economic determinants, Family income, Family social status, Family social support system, Alcohol consumption, Kiharu Sub County.*

INTRODUCTION

Alcohol consumption is a worldwide phenomenon and it has been a point of concern for a long time (Stevanovic, Atilola & Balhara, 2015). This concern is not only as a result of the potential short- and long-term adverse health effects associated with the use of alcohol, but also the effect it poses to the existence and development of the society (Moodley, Matjila & Moosa, 2012). Alcohol consumption has been cited as a contributing factor towards underdevelopment of the society (Moodley, Matjila, & Moos, 2012). This occurs when a lot of costs, energy and focus are channeled towards it at the expense of development activities. Besides, those who are addicted to alcohol often end up being unproductive to the society. Studies reveal that the prevalence of alcohol abuse is quite high. According to Njagi (2014), over 1.1 billion people in world are prone to abuse of alcohol and out of these, 700 million are living in developing countries. This being the case, alcohol abuse is a significant impediment to economic development of any country. Githui (2011) avers that it is important for countries to pay attention to the phenomenon and put in place strategies to fight the same. Similarly, Atwoli, Lucky, Munjira, Ndung'u, Kinoti and Mongot, (2011) found out that the use of illicit alcohol has been on an increasing trajectory and as such posed a threat to social and economic development. Maithya (2005) adds that the young people are so much vulnerable to alcoholism. In fact, he reports that in 2012, there were close to 5.2% of the youths in the world that was found to have engaged in alcoholism. In most cases, the youth engaged in the consumption of alcohol that is illegally manufactured and they consumed it in excess.

A study by Nguyen (2011) revealed that alcohol abuse in Australia was accelerated by young people doing experiments from 12 to 17 years. This trend continues through the ages of between 15-17 years. Thereafter, it persists to ages 18-24 and beyond. This therefore reveals the seriousness that should be attached to the issue of alcoholism among the youthful population. Another study conducted in London by Muoti (1999) revealed that there is a relationship between alcohol abuse and the rise in liver disease, particularly liver cirrhosis. According to NACADA (2010), there is a high rate in the consumption of alcohol, particularly among the youthful population. Okwarah (2017) established that young people aged between 14 to 17 years had tasted the alcohol in Kajiado

County with a prevalence rate of 21.1% in male youth. According to Okwarah (2017), the county of Murang'a had the highest rate of alcoholism with 25.5% of current alcohol use. This scenario conceived the need to understand the underlying family reasons that accelerate the abuse of alcohol and drugs. It is against this background that the research sought to establish the socio-economic determinants of alcohol on the family in Kiharu Sub County.

STATEMENT OF THE PROBLEM

Because of the social and economic nature of the consequences of alcoholism on the family, it becomes necessary to examine the underlying reasons that drive people to engage in alcohol consumption. This examination has to factor in the social and economic determinants. In Kiharu Sub County, there have been many reported cases of alcohol consumption. Several studies have been conducted in this regard to understand the issue of alcoholism. However, many of these studies have not addressed the determinants of alcoholism from a social and economic perspective. For example Atwoli (2019) studies alcoholism among college students and the study centered on the issue of peer pressure and mass media hence its focus deviated from family determinants. The study focuses on the family because it is the foundation of the youth's behavior and as such an understanding of their behavior will be best done by examining family factors and hence the gap that this study intends to fill. Since these two realms are focal points in understanding deviancy from a societal perspective, it thus became necessary to examine the social and economic determinants of alcohol consumption among families in Kiharu Sub County.

OBJECTIVES OF THE STUDY

- i. To examine the effects of family income on alcohol consumption in Kiharu Sub County
- ii. To determine the effects of family social status on the consumption of alcohol in Kiharu Sub county
- iii. To explain the effects of family social support system on the consumption of alcohol consumption in Kiharu Sub county
- iv. To investigate the interventions put in place to address the effects of alcohol consumption in Kiharu Sub County.

LITERATURE REVIEW

According to Montarat (2009), the consumption of alcohol has a varied effect on family income and is also affected by it. Whether it is about the individual incurring family income on the consumption of alcohol or the family incurring costs related to the treatment of people who are addicted to alcohol. When alcohol is abused results are not encouraging since individual and community experience socio-economic burden as well as country in general. Categories of economic costs as a result of alcohol consumption include intangible costs, direct costs and indirect costs (Montarat, 2009). Direct costs due to alcohol consumption on family income include health care, crime involvement, law enforcement costs prevention costs damaged property costs as well as loss and cost of alcohol beverages just to name a few.

A study conducted by Simone (2013) revealed that alcoholism contributes to poverty. This is in support that direct as well as indirect costs are facilitated by alcohol addiction. In more serious cases there are times when alcoholics and their close family members do part with their personal belongings furniture or even their home. In similar cases alcoholics often fall foul of the expected morality ending up in court, where their families are to pay court fines as well as such related

expenses (Montarat, 2009). In addition there are costs such as medical care caused by frequent accidents as well as other medical problems all which are associated to alcoholism. Unfortunately alcoholism is coupled with opportunity costs because of inability to work while intoxicated or during hospitalization.

One of developing countries experiencing a worrying trend in relation to alcohol problems is Kenya. For alcoholism has raised concerns in majority of country's organization especially in work place. For example a study conducted by Pamela (2015), who studied alcoholism impact on work force in Kenya for it has become a major threat as well as challenge in progressive economic development. Majority of employees who are alcoholics do have low productivity, stress, irregularity in attendance financial management problems, as well as health and safety risks.

According to Hull and Bond (2009), social status has got to do with how a person is perceived by those he/she interacts with. It is apparent that alcohol alters the perceptions of those who take it in those they interact with. Friends are part of social environment which young people are exposed to alcohol consumption. Young people behavior is dictated by relationship with their friends and behavior. Young people copy their friends in actions and behavior. Other habits they copy include their drinking habits including their attitude toward alcoholism. Other young and adults people are equally influenced to consume alcohol in relation to drinking preferences.

Regarding the nexus between family and alcohol consumption; for example Namibia as well as South Africa they experience marital instability whereby 30% of married women experience emotional violence from their husbands, and 37% of reported physical violence (Jewkes, Penn-Kekana & Rose-Junius, 2005). The percentages come from spouses who are characterized as victims of alcohol and drug abuse (Jewkes, Penn-Kekana & Rose-Junius, 2005). The same study reveals 25% of violence was initiated by women against their husbands. Violence was 2-3 times more frequent among spouses who abuse alcohol and drugs. This is an indicator that drugs and alcohol abuse is a societal problem that is spreading and facilitates the destruction of families and communities (Rivers, 1994). Among low income bracket families percentage seem to be higher (Kingori, 2013). Consumption of alcohol in excess as well as other drugs results to crime in families, trail of misery and resource wastage.

Cherry (2020), further points out that there is a considerable nexus between social relationships and many different aspects of health and wellness. Poor social support has been identified as a depression causer who leads to loneliness and alteration of brain function which increases the rate of alcohol consumption. In one study, it was established that those with strong social and emotional support were less likely to do when compared to those who lacked such relationships.

Susser (2013) enumerates social support in three ways; first, it involves helping a person with daily tasks when they are in need. Secondly, it also includes giving advice to a friend when they are facing a difficult situation and lastly providing empathy and care of loved ones in need. According to Susser (2019), there are three types of social support namely; emotional, instrumental and informational. Emotional support comes in when people in someone's life tend to back a person who is in distress to fill the emotional void. On the other hand, instrumental support occurs when people take care of one's physical needs at the time one needs them. It could be in form of finances, basic needs or any other supplication requiring attention. Lastly, informational support involves the social network being able to provide guidance, advice, information and mentoring. By having social support, people may feel less anxious and stressed out about the problems they are trying to solve.

Cherry (2020) posits that participation in social groups has a normative influence on behaviors. It often influences choices in people as to whether they take alcohol or not. At the same time, social support can also help people to stay motivated when trying to quit alcohol, for example, often find that it helps to connect with people who are actively trying to attain those same goals. Therefore, it comes to suffice that social support that is offered to an alcoholic by the family goes a long way in reducing the negative effects on the affected people. Be it emotional, where a person's psychological state is affected or instrumental, family has an important role to play in rehabilitating the victim.

According to Werner (2014), there are many interventions to curb alcohol abuse; the first one being the use of mass media platforms. As early as 1960's, there were media messages circulation which discouraged the public from over consumption of alcohol and it outlined the effects of such behavior. Much later, messages that were targeted on families were spread with the aim of addressing the issue from that perspective. Given that alcohol abuse affects families most, these programs were specifically conceived to address the families (Warner, 2014). Another intervention is educating the public on the effects of alcohol. This was in forming of synchronized and a synchronized approach. In the former, these messages were embedded in the formal school curriculum and were taught to children as they grew up. This approach was seen as an effective step towards curbing the consumption of alcohol by these children when they grow up. In the latter, these messages were haphazardly spread through the informal channels such as community meetings, Public Health meetings and religious gatherings. However, these approaches suffered one setback; that of failing to discern the determinants of alcohol consumption in families (Warner, 2014).

The other intervention concerns effective or humanistic educations which aim to improve self-esteem answerable to making of the decisions, increase the individual and social growth of students (Werner, 2014). Approach and vision as explained facilitate healthy maturation as well as health technical knowledge which are expected to mitigate adolescents from getting involved to alcohol abuse and other products for them to be nurtured to become effective in production of social economic growth within their community. The approach has got its process which involves making values clear as well as analyzing consequences in relationship to values and behavior which are more consistent with one's values.

The third approach seem to be more effective since it provides alternative activities as an attempt to reduce alcoholism for instance can avoid alienating young as well as adults from very important communal projects (Werner, 2006). It also targets to improve self-esteem by creating awareness for developing skills for accomplishment and training leaders for particular age group. What has been established by recent research is to train interested personnel to fight against those determinants of alcoholism such as group influence, idleness and stress. These approaches aim at treating the root causes that make people engage in alcohol consumption in the society (Warner, 2014).

FINDINGS AND DISCUSSION

Demographic Information

Gender

Gender of participants referred to socially constructed roles, behavior, activities and attributes that specific societies consider appropriate for men and women. The researcher therefore asked the respondents to indicate their gender. Figure 1 is indicative of the findings obtained.

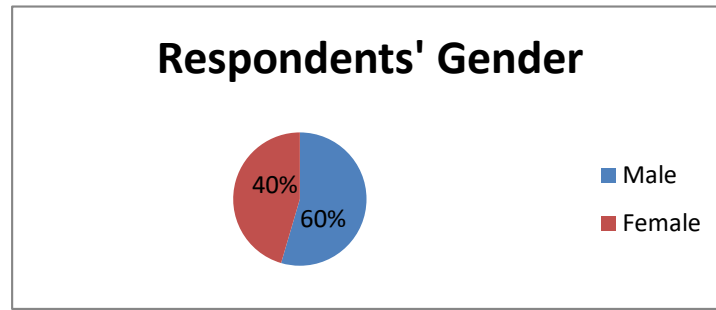


Figure 1: Gender of the Respondents

In the figure 1 there was a small disparity of gender representation comparing males to females. The number of males was slightly higher (60%) in comparison with the female which was at (40%). The study findings are therefore a representation of gender differences in the sub county.

Respondents' Age

Age was considered as an important parameter for the study. It allowed the differentiation of the age brackets of those who were targeted. Therefore, this section of the study sought to present the age of the respondents in the study. Under this section respondents were asked to indicate their respective age bracket. Results were as presented in figure 2.

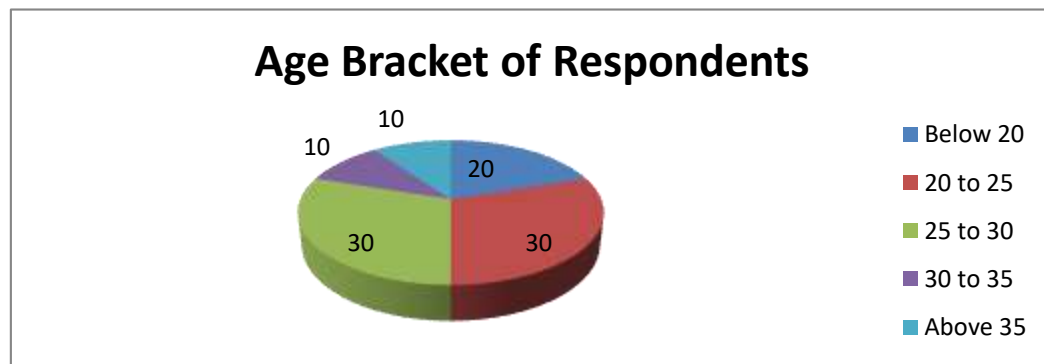


Figure 2: Age of the Respondents

The Figure 2 above those who fell in the age category of 20-25 were 30% while those who fell in the category of 25-30 were also 30%. This was an indication that a majority of them, 60% were mature people who were either residents or heads of their respective households. At the same time, a further 20% indicated that they were aged below 20 years. The rest who were aged between 30 to 35 and those above 35 were 10% and 10% respectively.

Family Head

Since the research sought to describe the issue of alcoholism from a family perspective, it therefore sought to ask the respondents if they are household heads. This parameter was considered important as far as understanding the family dynamics was concerned. Those who were household heads understood the family issues better than those who were not. Therefore, figure 3 presents the findings of this parameter.

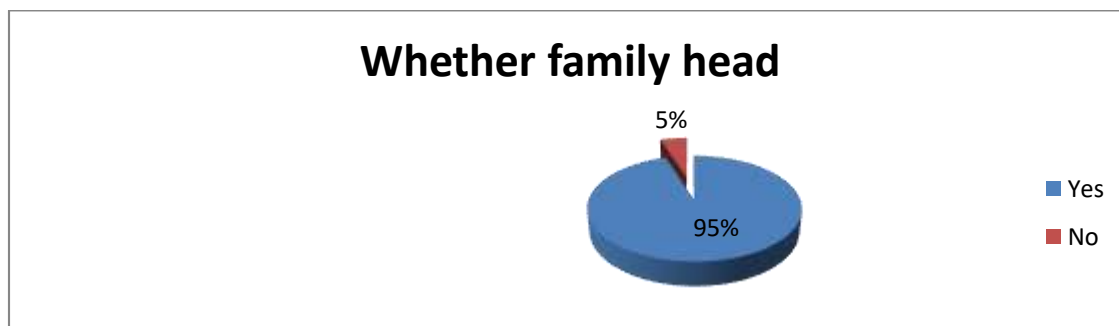


Figure 3: whether family head

From the findings represented in Figure 3 above, it can be seen that majority of the respondents, 95%, indicated that they were family heads. With only a paltry 5% indicating that they were not. This was an appropriate representation in that the family heads were better poised to respond to the questions of the study because they were well versed with the happenings at the family and as such understood the context of the family within the funnel of the issue of alcoholism.

Number of Alcoholic Persons in the Household

To be able to ensure that the study targeted those individuals that would form the findings, the respondents were asked to indicate how many members in their family consumes alcohol. The results are presented in figure 4.

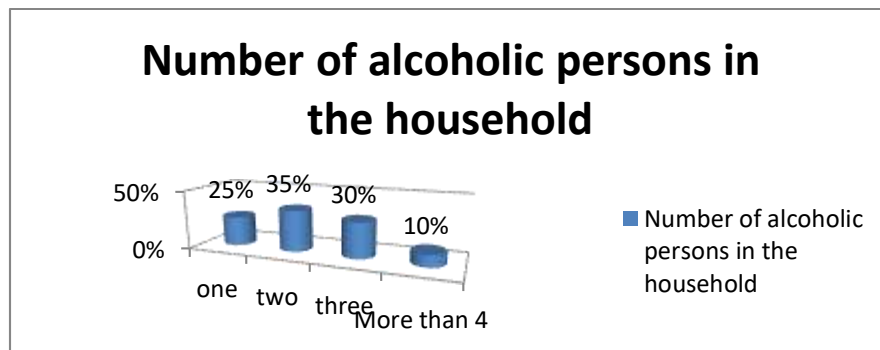


Figure 4: Numbers of Persons Consuming Alcohol in the Family

From Figure 4, it can be seen that a majority of the respondents, 35%, stated that they had two persons in their household who consumed alcohol. Another 30% of the respondents indicated that they had three members in their household that consumed alcohol while 25% of the respondents indicated that they had only one-person consuming alcohol in the family. The remaining 10% indicated that they had more than four persons consuming alcohol in the family. Therefore, this indicates that all the households that were sampled had persons that were consuming alcohol and as such were appropriate in the responses sought by the research.

The effects of Family income on Consumption of alcohol in Kiharu Sub County

The first objective was aimed at establishing the effects of family income on the consumption of alcohol in Kiharu Sub County. To be able to explain this, the respondents were asked several questions and the findings are presented below:

What is the Frequency of the consumption of Alcohol in your household?

In a bid to understand how frequent alcohol is consumed at the family level, the respondents were asked to indicate its frequency. The findings are presented in Figure 5.

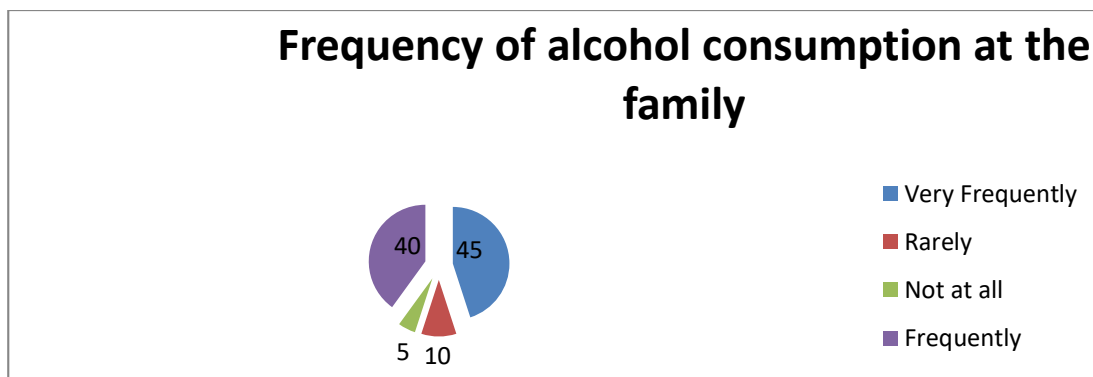


Figure 5: Frequency in the Consumption of Alcohol in the Family

From Figure 5, it can be seen that in all the households, there was alcohol consumption, though in varying degrees. A majority of the respondents, 45% indicated that they consumed alcohol very

frequently while another 40% intimated that they consumed it frequently. Those who indicated that they consumed it rarely constituted 10% while a paltry 5% indicated that they do not consume it at all. This also leads to the deduction that those families where alcohol was not consumed at all were very few as demonstrated by the low percentage as seen; in fact, in all families, alcohol was consumed in different ways.

The respondents were further asked to state where they got the money to purchase alcohol from. Their responses are indicated in Figure 6.

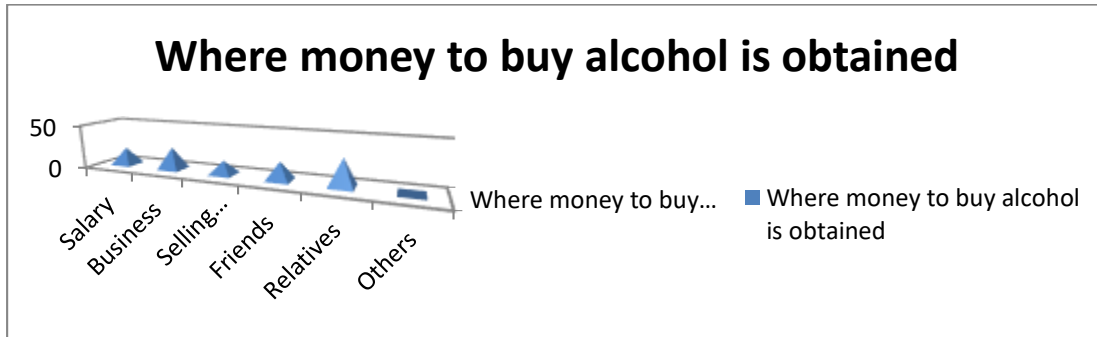


Figure 6: Where Money to buy Alcohol is obtained from

As can be deduced from the Figure 6, several sources of income for the family were indicated by the respondents for alcohol consumption. Those who obtained it from their salaries constituted 20% while those who obtained it from their businesses were 25%. Another 15% indicated that they obtained it from selling their properties at home. Those who indicated that they obtained it from friends were 20% and the remaining 30% indicated that they obtained the money to buy alcohol from relatives. Therefore, sources of income to acquire alcohol were varied and seemed to be at the disposal of those who misuse alcohol. It seems that the varied sources of income determined the type of alcohol that was misused. If the sources were stable, then the alcohol misused would be more expensive while if the sources were low income sources, then there was a tendency to purchase locally brewed alcohol since it is pocket friendly.

This indicates that family income occupies an important role in alcohol consumption in Kiharu Sub County. These findings are in line with those of Lemstra (2008) which linked parental affluence to alcohol consumption. It was found that higher Social economic Status is positively related to higher levels of alcohol consumption. According to Lemstra (2008), there is a higher risk of excessive adolescent drinking behavior which is related to lower socio-economic groups. Similarly, Bowen, M. (1985). Pointed out that while for adults the problem of drinking seems to be more common in less affluent groups, this direction might be reversed for adolescents. If one reasonably assumes that availability of pocket money is at least to some degree related to parents' affluence, the results of two Finnish studies, which found a clear relationship between adolescents' own financial resources (that is amount of pocket money) and getting drunk, support this view. Therefore, it can be concluded that family affluence appears to be more strongly related to income or spending patterns, therefore indicating the availability of resources to indulge in the relatively costly consumption of alcohol.

The effects of family Social status on the Consumption of Alcohol

The study also sought to establish how social status affects the consumption of alcohol. Here, social status was seen in terms of perception. Whichever way the society perceives a family in terms of respect because they are seen to be responsible or otherwise matters in the member's reinforcement of their behavior or otherwise. From this perspective therefore, high Social status can be qualified in things such as respect for the family, recognition of the family and emulation. On the other hand, low social status can be seen in disrespect scorn and spite from members of the society. To be able to discern how social status affects alcohol consumption, the respondents were asked several questions and the answers are presented Figure 7.

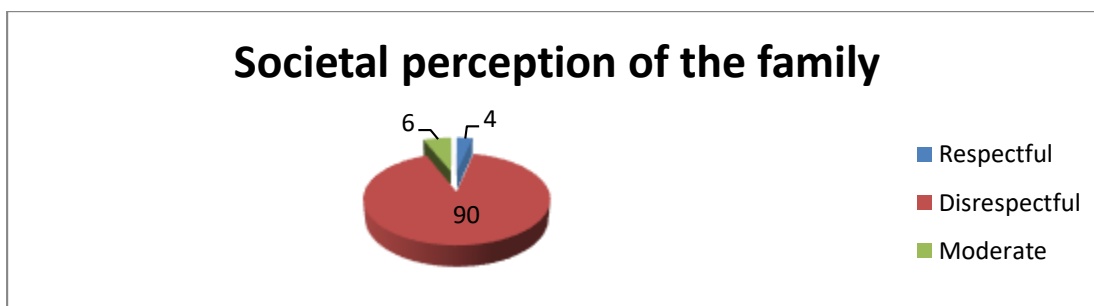


Figure 7 Social Status of Families with Alcoholism

Source: Field Results 2021

From Figure 7, it can be seen that alcoholism has the tendency of making the society to perceive the families which are affected without respect. As such their social status is low. A majority of the respondents, 90%, reported being treated with disrespect by the members of the community where they reside. At the same time, 6% stated that they were moderately treated while the remaining 4% indicated that they were treated with respect.

Social status can be perceived contextually for example, Osain (2013) avers that to be initiated to groups such as military college community, it required one participating into drinking very large amounts of alcohol which is given a name binge drinking. His Activity facilitates some vices such as violence, injury caused by accidents and acute alcohol poisoning. For quite some time there has been a traditional belief that here is a heavy drinking, lifestyle commonly practiced in armed forces among groups of friends (Osain 2013). Similarly this drinking lifestyle is practiced in colleges, university campus and it enhances development of alcohol drinking lifestyle later in life. It is generally accepted that incase of high risk activities and behavior which are socially disruptive they are related to alcohol drinking the victim are judged less critically as compared to equivalent sober behavior indicating the level of social status that they are perceived with.

Ways in which societal perception affects alcoholism in the Family

Here, the respondents were required to indicate the ways in which the societies' perception influences drinking of alcohol. The respondents had varied responses. First, some stated that once they realize that they are perceived negatively, they turn to alcoholic drinking for solace as was explained by one of the respondents during an interview:

People even warn their children not to associate with us and as a result, we decide to continue drinking and care less about what the society thinks of us. (Community Social Worker)

Social status is a defining phenomenon in the community that people reside; this is indicated in the way a family or an individual is perceived. Negative perception can lead to frustrations which can be reflected in deviant behavior. If a person or people feels that the society is not according them respect, chances of manifesting negative behavior are high. Other respondents indicated that they decided to be rebellious against the society by drinking because of the fact that they were stereotyped and scorned because of their drinking of alcohol. It therefore implies that if the social systems were to be accommodative of those who misuse alcohol and demonstrate a genuine intention to assist them, then it would be a milestone towards addressing the problem of misuse of alcohol in Kiharu Sub County.

The effects of Family social support system on alcohol consumption

The study also sought to establish the effect of Social Support systems on the consumption of alcohol consumption in Kiharu Sub County. Social Support systems encapsulate the mechanisms that are in place in the society that are geared towards assisting people to cope with challenges that come along their way. Therefore, the study sought to demonstrate how social support mechanisms determine alcohol consumption. In order to find out, several questions were asked to the respondents as shown below:

Do those members who drink Alcohol receive support from the Society?

This question aimed at finding out the social support mechanisms at the disposal of the people who take alcohol. The responses are presented in Figure 8.

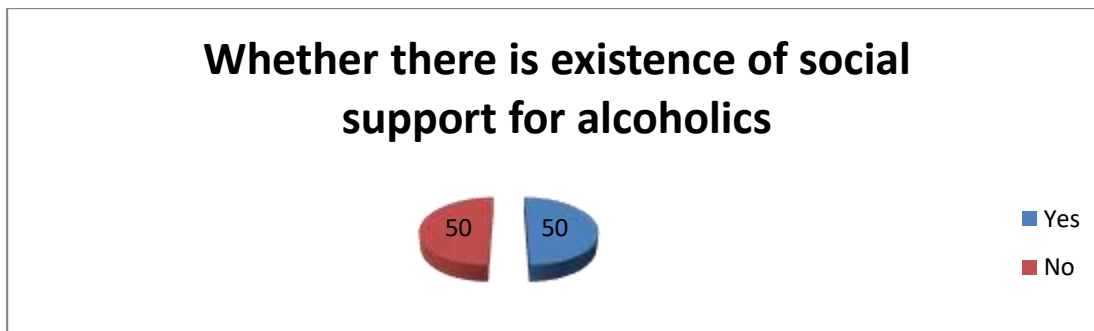


Figure 8: Existence of Social Support Mechanisms for the Alcoholics

From Figure 8, it can be seen that social support was perceived to be given and denied on an equal basis of 50%. Those who answered in the affirmative stated that social support was manifested in activities such as rehabilitating alcoholics, counseling those affected, giving food to families who are affected by alcoholism as well as empowering those who quit alcohol to do constructive activities such as income generation and establishment of Small businesses.

However, those who denied the existence of social support explained that they have never experienced any assistance as a result of their state. Some stated that they tried rehabilitation but were never given alternatives thereafter and hence that's why they decided to revert back to consumption of alcohol. Some criticized the social support mechanisms of being elitist and targeting only the children of the affluent in the society. Others also stated that the fee paid for rehabilitation was out of the reach of the common person.

How the families view alcohol and drug problem is important even during counseling as well as when the person is dealing with general issues concerning life. If at all Kenya is to realize her

vision 2030 there is paramount need of mitigating alcohol and drug abuse according to NACADA(2008 and King’ori 2013). Instability in marriage facilitated disinterest between women and men as well as health, dignity, security and autonomy of those involved. This can result to violation of human rights consisting of psychological, physical abuses , sexual as well as economic problems (Jewkes, Levin, and Penn-Kekana, 2002) a human rights conference on women prioritize on this issue for it Jeopardizes human life, psychological integrity as well as freedom. Even where there is marriage instability it is attributed to alcohol and drug abuse for it facilitates violence such as domestic violence. These problems could be death, unsafe abortion from frequent unwanted pregnancies, health issues, sexually transmitted infections such as HIV/ AIDS as well as psychological problems (U.N 2006) Therefore, alcohol is also linked to social status because those who take are motivated by the need to fit in a certain lifestyle and cohort of the society or where they spend most of their social life.

Whether Community is doing enough in terms of helping alcoholics

This was aimed at establishing whether the community that these families come from is doing a lot of efforts in ensuring that those affected by alcoholism are helped to rehabilitate and lead normal lives. The first question that is presented in Figure 9 was related to the efforts made by the community.

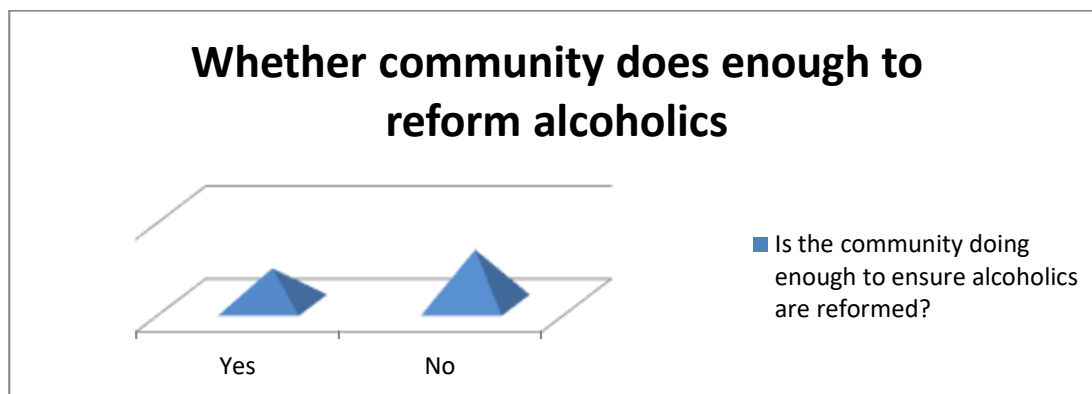


Figure 9: Community Efforts towards Rehabilitation

Source: Field Results 2021

It is apparent from the responses that a majority of the respondents, 60% felt that the community was not doing enough to ensure that those affected by alcoholism are reformed. The remaining 40% stated that indeed the community was doing a lot towards the course. Asked to explain their responses, those who stated in the negative averred that given the fact that alcoholism is rampant in Kiharu Sub County is a clear indication that the community was aloof on the issue of alcoholism. They stated that the efforts that are in place are often not sustainable and they end up failing with time. As a result, the alcoholics do not get themselves in a sustainable process that can easily help them to reform into normal lives.

They cited a social support system like the church and religious entities. These are supposed to be at the forefront in helping those who are affected by alcohol to reform. However, these religious outfits have turned into condemnation pinnacles and as a result, many of those affected by the problem of alcoholism distances from them. If, however, these bodies were to be close to the alcoholics and generate genuine programs to address the issue, it could have a positive impact on

reducing the problem of alcoholism. There are, however, some religious entities that have genuine programs that are aimed at addressing alcoholism as shall be discussed in the next section.

Interventions put in place to address the taking of alcohol In Kiharu Sub County

This was aimed at establishing what is being done to curb alcohol abuse in Kiharu Sub-County. Because of the gravity of the alcoholism situation in the sub county, there have been several efforts led by not only the government, but also by religious institutions and Non-Governmental Organizations. The respondents were therefore asked to state whether they know of any laws that deal with the consumption of alcohol in public places. The respondents attested to having knowledge of the law that prohibits taking alcohol. When asked about the source of their knowledge, majority cited the various county laws and the Kenyan Constitution which prohibits young people from being exposed to alcohol and other harmful practices. Others claimed they understand there are laws but they could not pinpoint the exact ones. Therefore, as far as the legal status of alcoholism is concerned, there was no doubt that the respondents were well aware that the laws existed and that they prohibited against misuse of alcohol, but as one respondent stated:

'You cannot legislate morality. It is a personal choice and if a person decides to take alcohol within the vicinity of his/her privacy, there is very little laws can do to stop the person with the behavior. (Parent).

They further averred that what was needed was a holistic approach which starts at the family level where as children grow up, parents show them a good example, introduce them to church early and socialize them positively to make them reinforce positive morals and behaviors. That way it would be easy to follow the laws that existed. Therefore, the respondents disputed that laws alone are able to control alcoholism in Kiharu Sub County and by extension other counties as well.

The respondents were also asked what they thought was the role of parents, teachers, church leaders and government officials in ensuring that alcoholism are controlled. They stated unequivocally that the parents played a pivotal role in helping them overcome alcoholism. They stated that the advice given by parents was very instrumental in giving them direction. Parents also discourage them from having bad friends and harboring good friends who are constructive, this eventually leads to proper decision making that avoids alcohol. In fact, parents played an instrumental role in either encouraging the youths to take alcohol or discouraging them all together as can be inferred from one respondent:

Parental guidance is very critical because the value systems that children grow up with are usually products of parental upbringing. Other institutions are usually there to build up on the moral and spiritual foundation that the family set up (Church leader).

At the same time, the respondents noted that teachers are at the heart of the venture in stopping alcohol consumption; teachers give them concrete advice based on facts which discourages them from consumption of alcohol. Teachers also are demanding in their expectations of discipline, they do not tolerate indiscipline that comes with alcohol consumption. They punish them and to an extent, they suspend or expel them from school. As a result, they have the 'fear factor' that comes with teachers which helps them to avoid consumption of alcohol. In other cases, victims are sent for counseling and asked to bring a letter from a counselor. One of the youth victims asserted as follows:

Teachers are our second parents and when they talk, we listen. They usually give us knowledge based on their experience in nurturing the

youth and those who take their advice seriously usually change their drinking behavior. (Affected Student).

All the respondents affirmed that the church leaders are very instrumental in as far as discouraging them from continued alcohol consumption is concerned. It was reported that the church leaders offer spiritual nourishment based on biblical verses which in turn helps them to align themselves to the right way and avoid alcoholism. The church also comes up with a wide array of activities which occupy them and, in the process, help them avoid alcoholism all together. Government officials, who include the chief, sub chief and the enforcement agencies help in ensuring that the laws barring consumption of alcohol by youths are adhered to. One of the laws is that which bars alcohol outlets from being established in the vicinity of schools.

Lastly, the respondents were asked about the essence of Rehabilitation programs. They indicated that these programs were indeed pivotal towards the elimination of alcoholism among those affected. The reasons given were that these programs encourage people to share their inner concerns without any form of victimization. It also allows individuals the privilege and opportunity to open up and unearth underlying problems and, in the process, get meaningful advice that will slowly overcome addiction. In fact, all the respondents indicated the need to further strengthen these programs in a bid to reduce student's intake of alcohol.

Rehabilitation programs were divided into two; those run by religious institutions as well as those run by medical facilities. It was unearthed that those programs that are run by religious institutions had a more personal orientation because they are taken through pastoral counseling and spiritual counseling as well as moral formation. Such programs were seen to have more far reaching consequences in reforming the individuals as was noted by one community worker:

The programs are specific because they target the affected youths within their environment. The facilitators understand the youth and even their backgrounds and such; the youth listen to them more because they identify themselves with them. As results, many youths who go through these programs usually quit alcoholism (Community Worker).

The second counseling programs are mainly found in medical facilities and unlike the religious driven programs, they are normally medical oriented and impersonal. The activities are not as many and holistic in comparison with the services offered by medical driven counseling programs. Overall, the respondents appraised the rehabilitation programs and explained that through them, many people who were unwilling to quit alcohol have been helped their way to reformation.

CONCLUSIONS

The study has demonstrated that alcoholism in Kiharu Sub County is determined by social and economic factors. In addition, it has also established that there are measures in place put by state and non-state actors to curb the problem of alcoholism. However, these measures are yet to achieve full results because they have not factored in the social and economic determinants.

Regarding the effects of family income on youth alcoholism at the family, the study concludes that the youth ought to be guided appropriately by their parents regarding the prudent use of income as well as the spending habits. If these values are inculcated early in the youth, they will be entrenched in them. On the issue of family social support, it is apparent that the support mechanisms available ought to be strengthened so that they assist the youth who are affected in reforming. On the interventions, the study concludes that there ought to be a collaborative approach by all stakeholders in approaching this issue so that it is not one sided approach. The study concludes

that the issue of drug abuse is one that warrants intervention by not only one segment of the society alone, but a multi sect oral approach. The family plays the first role in that it is where the individuals are socialized and the role it plays in the problem of alcoholism is seminal. At the same time, the religious institutions as well as the schools also compliment the family on the issue of reducing alcoholism in the society. Therefore, moving forward, all these sectors need to come together with one understanding that they ought to curb youth alcoholism in their respective capacities.

RECOMMENDATIONS

Based on the above summary, the following recommendations are made:

- Parents should take the lead in molding the young people through a path that will enable them avoid alcoholism; this can be done through role modeling, education and introducing them to church and spiritual formation forums early enough. Parents lay the foundation of their children's discipline
- More affordable rehabilitation centers should be established in Kiharu Sub County which will take care of those who are willing to abandon alcoholism.
- Sensitization should be stepped up by all government agencies in a bid to empower students with information that will make them desist from alcoholism; this can be done through radio, television, road shows and any other forum that can reach the youths.
- Law enforcement agencies should nab those who encourage alcohol consumption among students. Those pubs and bars which sell alcohol without regard to the underage should be penalized and tough measures put in place to ensure that young people do not get a chance to buy alcohol.

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