A Study on the Use of Participatory Communication Strategies in Combating Drug Abuse Among Youth of Kalikiliki Compound, Lusaka

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Abstract: This research report aims to assess the use of participatory communication strategies in combating drug abuse among youths in kalikiliki used by care youth foundation to educate the youths of kalikiliki township about the potential harmful effects of alcohol and other drugs. The strategies were adapted from the Serenity for harm reduction program. The media and other institutions have highlighted the alarming levels of youths abusing alcohol and other drugs in this community.

A total of 198 respondents participated in this survey and all reside or directly influence activities of this community. The data was collected through questionnaires, focus group discussions, in-depth interviews, and document analysis and field observation. In addition, data was also collected using scholarly books, journals and magazines. The data collected through questionnaires was analyzed using Statistical Package for Social Sciences (SPSS).

The research findings indicate that the community lacks sufficient communication structures and support from other organizations/institutions. Care youth foundation is the only organization that has been identified to have effectively managed to sensitize the youth using participatory communication methodologies that have proved to be effective.

The study revealed that CAYOF engages the youth in awareness activities by using participatory communication strategies such as drama, flash mob theatre, role-play and mass media through the print, television, and radio.

From the study, findings indicate that CAYOF has managed to disseminate information to the youth's despite the hostility experienced due to the presence of illegal drugs. Some of the participatory strategies CAYOF has used are engaging opinion leaders, the youth's and carrying out activities in established formal places such as schools. The other important aspect is that information disseminated by CAYOF to the youth's has been considered as appropriate and is not a threat to any group/individual in the community. Therefore, care youth foundation is slowly becoming a household name as it continues to disseminate appropriate information to the youth of Kalikiliki Township.

From the research findings, it was recommended that there should be increased participation by the youths and leaders, community leaders. The youth and cooperating partners within Kalikiliki Township should also involve the youths in designing communication messages, use of ex alcohol abusers as role models and establishment of an information desk.

Keywords: Communication Strategies, CAYOF, Care youth foundation.

1. INTRODUCTION AND BACKGROUND

The impact of drug abuse continues to negatively affect families, communities and the society at large. The youth of Kalikiliki are particularly hit due to the exorbitant abuse of drugs. Drugs impact negatively on the users, their families and communities at large. The drugs damage the health of users and are linked to the rises in non- communicable diseases such as HIV and AIDS, cancer heart disease and psychological disorders. The users are also exposed to violent crime such as theft, drug trafficking and prostitution. It is with this background that this research is based on effective communication and participatory strategy's used by Care Youth Foundation (CAYOF) to sensitize the youth of Kalikiliki township in Lusaka on the potential effects of alcohol and other drugs. This organisation is one of the main stakeholder's in Kalikiliki Township spear heading the use of participatory communication approaches to reduce, mitigate, or prevent the abuse of

alcohol and other drugs by the youths. It is important to point out that trying to eliminate alcohol and substance abuse is unrealistic and unachievable. Care youth foundation has resorted to the use of participatory communication methodologies formulated by SHARPZ in order to enhance effective communication by involving the youth, as they are the affected audience.

Participatory communication strategies heavily depend on the premise that there should be an effective and holistic participation from the affected audience, in this context; the youth of Kalikiliki Township are involved in the activities being implemented. This strategy encompasses various approaches, which among others emphasises full participation by the opinion leaders representing the community.

Participatory communication offers an opportunity for the affected audience to be involved in the Project from inception to the end including monitoring and evaluation of the project. Participatory communication provides an opportunity for stakeholders to take in to account important concerns raised by the affected audience. It is important to take note that the affected audience have rich experience in their own way, thus the need to involve them fully. Kalikiliki Township lacks adequate communication channels to effectively disseminate information to the youths on various social issues that negatively affect their way of life. Where information has been provided, very few youths from the community benefit from this communication as the majority are not adequately covered. Adequate communication channels are non-existent in Kalikiliki Township making the youths vulnerable to dangerous vices such as abuse of alcohol and other substances. There are no Libraries, Information Centres, or information Kiosk where youths can obtain information. This situation is compounded by the lack of social amenities such as resource centres to keep the youths occupied positively.

Geographically, Kalikiliki Township is located in the outskirt of town. The media has persistently been reporting on the increased number of youths abusing alcohol and other drugs in Kalikiliki Township. As such, this alarming situation cannot be ignored anymore. The Drug Enforcement Commission (DEC) has also spoke out on this problem and has called on stakeholders to corporate. The spokesperson of DEC is cited as having indicated that the commission was ready to partner with stakeholders in safeguarding the young generation against negative effects of drug and substance abuse in the *Lusaka Times* (17 March 2009). It was also reported by DEC that the youths have continued to dominate the illegal drug and money laundering syndicate in Zambia. In the *Post Newspaper,* it was reported that the effects of drug abuse is complex as it concerns biological, psychological, social, spiritual, legal and economic implications such as families, friends, community, nation and most of all the users (Chakwe,2011).

Fr. Philip Baxter started serenity Harm Reduction Program Zambia (SHARPZ) mission is to be a collaborative agency offering comprehensive alcohol and drug service that can contribute to the prevention of alcohol and drug abuse/misuse/addiction/dependency and reduction and management of the harms that are either directly or indirectly related to substance abuse (Annual Report 2010). On the other hand, this addiction to drugs and alcohol largely contributes to the spread of communicable diseases such as HIV and AIDS, Hepatitis and sexually transmitted infections (STI's). In meeting its objectives, SHARPZ carries out campaigns for sensible use of alcohol and raises awareness of the dangers associated with misuse of alcohol and drugs.

The core message by SHARPZ adopted by care youth foundation (CAYOF) is centred on moderate alcohol consumption and drug use rather than absolute abstinence. SHARPZ is a Faith Based Organisation (FBO) whose activities can be divided as follows;

I. Provide counselling services to people who are managing problems arising from the misuse of alcohol and other drugs.

II. Train professionals and semi-professionals who work with them as clients.

A Public Health Approach (PHA) guides the policy of the organisation to the management of alcohol and other drugs. This approach involves three major types of contributory factors involved in the understanding and treatment of alcohol and drug misuse;

a) The Agent (The substance)

b) The Host (The person with the susceptibility to misuse)

c) The Environment (The family, community or society which the person is a member)

PHA addresses all the above three factors. This approach recognises substances such as alcohol and drugs to be hazardous if used unwisely or beyond moderation levels. Environmental factors comprise of an import aspect to determine the rates

of substance use and related problems. SHARPZ provides a continuum of support from primary care through to tertiary prevention. Public Health Approach to Drug Control in Canada (2005), argues that while much attention is focussed on the harms of alcohol and other substances, the opposite aspect should also be examined. It's important to clarify that PHA to drug control takes in to account the fact that substances are used by people for a positive reason include circumstances such as;

• Physical - pain relief, increased endurance and assistance with sleep

• Psychological – relaxation, relief of stress and anxiety, pleasure and performance and creativity enhancement

• Social – Facilitation of social interaction, religious, spiritual or ceremonial use

• Economic – wealth and job creation (employment), tax revenue generation for the government and industrial activity (manufacturing) As such, a public health approach encompasses the following attributes:

• Health promotion, prevention of disease or injury and reducing disability and premature mortality.

• Incorporates individual and societal health protection measures by protecting and at the same time promoting physical environments and social policy frameworks that maximise health and minimize individual and community harms.

• It takes into account the fact that people use substances for anticipated beneficial effects and is attentive to the potential unintended effects of control policies. This is to ensure that other harms are not created out of proportion to those harms from the substance use itself. For instance, drug substitution programs have proven effective when injection practices are substituted in the case of heroin users

In Kalikiliki Township, CAYOF main objective in the first phase of the project is to target eight to 20 year old youths in school and educate them on the potential harmful effects of alcohol and other drugs. The second phase of its project will target youths who are out of school. This organisation has trained over 45 volunteers in Kalikiliki Township to disseminate information to the youths. CAYOF/SHARPZ collaborates with other institutions/organisation that include the Drug Enforcement Commission (DEC), Schools, Churches and the community leaders. The trainings conducted by SHARPZ consist of information on basic alcohol and drug use. Aspects covered include basic key aspects such as;

A. Process of dependency

B. Substance use / misuse

C. Exploring the interconnected risks such as HIV / AIDS

D. Sex and sexuality, loss and conflict and Gender based Violence.

For such information to be adequately shared to groups of people in society, such as the youth of Kalikiliki Township, there is need to establish a comprehensive communication channel. The youths of this township have to be actively and directly engaged in activities concerning alcohol and substance abuse. In this way, they would be well informed of the dangers of engaging in bad vices and the potential harmful effects of alcohol and drugs. Charles Mafa, of *Africa News* reports that addicts have a few or no places to go for rehabilitation in Zambia. As such, SHARPZ carries out preventative campaigns as a measure, due to lack of adequate rehabilitation facilities available in Zambia. On the global front, the World Health Organisation (2004) estimated that harmful use of alcohol causes about 2.25 million premature deaths worldwide and alcohol is responsible for 4.5% of the global, disease burden (WHO 2011).

An assessment was conducted by the researcher on the alarming levels of alcohol and drug abuse among the youth of Kalikiliki Township. This concern has not only been re-echoed by The Drug Enforcement Commission (DEC),but also by other institutions and organisations such as Nongovernmental organisations, schools, the Church and most of all the residents of Kalikiliki township. Serenity Harm Reduction Program Zambia (SHARPZ) is the main stakeholder championing this crusade; it will be assessed on how it has effectively engaged the community in participatory communication approaches by targeting the youth in the dissemination of information on the harmful effects of alcohol and substance abuse.

1.1 BACKGROUND:

Kalikiliki Township is one of the high density areas located in the out skirt of Lusaka city. Other townships located around the township include mtendere, mtendere east, kalale and ibex extension. According to the Census of Population

and Housing 2010, township has a population of about 2900 000 inhabitants. The existing communication structure's within the community lacks the capacity to provide adequate information and awareness sharing among the youth. Alcohol and drug abuse among the youths in Kalikiliki Township is one of the pertinent issues affecting the social fabric of the community. Largely, this is due to the absence of adequate participatory communication strategies that need to be established.

The abuse of alcohol and other drugs among the members of this community has reached an alarming level to the extent that it has become a 'no go zone' for law enforcement officers. This scenario therefore, necessities the need for the youths to be adequately informed as communication sources are limited. Kalikiliki township has become a dangerous environment for the youths that reside in this community, especially that they are already vulnerable in other aspects such as economically and socially. Attempts have been made by combined efforts of the Drug Enforcement Commission (DEC), Zambia Police Service (ZP) and other Security Agents to curb the drug trade but little or nothing has been achieved as there is hostile resistance encountered.

Zambia around the 1990's was once a transit point for drug trafficking, as a result there was little concern as it did not pose a sufficient danger. Evidence suggests that Zambia is not only a transit route currently, for drug trafficking, but has become a consumer of drugs (Chanda 2013)). More Zambians are becoming involved in drug trade and this is evidenced from the media reports on the number of Zambians that have been arrested both within and in other countries because of possessing illegal drugs.

The number of youths abusing alcohol consumers is on the raise due to the increased number of, liquor shops, bars and taverns that have mushroomed evidences this. Kalikiliki is one of the

Townships in Lusaka that has a well-established network and consumption market for alcohol and illegal drugs. This has become a challenge as the number of youths abusing alcohol and other drugs has increased despite the negative effects it has on individual youths and community as a whole. Community members informed the researcher that the number of girls involved in abusing alcohol and substances has also increased and is alarming in recent years.

Among the chemical substances most commonly abused by the youth in the community, include Cannabis, cigarette, cocaine, heroin and alcohol. Cannabis or marijuana is popularly known by different street names such as "weed", "pot", "dope", "kanja", "grass", "shunk", "alteza" and "split". The abuse of drugs has not spared the youth as the number of those involved has steadily increased to alarming proportions over the years.

Cannabis is openly sold in most places within the township and can be mistaken for what the researcher would describe as a 'vegetable sale'. It has been reported in the '*Focus on Magazine*' that cannabis is sold and smoked in small wooden houses; where people were found to have slumped over each other as they had passed out (Smith 2011). Those who are in employment and are hooked on to the drugs pass through these 'joints' early in the morning to smoke before reporting for work. The unemployed and youths out of school spend almost the whole day in these wooden houses abusing alcohol and drugs. In the *Times of Zambia* in an article titled *Reflections*, it was reported that Kalikiliki Township is one of a township where "*.......where alcohol flows as life blood through many veins". "Suggestions of sobriety or taking the clean route are met with sheer acrimony*" (Nkole 2011, p.1).Anybody with money regardless of the age can purchase the alcohol and illegal drugs as traders have no regard for the law not even age of their clients because their primary concern is money.

Furthermore, the increase in youths abusing alcohol and other drugs has resulted in some of them to engage as suppliers of alcohol and drugs to their peers in schools. This implies that the youth have not only become consumers but also traders or carriers of the alcohol and drugs to points within or outside Kalikiliki Township. An article in Zed News quotes the Drug Enforcement Commission Public Relations Officer (former), John Nyawali reporting that a pupil at John Laing Basic School by the name of Masuzyo Zulu, grade 9 was caught with Cocaine in his bedroom. Despite him being young, Masuzyo had been on the Drug Enforcement Commission watch list for a period and is believed to have been selling Cocaine supplied from Chibolya and Kalikiliki townships.

Kalikiliki township is characterised by numerous taverns, bars and beer Kiosks that have mushroomed all over the community and not forgetting the home brewed spirit, "Kachasu". The alcohol being sold ranges from opaque beer, spirits including the traditional "Kachasu" and infamous rebranded lagers. The bars open as early 05:00hoursin the morning and there is no age restriction on the sale of alcohol and drugs. As such, the youth and children are seen purchasing and consuming the alcohol and other drugs openly without fear.

According to the Central Statistics Office (2010), 72.9% of the Zambian population lives in poverty. Most of these people living in poverty are mostly found in shanty townships in urban areas and rural areas. In rural areas, the overall poverty is 83.1% whilst in urban areas it is 56.3% (CSO 2010). These settlements are characterised by poor sanitation facilities, poor communication structures, unemployment, bad roads, pollution, lawlessness and lack of clean drinking water. Because of these challenges, there is increased abuse of alcohol and other drugs, crime, HIV and AIDS and prostitution.

The youth have become vulnerable due to limited information on the dangers of alcohol and other drugs. The youths lack exposure to basic communication channels that can provide adequate information on alcohol and drugs. Despite the presence of organisations such as the Churches and other institutions like Schools, the number of youths involved in alcohol and drug

Abuse is still alarming in Kalikiliki Township and is largely due to the absence of participatory Communication avenues for the youths. Participatory approaches by SHARPZ have positively influenced the community as many youths have become aware of the potential harmful effects of alcohol and other drugs.

If this situation is left unchecked, the community will develop a highly sophisticated alcohol and Illegal drug web that will greatly cripple the moral and social fabric of Kalikiliki Township. It is evidenced from countries such as Mexico and Colombia how illegal drug trade has led to brutal crimes among the drug barons and the negative effects on the ordinary citizens in respect to social units. The abuse of alcohol and other drugs among the youth makes them vulnerable and increases the risk of exposure to rape, Gender Based Violence (GBV) and HIV and AIDS.

1.2 DEFINNITIONS, CONCEPTUAL AND THEORETICAL FRAMEWORK:

1.2.1 CONCEPTUAL DEFINITIONS:

Communication:

The word communication comes from the Latin word "Communis" meaning, "to share" (Fleming 2013, p.1). In other ways, communication can be defined as the act of conveying information for the purpose of creating a shared understanding. In communication, the critical element is the process of increased commonality or sharing between participants on the basis of sending and receiving messages. The most important dimension of communication concerns two points: the degree of response or feedback and degree to which a communication relationship is also a social relationship (Mcquail 2005).

Communication can be either verbal or non-verbal. Verbal communication is that which is spoken and includes face-to-face, telephone and radio or television. Non-verbal involves body language/ movements, gestures and dress or scent. Communication can also be expressed in written form such as through graphs, maps, charts, letters, email, books via other media networks such as twitter and Facebook etc. (Fleming 2013).

Jan Servaes (2008) argues that communication is more concerned with the process and context, implying the exchange of meanings. According to Mc Quail (2000, p.97) "another communication favours multiplicity, smallness of scale, locality, deinstitutionalisation, interchange of sender-receiver roles and horizontal communication links at all levels of society".

As such, Serves emphasises that the focus of communication moves from a communicator to a more receiver-centric orientation with the resultant emphasis on meaning sought and ascribed rather than information transmitted.

Everett Rogers (2003) defines communication as "the process in which participants create and share information with one another in order to reach a mutual understanding" (p, 5). Therefore, communication is a process of convergence or divergence as the two or more individuals involved, exchange information in order to move toward each other or apart in the meaning that they give to each other. It is therefore imperative that communication should be thought of as a two way process rather than a one-way linear act in which one individual seeks to transfer a message to another in order to achieve certain effects.

Communication Channels:

This is a medium through which a message is transmitted to its intended audience such as through print media (newspapers, posters, fliers, billboards) and electronic media such as through radio, television and the internet. Other communication channels that are locally used, as they are affordable and are readily available in local communities such as Kalikiliki, include drama, poetry, dance and songs.

Participation:

Shirley White*et al.,* (2004), argue that participation has numerous definitions. White points out that participation is contextual, as such local participation differs from nonlocal participation. Even at local level, participation differs and varies in type, level of intensity, extent and frequency. White therefore distinguishes participation into two types;

a) Pseudo participation

b) Genuine participation.

In pseudo participation, the control of the project and decision-making power rests with the planners, administrators and the community elite. This means that the level of participation by The ordinary members from within the community is that of being present to listen to what is being planned for them and not contribute significantly.

On the other hand, genuine participation is, where the local elite, development bureaucrats and the ordinary people work cooperatively throughout the decision-making process and are empowered to take control and action. It is therefore required that there is careful observation of communication behaviours throughout the process and the use of media to bring about knowledge sharing and learning on the part of all the people participating.

According to the (*World Bank Participation Source Book2002)*, participation is defined as "a process through which stakeholder's influence and share control over development initiatives and the decisions and resources which affect them" (p10). In addition, empowerment and poverty reduction consider participation as one of the four key elements of empowerment. The four key elements are access to information, inclusion and participation, accountability and local organisation capacity. On an individual level, participation is a process in which a person sees him/herself as a unique individual and at the same time as a member of a community.

Participation is capable of influencing decision-making and enforces social, economic and political changes in a community. Participation allows the community to take up a leading role in activities that affect their lives. It includes autonomy to decision making and in corporate participatory approaches. Participatory approaches actively involve the public in decision-making. In general, policy processes are seen as a three-step cycle of planning, implementation and evaluation. Participatory approach may be used in some or all of these steps *(World Bank Participation Source Book 2002).*

Participation is the active, informed and voluntary involvement of people in decision-making and the life of their communities. To participate means to work with and by the people, not just work for the (Youth Participation in Development, 2010). The human rights approach to development acknowledges that youths have the right to participation. This is inclusive of those under 18 years who also have the right to express views freely in all matters affecting them. These youths have to be given due attention and opportunity in accordance with their age and maturity according to the Convention on the rights of the child 1989, Article 12, of the United Nations.

Community Participation:

Rifkin and Kangere (2003), argue that community participation is a magic bullet in improving the lives of people particularly the poor and disadvantaged. This approach emphasises self-help, democratic process and local leadership in community revitalisation. In order for any development projects to be successful, the project should involve the participation of the communities or beneficiaries involved. Therefore, it can be explained that participation is an important component of community development and reflects a grassroots or bottom up approach to solving problems encountered in a social unit. Dorothy N. Gamble and Marie Weil (1995) refer to community participation as "the active voluntary engagement of individuals and groups to change problematic conditions and to influence policies and programs that affect the quality of their lives or lives of others" (p 435).

Participatory Development Communication:

Martin Buber in a book by Pradip Thomas (1994) explains that participatory communication is a means by which scarce societal resources i.e. the means of communication is handed over to the people themselves so that their voices can be heard. For instance, radio (community media) can change its character that is from being a medium that is based on a distribution system to a two way communication.

According to *The Framework for Mainstreaming Participatory Development Process in Bank Operations,* ADB*(1996),*participatory development is defined as "a process through which stakeholders can influence and share

control over development initiatives, and over the decisions and resources that affect them" (p3). These stakeholders are people, groups or institutions that may be affected by, can significantly influence, and are important to the achievement of the desired objectives of the project. They include but not limited to the government, Civil Society, private sector, community members and donors. Pradip Thomas (1994)alludes top anticipation as primarily signifying the sharing of an activity or process that was traditionally organised and implemented in hierarchical or exclusive ways. As participatory communication is essential for building a community, the communication needs have to be based on a realistic and pragmatic understanding of the potentials and limitations of participation by the people of a particular community.

Paulo Freire (1994), argues that all individuals have the capacity for; reflection, abstract thinking, conceptualization, making decisions, choice and planning social change. Freire points out that authentic participation leads to what he termed as a 'freeing', which implies to be an emancipatory experience resulting into actual liberation. Therefore, there is no need to side line the ordinary members of a community more especially the youth of Kalikiliki Township in all stages of the project.

Development:

Development can be stated as the process of improving the quality of lives of all human beings. Michael Todaro (2003), argues, "development is a multidimensional process involving changes in structures, institutions and attitudes as well as the acceleration of economic growth, the reduction of inequality and the eradication of absolute poverty". The ultimate result of development is where a society moves towards a situation where life is regarded as materially and spiritually better. Todaro points out three important aspects of development that have to be considered;

a) Income and consumption levels of food,

b) Medical services,

c) Education through relevant economic growth process by creating conditions conducive to the growth of people's self-esteem through the establishment of social, political and economic systems and institutions which promote human dignity, respect and increasing people's freedom of choice by enlarging their choice variables.

Economic growth may bring material gain to some people, but development entails the enrichment of the lives of all the people in the society. An emphasis has to be made on the shift from a "holistic theorisation of development towards local participation and empowerment"

(Mohan and Stoke 2000 p.16). The underlying principle therefore, is people's control of the process in the communities or way of life. As such, Todaro and Smith (2006), state that high growth performance without people's participation is clearly economic growth without development. Development is an advancement of the management and use of natural resources to satisfy human needs and improve the quality of human life; socially, politically, economically, spiritually and culturally. It is the process of enlarging people's capabilities, choices and opportunities especially for the poor, to lead a healthy and fulfilling life. At individual level, it amplifies increased skill and capacity, greater freedom, creativity, self-discipline, responsibility and material wellbeing. Korten (1990), defines development as

"A process by which the members of a society increase their personal and institutional capacities to mobilise and manage resources to produce sustainable and justly distributed improvements in their quality of life consistent with their own aspirations" (p10).

That is why the major thrust behind the development communication theory is that there can be no development without effective participatory communication.

Community:

A community is an idealised form of human association in which the members share boundaries of space, identity and interaction. In its ideal form, a community is characterised by the mutual liking and assistance and relative equality between members who put the common welfare ahead of individual wants. Nichole Cheetham (2002), describes a community as having members rich in community knowledge and of energy and commitment to the welfare of the community.

Cheetham argues that genuine participation by community members, including the youth is the key to fostering development. Cicilia M .Peruzzo (1996), points out that the classical concept of community is characterised as having internal cohesion, common objectives and linkages among community members.

Youth:

The term youth is used to distinguish the time in life between childhood and adulthood. It is important to note that specific age range that constitutes the category of being a youth vary from one country to another. According to CSO (2010), a youth is anybody who is 25 years and below. An individual's actual maturity however may not correspond to their chronological age, as immature individuals could exist at all ages. World over, the term 'youth', 'teenager', 'kid' and 'young person' are interchanged, usually meaning the same thing and occasionally differentiated. Those in the youth category are identified with a particular mind set of attitude. The term youth is the stage of constructing the self-concept and is influenced by several variables ranging from peers, gender and culture.

According to the United Nations (UN), a youth is any person between the ages of 15 to 24 years. This means that this definition overlaps but is distinct from adolescence, as it extends into adulthood. As such, this is helpful in capturing many of those who have finished schooling, are sexually active and facing livelihood/unemployment problems (Youths in Development, 2010).

Opinion Leaders:

Everett Rogers (2003), states– that this is the degree to which an individual is able informally influence other people's attitudes or overt behaviour in a desired way with relative frequency. The role of opinion leaders is to influences the thinking or behaviours of others in informal social relationships. The identifying characteristics vary according to the 'topic' of influence and social setting, but the people concerned are generally better informed, make more use of mass media and other sources of communication and are more likely to be respected by those they influence. There are two types of opinion leaders;

a. Monomorphic – influential in one topic

b. Polymorphic – influential in a variety of topics

The degree of polymorphic opinion leadership in a given social system varies with factors such as diversity of the topics on which opinion leadership is measured, whether system norms are innovative or not (Rogers, 2003).

Alcohol and Drug Abuse:

The World Health Organisation (WHO) defines substance abuse as "the harmful or hazardous use of psychoactive substance's including alcohol and illicit drugs" (Mahanta 2011)). It is a social and health issue for indigenous communities worldwide. The United Nations (UN) reported that around 185 million people globally over the age of 15 were consuming drugs by the end of the 20th century. The most commonly mentioned drugs were marijuana, cocaine, alcohol, Amphetamine –Type Stimulant (ATS) opiates and volatile solvents. (Ibid).

Afya Mzuri (2012) reported that alcohol abuse could also be termed as 'problem drinking'. This is a pattern of excessive drinking and can result in adverse health and social consequences to the drinker and often to those the drinker interacts or associates.

Substance abuse also known as 'drug abuse' refers to the maladaptive pattern use of a substance (drug) where the user consumes the substance in amounts not supported or considered harmful by medical professionals.

Medline's medical encyclopaedia defines drug abuse as "the use of illicit drugs or the abuse of prescription or over the counter drugs for purposes other than those for which they are indicated or in a manner or in quantities other than directed" (About.com, 2013)

1.3 Theoretical Framework:

The researcher has selected some theories that are directly related to this study. It is important to note that there are many theories but those applicable to this study have been selected. Sever in and Tankard (2001) argue that theories are statements that are derived from scientific observations that try to explain or interpret some phenomenon. It is pertinent to mention that knowledge is not static, new facts emerge thus leads to a paradigm shift or what c rethinking.

Two -Step Theory:

According to Rogers (2003), Paul Lazarfeld, Bernard Berelson and Hazel Gaudet first introduced this theory. The theory states that messages from where media messages are passed from the media source the message to the audience, in this

case the youth pass on the message based on their own interpretation in addition to actual media content. Communities such as kalikiliki, means of communication are close to none existence with few individuals who have the opportunity to access the information. to a large extent influential in getting people to change their attitude and there key role. However, these opinion leaders tend to filter the messages amount of information to transmit to the influence of media messages on audience behaviour. This media campaigns may have failed to alter audience attitudes and behaviour. This way to the multi-step theory of mass communication or diffusion of innovation theory

Multi Step Flow Theory:

This theory is based on the idea that there are a number of relays in the from the media to a large audience influenced by opinion leaders two-step theory, adds that people who influence others are themselves usually influenced by others in the same topic area resulting in exchange which can be termed as the media move into two distinct stages. To opinion leaders, who in turn pass on his of Kalikiliki Township? The Opinion Therefore, opinion leaders are behaviours, as they choose the audience. This theory refines the ability to predict the therefore helps to explain why certain theory gave theory.

Communication flow leaders. This theory in addition to the of information or ideas. The theory exposes n This is leaders In as this is multiple sources of influence. Opinion leaders are both the recipients and disseminate the information. These opinion leaders are usually widely distributed with in social settings.

In communities like Kalikiliki, most of the information is communicated to concerned members of the community through opinion leaders. The opinion leaders take keen interest to watch television or listen to the radio. The limitation is that these leaders will communicate the information in their own interpretation. Therefore, the limitation in this kind of communication becomes subjective and with little or no objectivity in certain instances. Some opinion leaders would even want to comment on issues they are not fully conversant with, just to portray a picture that they are more knowledgeable than the other members in the community. This would result in misleading or misinforming the audience.

Diffusion of Innovation Theory:

Diffusion is the process by which an innovation is communicated through certain channels overtime among the members of a social system. The messages in this type of communication are concerned with new ideas (Rogers, 2003). The main thrust in this theory is the newness of the message. As a result, the element of newness causes uncertainty and eventually becomes a concern. Rogers argues that uncertainty is the degree to which a number of alternatives are perceived with respect to the occurrence of an event and the relative probability of these alternatives.

Uncertainty makes the new idea lack predictability, of structure and information. Because of diffusion, there is social change as alteration occurs in the structure and function of a social system. The new idea(s) are invented, diffused and adopted or rejected, leading to certain consequences and social change occurs. Mass media plays a secondary role in influencing diffusion, whilst personal communication and known authority sources being primary In Kalikiliki township, the idea of discussing issues to do with alcohol and drugs, more especially illegal drugs causes uncertainty. The people are not willing to be involved, as they fear to be labelled or victimised. Therefore, the most important aspect is how the messages are designed in order for the messages to be compatible to the social setting. Serenity Harm Reduction Program Zambia has used this approach in its activities in Kalikiliki Township by making the messages compatible to the target audience thus achieving a high adoption rate as the amount of uncertainty is reduced.

Rogers (2003) categories diffusion of innovation into four main elements;

1. Innovation is an idea, practice or object perceived as new by an individual or other social unit of adoption. The characteristics of an innovation as perceived by the members of a social system are determined by the rate of adoption. The five attributes of innovation are;

I. Compatibility

II. Complexity or simplicity

III. Trial ability

IV. Observability

V. Relative advantage

2) Communication channel is a means by which messages are transmitted from one individual to another. Mass media channels are perceived to be effective in creating knowledge of innovations. On the other hand, interpersonal channels are more effective in forming and changing attitudes toward a new idea therefore, are better able to influence the decision to adopt or reject a new idea. It has been observed by Rogers that most individuals evaluate an innovation not by scientific research but from their peers. These peers serve as role models whose behaviour tends to be imitated by others in their system. In communicating innovations, there is a distinct aspect of either diffusion, which is homophily, or heterophily. Heterophily is the degree to which two or more individuals who interact are different in certain attributes such as beliefs, education, and social status. Whilst homophily is the degree to which two or more individuals who interact are similar in certain attributes.

3) Time comes into perspective when the innovation undergoes varies steps such as the innovation diffusion process and innovations rate of adoption, which is determined by various variables. Time accounts for the period the innovation is introduced to the point it is either accepted or rejected.

4) Social system is a set of interrelated units that are engaged in joint problem solving to accomplish a common goal. Each social system has a structure that provides an opportunity for stability and regularity to individual behaviour in a system. Diffusion of innovation can be facilitated or impended by the social and communication structure in a particular social unit.

Rogers's intention was to understand adoption of new behaviours. He argued that innovations diffuse over time according to individual stages. In dissemination of information, SHARPZ divided the youth according to age range and grade to design communication messages that are compatible with the identified groups. An individual passes through the following stages in adoption of an innovation: awareness, knowledge and interest, decision, trial and adoption / rejection. According to Rogers and other diffusion theorists, the media has an important role of increasing awareness but the interpersonal communication and personal sources are crucial in making decisions to adopt an innovation.

This therefore justifies the use of opinion leaders. Due to poverty levels and low literacy levels, the opinion leaders' assist with informing the people and helping them to understand media messages which they try to simplify. The youth of kalikiliki township will assume the role of opinion leaders so as to educate their fellow youths to understand media and other communication messages. This model can be credited to have produced satisfactory results in agriculture through the use of agriculture extension workers. This has also been extended to the health sector as well. In health, this model uses community health workers or community volunteers and peer educators to disseminate information on a particular health issue. Rogers summaries communication as no longer focussed on persuasion but a "process by which participants create and share information with one another in order to reach a mutual understanding" (2001, 5).

Agenda Setting Theory:

This theory states that media content sets the agenda for public discussion. This is because of the media giving the audience an 'agenda' of daily information for discussion based on what the media wants to discuss. A process of media influence (intended or unintended) by which the relative importance of news events, issues or personages in the public mind are affected by the order of presentation or relative salience in news reports (Mcquail:2005).

It is assumed that the more the media gives attention to a topic, the greater is the importance attributed to it by the news audience. Serenity Harm Reduction Program Zambia uses the media, such as through; interviews on radio and television stations i.e. TV2, MUVI TV, Zambia National Broadcasting (ZNBC) and private radio stations like Radio Phoenix to discuss various topics concerning alcohol and drugs. SHARPZ also participates in radio discussions and writes articles in newsprint such as newspapers and magazines. Fliers, posters and banners have also been produced and distributed to the youths. Despite the high poverty levels experienced in Zambia, many people are now exposed to television and radio, as these electronic gadgets are now readily available and relatively affordable to many Zambians. This is because of electronic gadgets such as cellular phones as many of them have a provision to access radio signals and availability of affordable radios on the market.

Eugene F. Shawa (1996) points out that the agenda setting theory in newspapers, television and other news media makes people aware or not aware, pay attention to or neglect, play up or downgrade specific features of the public scene. The result is that people tend to include or exclude from their cognition what the media includes or exclude from their content.

Paul Lazarsfed and Elihu Katz examined in Mc Combs (2005), are among the early proponents of this theory argue that the media does not specifically inform the audience what to think about concerning a particular matter but just which

subjects the audience should form an opinion from. This also is because the media sometimes plays a more pivotal role in our social units other than just reporting the news.

This theory is necessary because it explains how the Zambian media can persuaded to come with programs concerning alcohol and drugs for the youths. In communities like kalikiliki, the youth hardly have an opportunity to listen or watch programs concerning alcohol and other substances are they are aired late in the night past their sleeping time. Most of the programs are too short lasting only a few minutes. In terms of print media youths abusing alcohol and drugs are rarely published as front or 'screaming headlines'. Nevertheless, mass media has potential to disseminate messages to the masses more especially if the message content is appropriate, suitable and made available to the targeted audience. If the media includes topics on alcohol and drugs frequently, it would set the agenda for public discussion there by resulting in the matter being acted upon by the relevant authorities.

Participatory Learning and Action (PLA):

According to (Absalom *et.al.,* 1995 and Chambers 1997), this method of learning enables the local people to analyse, share, and enhance their knowledge of life and situation, and to plan, prioritise, act, monitor and evaluate. This method facilitates local communities to participate in development strategies either it be local or international, instead of relying on top down projects designed and implemented by outsiders. The following are the basic principles of PLA according to Chambers (1997);

A. Learn directly from the local community – the local members are the experts so outsiders have to learn from them.

B. Hand over the stick (or pen, or chalk) – usually the facilitator may initiate the process but the people participating lead the analysis of the information. The facilitator takes a low profile and observes the participants analyse, map, rank or score and act on the data. This means that the outsider facilities open sharing and not dominating the discussion.

C. Learning progressively – Assume you will not learn everything immediately. Learn with conscious exploration, be prepared to adapt to the situation and have a plan but allow for the unexpected.

D. Seek diversity and triangulate information - do not assume that everyone in the community shares the same opinions. Seek out and take note of diverse groups of people with different opinions. Include people who are not in the mainstream such as those who are quite often marginalized in addition to the leaders and experts. The youths have in the past been marginalised as they are excluded in many stages of implementing and planning of activities or projects. Take keen interest to watch body language and not only what is being said but also what is not being said.

E. Practice self-critical awareness – Try to be aware of your own biases and be open to new ideas, ways of thinking. Embrace error and try to do better next time.

F. Share ideas and information – Encourage openness of dialogue and exchange in a non – judgmental environment. When PLA exercise is complete, share the overall results with the public.

G. Ensure respect and safety for the people at all stages of the process- take active steps to ensure that people are participating voluntarily and they understand that they can stop anytime. Ensure that participants have the opportunity to speak or have the right to remain silent if they choose to, due to unforeseen risks.

This theory suggests the need for the target audience to be involved in all the critical stages of the project. It also provides ideas from which the youth of Kalikiliki Township can learn on how they can be actively involved in activities from inception of the project and provides an avenue for their ideas to be heard and considered for action. This theory suggests that in a situation where people choose not to participate because of fear, such as the issue of illegal drugs in Kalikiliki Township, the participants should not be forced but instead be respected for their decision.

Social Penetration Theory:

Iwrin Altman and Dalmas Taylor (2001), compare people to onions. These two scholars try to depict the multi-layered nature of human personality. Altman and Taylor pointed out that once the outer skin of an onion is peeled, another layer will be found beneath it. Remove the layer and you will expose the third layer and so on. It is important that as messages are designed for the youths of Kalikiliki Township concerning drug and alcohol abuse, a deeper though is taken into consideration on the nature of the messages and the different views and level of understanding held by the targeted audience, the youth. The youths should have an opportunity and autonomy to create messages to tap into their inner self that is hidden from the outside world.

The inner core of human beings is generally made of what can be described as unique private domain which is invisible to the outside world but has significant impact on the areas of one's life that are closer to the surface. If the environment is made conducive, humans freely open up their inner to the outside world. This theory explains why most organisations have failed to register their presence in Kalikiliki Township as their approach did not penetrate the inner being referred to herein. The communication messages developed should be able to make the youths comfortable and not cause conflict with other members of the community.

1.3 Health Promotion and education:

This theory is dominated by the view that individual behaviour is largely responsible for the health problems such as the effects of abusing drugs/alcohol. Consequently, interventions should focus on changing behaviour, as prevention is more economical and better than dealing with the effects. Terri S. Tamayose (1992) argued that this approach should focus on specific health problems rather than a general approach. Namely, smoking, heavy drinking and poor diet visa vie the damaging consequences to the body. In order to have a healthier population, there is need for change in personal behaviour.

Some critics have blamed this theory as being individualistic as it 'blamed the victim' and ignored social conditions that facilitated and encouraged unhealthy behaviours. The World Health organisation (WHO) has moved away from such an individualistic view by stressing the idea that individual and social actions need to be integrated.

As much as this theory focuses on the individual, and has been widely criticised, its however imperative that basing on this theory, 'ring leaders' like in the case youths of Kalikiliki Township are targeted and then incorporated into activities with the rest of the youths. Issues to do with illegal drugs are very sensitive and approaching influential individuals before the rest of those that associated with illegal drugs plays a crucial role in penetrating into the circles of youths that abuse alcohol and drugs. Individuals should not be entirely blamed, but they still have a share of the blame that needs to be accounted if meaningful solutions are to be found.

Symbolic Convergence Theory (SCT):

This theory is credited to Ernest Bormann and is founded on the idea that group members cooperatively create and sustain a shared consciousness including shared meaning through their interactions. To foster cohesiveness, dramatizing and using fantasy stories are a significant type of communication involved. SCT explains meanings, emotions, values and actions in the communication to others who attend the functions i.e. drama and dance. The reference to fantasy does not infer to fictitious stories or erotic desires instead it refers to stories or jokes that contain or reveal emotion (Young, 1998). The fantasies include events from group member's individuals past experience or an event that may likely to occur in the future.

According to Griffin (1991), through SCT, individuals build a sense of community or group consciousness. Individual members begin using words such as '*We*' instead of '*I*', and '*Us*' instead of '*me*'. In the case of Kalikiliki Township, it has been established that the illegal drugs are not cultivated from with in the community; the drugs are brought into the community.

Therefore, if the community unite and regardless of the economic situation, this fight can be a success. During interactions with community members by the researcher, it was clearly stated by those interviewed of the need to have one common goal as a community that is to reduce or prevent the abuse of alcohol and other drugs in this community by the youth. Community leaders and the youth are determined to ensure that kalikiliki township becomes a safe environment for all people.

According to Denise Young (1998), this theory is credited for looking at small group's interactions and cohesiveness. When individuals who are not familiar with each other come together for the sake of achieving a common goal, this theory presents an understandable and generally accurate stance on how cohesiveness within the group can be attained.

1.4 Group think Theory:

Irving Janis first coined this theory. Janis (1982) described it as a situation that happens when in a group, pressures leads to deterioration in mental efficiency, or tasting of reality and lax moral judgement (International Journal of Management, Business, and Administration Vol.13, number 1, 2010). Jains further elaborates that it tends to occur in highly cohesive groups in which the group member's desire for consensus becomes more than evaluating problems and solutions realistically. Lisa Fritscher (2008), attributes group think to be a psychological phenomenon that can occur in groups of

people. Group members form quick opinions without crucially evaluating information to match group consensus. According to Rose (2011), group think can be defined as a term where loyalty requires each member to avoid raising controversial issues. Therefore, it can be concluded that groupthink is a pattern of thought characterised by self-deception, forced manufacture of consent and conformity to group values and ethics (Rose2011).

This theory helps in understanding the reason different groups of youths in Kalikiliki Township engage in abusing alcohol and drugs as they are forced to conform to values of a particular group. If not corrected, such a thought can led to serious negative health consequences. The youths fail to question the negative effects as they avoid to be perceived as renegades by their fellow peers in groups they belong.

1.5 Peer Pressure Theory:

According to Kathin M. Kowalski (1999), peer pressure is the influence exerted by youths to fellow youths affiliated to a certain age group. The pressure exerted may include words of encouragement, criticism or persuasion. Peer pressure has a profound impact on an individual's physical and emotional health.

Peer pressure is not always negative, and may convince adolescents to engage in pro-social behaviour such as doing community service or engaging in sports. It can therefore be used to prevent behaviours connected with succumbing to pressure of taking drugs and alcohol. In the case of youths from Kalikiliki Township, most of them are under pressure from their fellow youths to engage the consumption of alcohol and other drugs. However, if such energies are channelled positively, youths through peer pressure may encourage an adolescent not to drink or smoke because his/her peers disapprove.

Every adolescent or youths is at risk, in the case of Kalikiliki Township the risk is higher as the youths are highly exposed to illegal drugs. Every youth is going to encounter some form of peer pressure at some stage in their life. According to research results carried out, generally certain youths will more likely succumb to it than others will. For instance, those youths who come from single parent homes, those exposed to anti-social behaviour and those influenced by peers or family will easily fall victim to negative influences of peer pressure.

Youths fall into negative peer pressure because of several reasons such as: wanting to fit into the group, want to be popular, and do not want to be labelled as an outcast of loser by their fellow peers. Hence, end up being persuaded by the peer pressure. It is important for communication messages to consider the effects of peer pressure on the youths, as it is an important aspect that can affect the effectiveness of the communication messages.

1.6 STATEMENT OF THE PROBLEM:

The abuse of alcohol and other drugs by the youth of Kalikiliki Township is a major concern as the Number of youths is constantly increasing according to the Drug Enforcement Commission report of (2011). The Drug Enforcement Commission reported that the youths of kalikiliki township have become prone to such negative vices. It appeared to the researcher that these problems are because of a gap between the current levels of communication on alcohol and drugs vis-a-vis the extent of the problem. It seemed that the youths of this community lacked adequate communication channels that effectively involved them to participate in the communication process.

This study was conceived partly as a means to examine the gap in the quantity and quality of communication messages concerning the problem of youths abusing alcohol and other drugs in Kalikiliki Township. Furthermore, the role of SHARPZ as responsible NGO conducting sensitisations in this community was brought into focus and used as a vehicle to conduct the study.

ZAMBIA'S PROFILE:

In order to comprehensively understand the problem of alcohol and drug abuse in Kalikiliki Township, it is important to have an overview insight of the country in terms of the population distribution, economy and political climate. Zambia is a land locked country located south of the Sahara. Zambia shares boarders with the following countries; Zimbabwe, Tanzania to the north east, Malawi east, Namibia, Botswana, Angola, Democratic republic of Congo to the north and Mozambique.

ZAMBIA'S POPULATION:

The population count of Zambia according to the Central Statistics Office (2010) is 13,046,508 persons. Out of this figure, 6,394,455 were males and 6,625,053 were females. The regional distribution of this population indicates that 61 percent

resided in rural areas and 39 percent resided in urban areas. Breaking it down to provincial level, Lusaka had the largest population with 2,198,996 followed by provinces such as the Copper belt, Northern, Eastern and Southern. The province with the least population was North-western.

Summary:

Province Lusaka, Copperbelt, Northern, Eastern, Southern, North-western, muchinga

Population 2,198,996 1,958,996 1,759,600 1,707,731 1,606,793 706,46. The average annual population growth rate for Zambia during the inter-censual periods 1990 – 2000 and 2000 – 2010 indicates that the country's population grew at an average annual rate of 2.8 percent in 2000 -2010 compared to 2.4 percent in the 1990 – 2000 periods. This indicates an increase in population growth.

The population density, which is the total number of people living per square kilometre, has increased from 7.5 in 1980 to17.3 in the year 2000 persons per square kilometre. The most densely populated province in Zambia is Lusaka, which had the highest increase. Lusaka province had the highest increase in population density from 63.5 persons per square kilometre in 2000 to 100.4 in 2010 making it the province with the highest share of the population at 17.2percent.Overall, the population density for Zambia has increased from 13.1 persons per square kilometre in 2000 to 17.3 persons per square kilometre in 2010(CSO 2010).

ZAMBIA'S ECONOMY:

The Zambian economy has continued to be driven on revenue from the mine's and there are plans being implemented to diversify into sectors such as agriculture and manufacturing. This over dependence on the mining sector has often negatively affected the economy in events where metal prices fall on the world market. Poverty levels and unemployment remain high though the country experiences high levels of economic growth.

According to the Living Conditions and Monitoring Surveys conducted from 1991 to 2006, the incident of poverty in Zambia has reduced over the years. In rural areas poverty levels reduced from 70 percent in 1991 to 64 percent in 2006.However, incidence of poverty in urban areas increased from 49 percent in 1991 to 53 percent in 2006.Despite this positive scenario, the rate of change at current level would be too slow to meet the target of 29 percent which would half extreme poverty (*Zambia Millennium Development Goals Progress Report 2011*).The Living Conditions Monitoring Survey of 1991 to 2006 indicates that Lusaka Province has consistently emerged the least poor region. According to the *Zambia Economic Performance Assessment Report*, the impact of growth on poverty depends on policies and programs that create opportunities and build capabilities for the poor. If opportunities such as information sharing through participatory strategies were provided, poverty would be greatly reduced.

ZAMBIA'S POLITICAL ARENA:

Zambia gained independence in 1964 when Britain relinquished power in 1964, under the leadership of Dr.Kenneth Kaunda of the United National Independence Party (UNIP). The period from 1964 – 72 is known as the First Republic and was characterised by political pluralism combined with the political dominance of President Kenneth Kaunda and his party the United National Independence Party. The Second Republic (1973 -1990) was characterised by power being centralised and concentrated in the hands of the President and nationalisation of much of the economy. Most institutions come under the control of the state (Burnell:2008)The economy was robust in the subsequent years after independence but eventually began to decline and this was prominent in the late 1970's thereon. From the early 1980' the economy worsened leading to food riots and an attempted coup d'état during this period.

In 1991, The Movement for Multiparty Democracy (MMD) took over power under the leadership of Fredrick F.T.J Chiluba. According to Peter Burnell (2008), the country was transformed from a one party state to a multiparty state ushering in a new era of democratisation.

The MMD's manifesto promised economic liberalisation, social progress and greater political freedom among other things. President F.T.J Chiluba ruled form 1991 to 2011 when Patrick Levy Mwanawasa, SC (late) took over. Following the demise of Patrick Mwanawasa SC, in his second term of office, Rupiah Bwezani Banda was elected and only ruled for three years up to 2011. in 2011 Michael Chilufya Sata of the Patriotic Front (PF) won the elections with an overwhelming victory. Its campaign message was characterised by the famous slogan 'more money in the pocket'. The electorate were promised employment opportunities, zero tolerance to corruption among other things. 2014 the country was embraced by yet another demise of the head of state Michael Sata. The current president is Edgar Lungu who promised to continue with the legacy of the late Sata. These promises are yet to be fulfilled.

AN OVERVIEW OF ALCOHOL AND DRUGS:

According to the *Journal of Environment and Public Health (2011)*, a drug is any chemical you take that affects the way your body works. Examples include alcohol, caffeine and nicotine, which are all classified as drugs. A drug must be able to pass from your body into your brain. Once in the brain cells, drugs can change the messages the brain cells are sending to each other and rest of the body. The drugs interfere with the brains own chemical signals: neurotransmitters that transfer signals across synapses.

Drugs can be categorised as legal and illegal. Illegal drugs are thus prohibited by law and include cannabis, ecstasy and cocaine to mention a few. Alcohol abuse is also known as "harmful drinking" and is a case where individuals develop a pattern of excessive drinking that results in adverse health and social consequences to the drinker and those within the social system (*Journal of Environment and Public Health, 2011*)

ALCOHOL AND DRUGS IN KALIKILIKI TOWNSHIP, LUSAKA:

In*Focus on Africa Magazine,* it was reported that one of the reasons young people in Kalikiliki township and other townships of Lusaka start consuming illegal drugs is due to frustration they experience such as unemployment and lack of recreation facilities (Smith 2011). This township is the most feared slum in the city where DEC has attempted to lunch operations to curtail the drug trade but have lamentably failed. Smith found four,15-year-old boys, sharing a joint as the smell of cannabis drifted through the air. The Drug Enforcement Commission (DEC) a government wing tasked with controlling national drug trafficking has faced numerous challenges to control the trade of illegal drugs in Kalikiliki township. Smith quotes the DEC Spokesperson, "*the commission is extremely worried about the increasing number of teenagers abusing narcotics such as cocaine and heroin. This is an indication that Zambia is no longer a transit nation but slowly drifting to a drug consumernation*" (DEC Report, 2011). The Drug Enforcement Commission report (2011) indicates that there was a 67% increase in cannabis seizures, from 64 to 107 tonnes between 2009 and 2010. In addition, there was a 30 percent increase in drug trafficking with 4,523 traffickers aged between eight and 85 arrested in 2010 compared to 3,257 in 2009.

This Challenge is compounded further by lack of adequate rehabilitation facilities to cope with the increasing problem of alcohol and drug abuse by the youths. The Drug Enforcement Commission does not run a rehabilitation program and the only other notable institutions that rehabilitate in Lusaka is Chainama Hills Hospital of Health Sciences which offers support including referrals to the Serenity Harm Reduction Program Zambia (SHARPZ).

In Lusaka, Chainama Hills Mental Hospital has raised concerns over the increased number of mental illness among the youths because of alcohol abuse. AfyaMzuri a Non-governmental Organisation (NGO) in Zambia reports that some of these cases are largely attributed to the infamous 'tujiliji". The 'tujiliji' has however been banned by the government but still continues to be sold underground (illegally).AfyaMzuri (Swahili word which means good health)revealed that the patients mostly comprised of male youth as young as 16 years were being treated for mental illness due to alcohol abuse.

Youth Alive Zambia attributes the abuse of alcohol and drugs by the youth to many factors among them due to lack of recreational activities and employment opportunities. On the other hand, the University of Zambia links it to the lack of regulation and monitoring system as a major factor contributing to the rise in alcohol and drug abuse. Currently the government has introduced a law to regulate the time that drinking places should open and close, through the Statutory Instrument of 2012. This is with the assumption that people do not generally abuse alcohol. However, such a step does not directly solve the issue of youths abusing alcohol. The University of Zambia experts argue that "the government is not doing enough to ensure that the laws stipulating alcohol are followed and that the drinking places are monitored to ensure that no underage is allowed" to enter or purchase any alcohol.

According to an AfyaMzuri report, Lusaka province has the highest number of pupils (youths) abusing alcohol and cannabis according data from the Drug Enforcement Commission report. Out of the 221 pupils that where counselled for drug abuse related problems, 180 of them came from Lusaka.

1.7 RATIONAL:

(i)Relevance:

The youth in Zambia constitute the majority of the population and at the sometime due to the nature of their age are the most vulnerable. Some of these risks the youths are vulnerable to include child labour, prostitution, alcohol and drugs, HIV and AIDS. As such, there is need to ensure that they are effectively communicated to in order for them to make informed decisions that have a direct bearing on their wellbeing and the community they are associated to. The youths

have to focus on positive developmental aspects of their life that will make them be responsible leaders. This entails the need for the youths to participate in activities that affect them. To have responsible leaders, there is need to invest in education and health. As such, failing to ensure that the youth have adequate knowledge about the potential harmful effects of alcohol and other substance will be akin to political, social, culture and economic suicide' due the bad effects of alcohol and drug's if abused.

Kalikiliki Township is notably known to trade in large volumes of alcohol and illegal drugs. This therefore exposes the youths of Kalikiliki Township to alcohol and drug abuse. As such, the youth of Kalikiliki Township need to be involved in various participatory communication strategies indoor for them to have full knowledge on the negative effects of abusing alcohol and other drugs. Medical research has shown that alcohol and drug abuse leads to long term negative health effects. It is therefore imperative that youths of Kalikiliki Township become involved in information sharing and creation so as to have a choice on what kind of decisions they would want to make for their lives and future.

(ii)Feasibility:

The research problem is a sensitive matter but not impossible to accomplish. This is because it involves the local people and youths who are the affected audience at every step in its decision making and implementation. One of the reasons that alcohol and other drugs have continued to be a challenge in Kalikiliki Township is because there is an absence of participation from the end users. Change Agents want to impose ideas to the people of Kalikiliki Township without fully consulting the people more especially opinion leaders and the youths. The researcher worked in collaboration with Serenity Harm Reduction Program Zambia (SHARPZ) members, Ward Development Committee (WDC), and institutions such as the Schools and the Council. There was use of limited resources manageable to the researcher and time available. The researcher achieved this by identifying opinion leaders in areas that covered the scope of this study. The participation of opinion leaders, youths and the community member has played a crucial part in minimising scope, time and resources.

(iii)Applicability of Results:

The results of this study can be used by the community leaders in Kalikiliki Township, government departments such as the Drug Enforcement Commission (DEC) and Zambia Police Service(ZP), the churches, schools, academicians, Ministry of Education, Ministry of Local Government and Child Development, Lusaka City Council, and Non-governmental Organisation such as Serenity Harm Reduction Program Zambia and its partners. Government agencies such as DEC can rely on such type of communication methodologies in its campaigns as previous attempts have failed to yield positive results.

Serenity Harm Reduction Program Zambia can use this research to strengthen its participatory approach that it is already implementing. The core lessons learnt from this research can be applied to other communities experiencing a similar problem, as general characteristics of townships in Zambia are similar.

(IV)Socio-Economic and Political Acceptability:

The failure to safeguard the interests of the nation, especially the youth, can result in a deep negative social, moral, political and economic crisis. The nation's strength and stability is dependent on the ability to produce and have quality leadership that can drive the nation in a desired positive direction. As Zambia has been independent for more than 40 years, it is incumbent upon the Zambians to produce its own leaders and experts in various fields in order to develop the nation to meet its economic targets. However, this research had to be handled with care and sensitivity as alcohol and more especially illegal drugs has been a very sensitive issue to in Kalikiliki Township to date.

(V)Ethical Acceptability:

The research adhered to ethical principles such as informing the participants about the survey and making the participants consent to being interviewed by singing consent forms. The participants were clearly informed about the research being purely for academic purpose and the aspect of keeping the information confidential.

(VI)Urgency:

It may not seem alarming for the people who live outside the community or have never visited or heard about the abuse of alcohol and drugs by the youth in Kalikiliki Township. Initially as outlined earlier on, Zambia was just a transit point but has now become a consumer at a high level. The concern is that an increasing number of the youths are abusing alcohol and other drugs. This problem has to be addressed, as the forceful measures attempted by the government have not

achieved the intended objective of reducing or preventing the abuse of alcohol and other drugs by the youths in Kalikiliki Township. In addition, the number of females abusing alcohol and drugs is constantly increasing over the years. Moreover, there is lack of adequate communication channels to inform the youths and rehabilitation facilities; as such, prevention is the best option.

(VII)Application of Results and Benefits:

The study results can be used by organisations dealing with youths in Kalikiliki Township. Other communities with a similar problem can use the findings to come up with solutions to mitigate the number of youths abusing of alcohol and other drugs. The benefits are accumulative to the community and youths in Kalikiliki Township as the youths were able to understand the negative effects of abusing alcohol and drugs. The use of effective communication and participative strategies is useful as such; techniques are proven to produce maximum results with little use of resources as the community provides solutions and effort.

1.8 MAIN OBJECTIVE:

To assess the communication and participatory strategies applied by care youth foundation and Serenity Harm Reduction Program Zambia (SHARPZ) in educating the youth of Kalikiliki Township on the potential harmful effects of alcohol and drugs.

2. LITERATURE REVIEW

In this chapter, the research will examine past studies and findings carried out related to effective communication and participation strategies on the potential harmful effects of youths abusing alcohol and other drugs world over. This information will enable the researcher to have data on similar research carried out and be able to identify successes and points of failure.

2.1 MAIN ASPECTS OF LITERATURE REVIEW:

According to Harm Reduction for Alcohol, alcohol abuse is a maladaptive pattern of alcohol consumption leading to clinically significant impairment or distress. Dietary Guidelines Advisory Committee (2012), points out that the hazards of heavy alcohol intake have been known to increase the risk of liver cirrhosis, hypertension, cancers of the upper gastrointestinal tract, injury and violence. In the same report, an analysis of the preventable causes of mortality in the United States (US) attributed 90 thousand deaths a year to alcohol misuse. During this same period, 26 thousand fewer deaths were averted due to reductions in heart diseases, stroke and diabetes from the benefits attributed to moderate alcoholic consumption. For adolescents or youths, alcohol abuse increases the risk of injury, drowning, car accidents and traumatic injury(Ibid).

According to Jiang (2009), alcohol is a potentially addictive drug and if misused, gives pleasure and can lead to insidious but finally incapacitating illness. It further stated that the reasons for alcohol being misused lay not only with the individual but also in his/her society. The argument is that if the community is permissive toward excessive drinking, then excessive drinking will go unchecked. That is why as much as the campaign on the potential harmful effects of alcohol and other drugs are targeted towards the youth, parents should also be heavily involved at household level to change the mind set of such a bad trend being perceived as normal or acceptable within the community.

The examined literature states that parents, educators and community leaders are important factors in educating the youth about dangers of abusing alcohol and drugs. They are important elements in the awareness of effective communication and participation programs.

Early interventions often have a greater impact than later intervention by changing a youth's life path (trajectory) away from and toward positive behaviours. In doing this, it is important to identify the type of drug abuse problem, target modified risk factors and strengthen identified protective factors. Thus, prevention programs should be tailored to address specific audience or population characteristics, such as age and gender in order to improve effectiveness.

According to the United States Department of Health and Human Services (HHS), several studies have tried to determine the origins and pathways of drug abuse and addiction. Many factors have been identified that help differentiate those youths more likely to abuse drugs from those less vulnerable to drug abuse. Factors associated with greater potential for drug abuse are called risk factors, while those associated with reduced potential for abuse are called protective factors. Risk factors can greatly affect the youth in their developmental path. In focusing on the risk path, research-based

prevention programs can intervene early in a child's development to strengthen protective factors and reduce risks long before behaviours develop. Risk factors for drug abuse represent challenges to an individual's physical, intellectual, and psychological emotions, social and academic development. For young children especially those exhibiting serious risk factors, delaying interventions until adolescence will likely make it more difficult to overcome the risks as risk factors influence drug abuse in several ways.

The more risks a child or youth is exposed, the more likely they will abuse drugs. For instance, having a family history of substance abuse puts the child at risk of other factors that include issues of heredity, pre-natal influence, and early regular use of substances, availability and learning. However, in an environment with strong anti-drug norms, the child is less likely to become a drug abuser. The presence of many protective factors can lessen the impact of few risk factors. For instance, parental and community support and involvement can reduce the influence of the risk. An important aspect is to change the balance between risks and protective factors so that protective factors outweigh risk factors. That is why SHARPZ has targeted the youth and makes them become aware of the harmful effects of abusing alcohol and other drugs. As the youths will be educated, it gives them an opportunity to make informed decisions as they are made aware of the negative effects of abusing drugs and alcohol. Gender may also determine how individuals respond to risk factors. Research on relationships within the family shows that adolescent girls respond positively to parental support and discipline, while adolescent boys respond negatively. Studies have shown that children with poor academic performance and inappropriate social behaviour at ages seven and nine are more likely to be involved with substance abuse by age 14 and 15(National Institute on Drug Abuse 2003).

In the past, the concern was only for boy's world over but currently there are an increasing number of girls that are abusing alcohol and other drugs. The researcher was informed by community members of the increased number of girls abusing drugs and alcohol in Kalikiliki Township.

Research shows that key risk periods for drug abuse occur during major transitions in children's lives. This transition includes significant changes in physical development for example, puberty or social situations such as death of parents or divorce. The first big transition for children is when they leave the security of the family and enter school and later when they advance from one level of education to another. SHARPZ has initial targeted school going children in its first phase and will then target those out of school in the second phase of its project implementation. A particular challenging situation is in late adolescent when children move away from their guardian's homes for the first time without parental supervision. Such as situations when youths are attending boarding school, college or university and when they enter the workforce or marry.

As risk appear at each transition stage, prevention planners need to consider their audiences and implement programs that provide support appropriate for each developmental stage. Community planning derives benefits from contributions of community organisations that provide services to the youth. Convening a meeting of youth leaders serving in organisations can aid in coordinating ideas, resources and expertise to help implement and sustain research based programs. SHARPZ has been able to set up a youth leadership group that carries out awareness activities to other youths and are in the forefront of implementing program activities.

According to Wald and Abrams (2012), prevention through education has become the newest panacea of the drug abuse field. Law enforcement interventions have failed to stop the supply of illegal drugs, rehabilitation has thus far failed to reclaim many abusers of drugs and alcohol. In Kalikiliki township the Government of the republic of Zambia, through Zambia Police, Drug Enforcement Commission and Immigration and at some point in history collaborated with the Zambia Army to try to arrest drug dealers but failed to yield any positive results.

According to Professor Luo (2010), the only recognised Institution, Chainama Hills Hospital apart from SHARPZ, which offers rehabilitation services, does not attract people, as the public perceives it to be an institution for mentally ill people. There is a shift towards investing in projects that take the aspect of education as core, to stop the problem before it begins. Investing of money in these projects is difficult as resources have become scare, however, creative individual serenaded to act as catalysts for the growth, testing and support of creative educational approaches without need for many resources. Evaluation is vital, as it is a climate that encourages the translating of research findings into action. Therefore, concerted efforts to clarify goals, positive knowledge and institutional responsibility are essential.

According to the Drug Reduction Project (2006), a study conducted by the government of Grenda, an island in the Southern Eastern Caribbean Sea among young people aged between 15– 35 years. The targeted group mainly abused

alcohol and marijuana in identified communities and the following the main factors that contributed to youths abusing alcohol and drugs (Ibid);

1. Traditional customs and beliefs

2. Home influence

3. Peer pressure

4. The postmodern youth culture

5. Economic factors

In this study, in-depth interviews, questionnaire and focus group discussions were held with young people who were enrolled in school and school leavers. The main objective of the research was focussed on attitudes, beliefs, values and norms that influence the use and abuse of drugs and alcohol.

The Drug Demand Reduction Project (2006) stated that there should be concerted effort among stakeholders in finding creative ways focusing on attitudinal change in the youth toward alcohol and marijuana. Drug awareness education should be an integral part of the school curriculum.

This is in order for the youths or school going children to be fully aware of the potential harmful effects of drugs in a formal setting. Other institution such as family and the church should also play an integral part.

The challenges faced during research were; scepticism by the subjects viewed due to the sensitive nature of issues to do with drugs. This made participants in focus group discussions be reluctant to divulge information. Those in the research experienced verbal abuse, as they were perceived as trying to gather information for the police or other security wings of government.

Poor response from those invited to attend meetings resulted into rescheduling of meetings. This therefore increased on the time frame for the study. Another challenge was on the getting consent for those that were considered minors as parental consent had to be sought before conducting interviews for such individuals. Lastly but not least, the non-availability of official statistics on alcohol and marijuana use and abuse from institutions such as the prison and police.

2.2 Policy and Legal framework in Zambia on Alcohol, Drugs and other Substances:

When it comes to alcohol and drug use in Zambia, the two pieces of legislation used are the liquor Licensing act, Cap 167 of the laws of Zambia (1959) and the traditional beers act cap 168 of the laws of Zambia enacted in 1930. These two pieces of legislation are very old and have never been reviewed. Currently there is the statutory instrument of 2012, which has been enforced, and it regulates time when alcohol should be sold and time when bars should open and close for business.

The Drug Enforcement Commission (DEC) was established under the dangerous drugs act, Regulation 1989. The mandate of DEC is as follows: an information centre, educating the public on dangers of abusing drugs and alcohol and psychosocial support to those abusing drugs, play advisory role to government ministries and institutions and also investigate and arrest those breaching the law. DEC is divided into departments namely;

a) Supply Reduction department that has the mandate to investigate, arrest and prosecute drug traffickers and offenders.

b) Demand Reduction department, which offers counselling and rehabilitation to the users of drugs. This institution has its own strengths and weaknesses and as evidence suggests, there is an increase in the use of illegal drugs today in Zambia.

A study named *Situational Analysis of the Extent of Alcohol and Professor NkanduLuo and Dr.*

N. Mutombo carried out Substance use in Zambia (2010). This study involved consultations with key government ministries and other institutions such as Zambia Police (ZP), Zambia Revenue Authority(ZRA), District Health Management Teams (DHMT), The University Teaching Hospital (UTH), Drug Enforcement Commission (DEC), National AIDS Counsel (NAC), Chainama Hills Hospital, Faith based organisation (FBOs), Provincial AIDS Task forces (PATFs), Chiefs and other opinion leaders, youths and other stakeholders such as truck drivers and commercial sex workers. The methodology used was selection of provinces purposively in order to cover respondents from urban, border and rural settings. Some of these sites were selected for being known to have increased alcohol use and risky sexual behaviour.

The study focused on establishing the extent of the alcohol and substance abuse/use/misuse problem in Zambia. The study endeavoured to link between alcohol, substance abuse in Zambia and the transmission of HIV, disease progression and adherence to Anti-Retroviral drugs (ARVs). The overall objective was to contribute to strengthening of the draft national alcohol policy.

Information was collected from a across- section of individuals, households, institutions and communities from different parts of the country. The researchers used both quantitative and qualitative methods. The researchers also reviewed existing legislation and polices. The respondents were selected from six districts; Kitwe (Copperbelt), Chipata (Eastern), Lusaka, Nakonde (Northern), Livingstone (Southern) and Mongu (Western). In each selected district, two standard Enumeration Areas (SEA's) were randomly sampled. The SEA's were based on the

2000 Census of Population and Housing mapping. Households were selected and the target was anyone above the age of 15 years. For the youths aged below 18 years and were interviewed, their parents or guardians signed a consent form. As for the youths, they were requested to sign Child Assent forms.

The results of the study were that alcohol, drugs and other substances were one of the major challenges encountered by households, communities, and the whole country. Among the alcoholic drinks that were abused were "Mosi", "Tujilijili", "Kachasu", "opaque beer", and "local wines". Findings of the study indicate that cannabis was the most abused drug by many users.

The Challenges faced by the research team in this study included; long hours spent on travelling as the roads were very bad between the identified targeted sites. Some critical government wings such as DEC did not corporate fully as a result little or no information was obtained. The time allocated for the study was also not adequate and lastly in some instances there was no or little record keeping from some institutions visited.

The United Nations Office on Drugs and Crime (UNODC) has opted for a strategy of using peerto- peer education in order for youths to educate their fellow age mates, as they are more open and free to talk to each other. The peers are used to target certain youths who have been identified to have a problem. For the United Nations Program on HIV/AIDS (UNAIDS) peer education is regarded as an approach, a communication channel, a methodology, a philosophy and a strategy. This communication channel effects change at individual level by attempting to modify a person's knowledge, attitudes and beliefs. The change at individual level triggers a trickle-down effect at social level through modification of norms thereby stimulating collective action that leads to changes in programmes and policies (UNAIDS 1999).

Peer to Peer is an effective form of participatory communication as it empowers the youth with methods of working with their fellow youths across a range of social issues such as drug prevention, crime, violence and health. The advantages of this form of communication are as follows;

A. Effective way of sharing knowledge because the youths are more likely to listen to people of their same age group and with the same basic characteristics as they leave in the same environment. The youths are able to explain to their fellow youths in a manner that they are best able to understand each other such as with language and expression certain terms.

B. Credible because it is based on real experiences the youths are able to exchange and experiences they undergo. They are able to establish a strong enduring bond because of the strong sense of connection formed. In Namibia, they used a similar approach named "My Future is my Choice" and it has recorded positive results. The idea was to reach young people through young people concerning sexual health information. This program is a corporation program between the Government of Namibia and UNICEF. Young people between the ages of 14 and 21 are trained in a highly interactive way and are heavily involved in the review of program planning. Their activities involved communication models such as drama, role play and debate. About 600 youths have been trained and have managed to reach over 50,000 of their fellow youths (UNAIDS 1999).

C. Good way of youths communicating with their fellow peers in a way that makes sense and can be described as the hallmark for peer education. This is because the same information can be communicated in a number of different ways depending on which group of youths and peer educators are involved. For instance, a youth educator talking to a group about drug prevention is able to refer to local situations and stories where prevention has worked or not worked and the reasons obtained.

2.3 CHARACTERISTICS OF THE PHENOMENA:

It is a fact that people who would learn a new skill or information would inform others about it. The idea behind it is that others would learn something new. When it comes to abuse of alcohol and drugs this mode of communication can be applied. Since drug and alcohol abusers learnt how to use drugs in a similar manner, so vice versa, this method can be used to achieve positive results.

The report identified the following key characteristics;

I. Culturally appropriate because each culture is unique thus the need for appropriate strategies for each community. It should not be ignored that issues of drugs and alcohol abuse are culturally sensitive in certain communities. For instance, Rastafarian youths would consider it as part of their religious expression and Muslims would consider it as taboo. This can therefore be identified as one of the challenges facing drug prevention programs if the intervention fails to consider these factors in perspective.

II. Developmentally appropriate, as it is important to understand development stages in young people. This aspect helps the programme to design effective messages. This is also, where certain aspects of psychology by scholars such as Jean Piaget would be included. Piaget argues that for instance young people in primary school have a different sense of self and their environment than those in middle or senior school. Therefore, messages have to be designed different according to target audience.

III. Accuracy in information provided so as not to erode confidence of the youths. This can happen in instances such as when message are being disseminated in a propaganda manner. Once youths realise that it is not true, they lose confidence.

IV. Based on experiential learning, including modelling and practising communication, negotiation and refusal skills. The environment should be able to facilitate true learning. The issue of drug use involves a complex interaction between peer modelling and imitation and parental modelling.

V. Professionalism shown by people who are delivering the programme. This is an important aspect as it helps motivate the sustainability of the programme. In Canada, there is a policy on Public Health Approach to Drug Control. This policy was drafted to reduce negative health effects and harmful use of substances such as alcohol and drugs. In Canada, two policies that exist are; one policy is for legal, for profit and others classified asillegal drugs. Illegal drugs include marijuana, heroin and cocaine and prohibited by law. The type of harms created by each of these is reviewed (Health Officers Council of British Columbia, 2005). The point of reference for policies against illegal drugs would be that which minimizes the prevalence of harmful use and negative health impacts and indirect or collateral harms to society. Canada however, allows use of drugs such as marijuana for medical purposes.

As much as it's accepted that the approach to the use of education and to help prevent drug and alcohol abuse among the youth, adequate policies play an important role of complimenting this effort.

2.4. HEALTH PROMOTION AND EDUCATION:

Harm Reduction ideals, policy makers, educators and health promoters can inform drug users how and why they should prevent, harm and provide these users with means to do it. How on the part of the user they can prevent the harm. Research done has shown that users will change their behaviour in response to information about safer use, and that this change is greater if skills trainings in addition to means to ensure safety are provided (Human Reduction Protocol, 1996).

According to findings by Harm Reduction, currently in the United States of America the main response to drug use among young people in most nations has been school and media drug education programs. These interventions are based primarily on prevention ('Say No to drugs') approach.

However, criticism of this approach is based on the tendency to exaggerate the dangers and to perpetuate certain convenient stereotypes i.e. 'smoking marijuana makes you become mad'. The other criticism is that it assumes out rightly that a youth's decision to say no becomes much easier if he/she is acquainted with the consequences. If not implemented carefully, this approach could actually encourage drug use by creating a sense of curiosity, which is the need to experiment in the youths. As such the harm Reduction approach to education focuses on non-judgemental information about different drugs, their effects, about the law, legal rights, how to reduce risks and institutions that provide assistance.

This approach aids the youth to develop a wide range of skills such as assessment, judgement, communication, assertiveness, conflict resolution, decision making and safe use (Harm reduction Protocol, 1996).

2.5 GLOBAL STATISTICS AND SCENARIO OF THE PARTICULAR PHENOMENA:

World over, the current population of today is the largest in history. Over 3 billion people which is nearly the world's population are under the age of 25 years (Youth participation in Development 2010). These youths are valuable assets and investment in them results in social and economic benefits for a nation. Thus, it is imperative that the youth are engaged in decision making in order for them to be part of development decision makers for today. It is therefore evident that government all over the word are increasingly supporting youth ministries, youth policies and youth programs (ibid).

A study by the world Health Organisation (WHO) revealed that a large number of good surveys have been carried out among the youths concerning drug use but unfortunately, each researcher has tended to gather different types of data and types of instruments used. WHO gathered experts from parts of the world in order to develop a broadly acceptable methodology that could be used for various age groups and social cultural settings? The main parts of this data instrument contained demographic characteristics, use of major classes of drugs, age drugs first used and honesty of reporting (WHO report number 50.)Some of the challenges encountered in this study were; some samples in individual countries were small, difficult in understanding some questions by the participants and need for additional methodologies.

In Kenya, a study was conducted in Kisumu, western Kenya whose objective was to determine the effect of age, gender and peer influence on drug abuse and to establish the reasons why students abuse drugs. Nine schools were randomly selected for the study and a total of 458 students (243 males and 215) females were interviewed using a closed ended questionnaire. The results were that the age group most vulnerable at most, risk was 16-18 years, the age to which most students are in secondary school. The reason given for abusing the drugs included; experimentation (38.2%), enjoyment of the feeling (47.3%), influence from friends (8.7%) influence from relatives (2.1%), and treating stomach ailments (2.9%). The boys (36.9% n=169) abusing drugs were more the girls (27.3%).

From this study, it was concluded that drug abuse was widespread in Secondary schools in Kisumu and more boys involved than girls did. Drug abuse was found to be higher in students living in low socioeconomic class of the town (30%, n=122).The study recommended that early interventions should target school attendees at early age with the aim of preventing drug abuse in secondary schools in Kisumu (AJFAND online, Volume 9 No. 3 2009 May 2009).

In Kenya, studies show that more than a fifth (22.7%) of primary school children take alcohol and the figure raises to more than three-quarters (68%) for the university students. A large number of students across all ages have been exposed to alcohol, tobacco, Mira, glue sniffing, bhang (marijuana), heroin and cocaine. A study by Siringi (2009) showed that the prevalence of drug abuse increased from primary to tertiary institution.

3. RERSEARCH METHODOLOGY

3.1 INTRODUCTION:

This chapter examines the methodology applied by the researcher in the study. In order to effectively gather information on this research, the researcher used triangulation, which is a type of research method that combines both quantitative and qualitative methods. Plooy G.M. Du (2006) argues that triangulation in addition, refers to multiple sources of information in order to obtain data. The researcher used two separate semi structured questionnaire's comprising of closed and open-ended questions. One questionnaire was administered to guardians in households whilst the other was administered to youths in school.

Concerning the collection of data using qualitative methods, the researcher used the following tools to consolidate thedata gathered; in-depth interviews, focus group discussions, participant observation and document analysis.

3.2 SCOPE OF THE STUDY

This study was carried out in Kalikiliki Township, in Lusaka. Kalikiliki Township was chosen purposively in particular because it is one of a major trading area for illegal drugs. There is an increased concern on the level of consumption and availability of drugs and alcohol, which as a result is being abused by the youths at an alarming rate.

This community is accessible and convenient to the researcher, as he has worked in this community before for four years. Serenity Harm Reduction Program Zambia was purposively selected for this study because currently it is the only

organisation that has managed to disseminate communication messages concerning the potential harmful effects of alcohol and other drugs to the youth in this community. SHARPZ has managed to disseminate communication messages on such a sensitive topic without any resistance or hostility from the community members including drug agents. This is largely attributed the use of participatory communication strategies of communication.

3.3 RESEARCH METHODS:

The researcher used both quantitative and qualitative research methods for data collection. In order to consolidate the data gathered, the researcher used other methods for gathering information, which included participant observation, in-depth interviews, document analysis, as well as focus group discussions.

Quantitative Survey:

In this survey, two different types of semi-structured questionnaires were separately used to collect data from guardians and youths in school. The questionnaires were administered through face-to-face interviews in order to have high respondent turnover and follow up on certain aspects of the data that needed further investigations. The questionnaires were structured in a way that enabled the data collected to be able to measure knowledge, attitudes, beliefs, practices and opinions of the community. The researcher was able to get this information by using different questioning techniques such as open and closed ended questions. The questionnaires were used to collect primary data. The researcher was able to collect valuable information as he took part in activities conducted by SHARPZ during the period of attachment to this organisation.

In-depth Interviews:

This interpersonal method was used and involved face-to-face collection of data. The information was collected from respondents whose organisations were purposively selected. These included the Programmes Development Coordinator for SHARPZ, Chairperson for Ward Development Committee (WDC) in kalikiliki township, The Council Team Leader for Kalikiliki Township and Chairperson for Crime and Prevention, a Community Initiative in kalikiliki. These participants were purposively selected as the researcher handpicked them basing on their professional positions, vast knowledge and experience in fieldwork. This method of data collection supplements data gathered as participants were probed further and provided the researcher with secondary data.

3.4 SPECIFIC OBJECTIVE:

1. To assess knowledge, attitudes and practices that youth in Kalikiliki Township have acquired on alcohol and drug abuse.

2. To assess the types of media used by the youth of Kalikiliki township to access information concerning alcohol and drugs.

3. To determine the strengths and weakness of the communication and participatory strategies being applied by Care youth foundation and Serenity Harm Reduction Program Zambia in educating the youths in Kalikiliki township.

4. To determine the capacity of community groups to effectively communicate to the youths in Kalikiliki township concerning alcohol and drugs.

Participant Observation:

This method involved the collection of data through observation as the researcher was attached to SHARPZ and took part in the program activities. Prior to the attachment, the researcher had been working in this community for four years with an International Organisation (Children International Zambia). Participant observation focused on the quality of certain communication behaviours to supplement data previously collected through questionnaires and facilitated the awareness of how particular theories can be applied. The researcher interacted with the youth, Opinion Leaders, the Change Agents, and the local community members. This provided the researcher an opportunity to experience how youths are responding to communication activities concerning the potential harmful effects of alcohol and other drugs.

Focus Group Discussion (FGD):

Two focus group discussions were conducted and each comprised of 12 participants. The participants were selected from within the community based on their experience, representation of sections of the community and willingness to participate in the discussion. The researcher ensured that the participants represented the population of Kalikiliki

Community from each of the zones (6 zones) to enable the possibility of generalisation of information gathered. The selection was based on the researcher's interaction with these individuals.

Review of Documentary Evidence:

This method helped strengthen and collaborate results obtained from interviews and observation.

It involved the examination of a variety of documents which included minutes of meetings, workshop reports, project proposals, brochures, official correspondence and any other documents related to participatory communication strategies concerning alcohol and drug abuse among the youths that CAYOF and other cooperating partners have has produced.

3.5 SAMPLE AREA:

The researcher purposively selected six schools based on premise as being the only schools Care youth foundation (CAYOF) targeted and conducted sensitisation activities. Each school was represented by 20 respondents with a total of 120 youths from the six schools. From the households, the 50 respondents were selected by convenience sample, as many families are still sceptical and wary of discussing anything that concerns drugs and alcohol. There is the statutory instrument of 2012 that has come into effect and regulates the sale of alcohol in shops and bars because of abuse that has been experienced. The areas that was purposively selected is called '' Kalikiliki and it also included part of its surrounding areas such as mtendere east and kalale. Most youths are influenced by youths from these areas. Therefore, it was prudent for the researcher to concentrate in sections of the community that has high concentration of youths abusing alcohol due to high volume and drugs found in these two areas.

Secondly, Kalikiliki Township is too vast to be covered within the limited time and resources available to the researcher. Families in the community fear that the collection of data concerning alcohol and other substances is a cover up to identify which households deal in illegal drugs. The researcher observed that families in this community fear being physically abused by the agents dealing in drugs as they are perceived to be providing information to the law enforcement agencies such as Drug Enforcement Commission (DEC), Zambia Police (ZP) and the Immigration department. As such, these household members were selected purposively because they were readily available and volunteered to be interviewed. This method used enabled the researcher collect the data from two homogenous subsets (areas) within the community.

The youths in school were selected from a total of six schools, and each school was represented by 20 pupils using systematic random sampling. The schools were; Kalikiliki Community, ibex hill Community, tigwilizane Community, trinity Community, true vine Christian school School and Farai School. These children mostly live within Kalikiliki Township with a few coming from within nearby communities that share similar social characteristics with Kalikiliki Township. Households and youths were selected by the researcher to counter check if there was a difference (if any) that might exist in terms of knowledge, attitude and practices concerning the issue of youths abusing alcohol and drugs. In total there were 170Respondents interviewed in the quantitative survey.

3.6 DATA ANALYSIS:

The Statistical Package for Social Sciences (SPSS) was used to code and analyse quantitative data in terms of frequencies, percentages, charts, graphs and characteristics.

3.7 LIMITATIONS OF THE STUDY:

The researcher intended to systematically select guardians for household for the study but encountered the challenge where families fear to interact with anyone who questions on illegal drugs and alcohol. As earlier mentioned people who try to inquire on issues concerning alcohol and drugs are perceived to be agents of the government and who consequently would provide information of their actual location and other personal information.

This therefore posed a danger to the researcher and research assistants. The research assistant were selected from the community thereby facilitated the movements for the researcher in the community considering the danger of being an outsider in the community due to the illegal trade in drugs and the recent pronouncements by government of demolishing the community.

Currently any foreigner that comes into the community is mistakenly perceived as coming to spearhead the demolition exercise that the government has announced, thereby increasing the risk of doing research at such a period when such ideas about demolition of the community are being enforced.

4. DATA ANALYSIS AND INTERPRETATION

This section of the report presents analysis and interpretation from two questionnaires; one for households and the other for youths in school. In addition, findings from in-depth interviews, focus group discussions, observations and document analysis will also be presented. Individuals from the following institutions/ organization were also interviewed by the researcher through in depth interviews are; Ward Development Committee Chairperson, Council Team Leader, SHARPZ Programmes Development Coordinator and Crime Prevention Chairperson. This information helped the researcher to understand the category of people and nature of responses to be used for the research.

PARENT / GUARDIAN'S RESPONSESDEMOGRAPHIC STATISTICS:

A. Quantitative

Table 1. What is your sex?

SL.NO	PARTCIULARS	TOTAL	PERCENTAGE
1	MALE	23	46
2	FEMALE	27	54

From the above table, 46% of the respondents are belongs to male and 54% of the respondent were belongs to female.

Table 2: Age last birthday

What is your age?

	frequency	Percent	Valid percent	Cumulative percent
15-25 yrs	9	18	18	18
26-36yrs	12	24	24	42
37-47yrs	19	38	38	80
48-58yrs	10	20	20	100
total	50	100	100	

The majority of the respondents where within the ages of 37 – 47 years represented by 38 percent, translating to 19 respondents, followed by those in the range of 26-36 years with 12 respondents representing 24 percent, those between 48 – 58 had 10 respondents representing 20 percent and lastly those between 15-25 years with nine respondents representing 18 percent.

Table 3: What is your monthly income?

	Frequency	Percent	Valid percent	Cumulative percent
ZMK500-ZMK 900	9	18	18	18
Below ZMK500	41	82	82	100
Total	50	100	100	

The majority of the respondent amounting to 41 representing, representing 82 percent earn below ZMK 500.00, nine respondents, representing 18 percent earn a monthly income of between ZMK 500.00, and ZMK 900.00 This indicates that the majority of households live below the poverty datum line.

Table 4: Education level

What is your level of education?

SN NO	PARTICULARS	TOTAL RESPONDANTS	PERCENT
1	Junior secondary education	23	46
2	Primary education	16	32
3	Senior secondary education	9	18
4	No formal education	2	4

Of the 50 respondents, 23 had attained Junior Secondary level representing 46 percent, 16 attained primary level representing 32 percent. There were nine respondents representing 18 percent who reached senior secondary with 2

respondents representing 4 percent who had not been to school formally. This shows that the majority of the respondents had been to school and where able to fully understand the contents of the questionnaire and give appropriate responses.

This level of literacy also helps in determining the type of communication messages to be designed for a particular target group.

Table 5: Occupation

What is your occupation.

SN NO	PARTICULARS	TOTAL RESPONDANTS	PERCENT
1	INFORMAL EMPLOYMENT	48	96
	FORMAL	2	4

In the table above, 96 percent representing 48 of the respondents were in informal employment whilst 4 percent representing 2 were engaged in formal employment. Due to limited opportunities for formal employment in Zambia, poverty levels are high forcing many people to engage in any form of business as long as they can earn income regardless of the health risks.

Most of the members of Kalikiliki Township are involved in odd jobs such as security guards, traders in small quantities of goods in shops known as 'TuNtemba', housekeepers, wheelbarrow transporters and volunteers in various projects that are introduced in the community. Most of those in employment are junior casual workers.

Table 6: Is there a radio in the house that you tune?

	frequency	percent	Valid percent	Cumulative frequency
Yes	35	70	70	70
No	15	30	30	100
total	50	100	100	

The data collected in the table above indicated 35 respondents representing 70 percent of those who tune to radio in their homes whilst 15 respondents representing 30 percent did not have a radio in their homes that they tune.

Table 7: Is there a television set in the house that you use?

valid	frequency	percent	Valid percent	Cumulative frequency
Yes	28	56	56	56
No	22	44	44	100
total	50	100	100	

A total of 56 percent that is 28 respondents indicated that they own and tune to television whereas 44percentrepresenting 22 of the respondents indicated that they do not own a television. Of these 49 percent representing 24 watch television more than three times a week, 34.7 percent representing 17 don't watch, five representing 10.7 percent watch twice a week and three representing 6.1 percent once a week.

Table 8: What means of communication sources within the community do you obtain information?

	frequency	percent	Valid percent	Cumulative frequency
Drama and community meetings	24	48	48	48
Posters fliers, billboards and drama	2	4	4	52
Magazines and drama	2	4	4	56
Church meetings and	10	20	20	76
Community and Churchmeetings	4	8	8	84
Drama, Posters, fliers,	3	6	6	90
billboards andCommunity meetings	1	2	2	92
Magazines and Churchmeetings	1	2	2	94
No response	1	2	2	96
Magazines andCommunity meetings	1	2	2	98
Community meetings	1	2	2	100
Total	50	100	100	

48 percent representing 24 of the respondents receives information through drama and community meetings, while 20 percent representing 10 receive information through church meetings, and 6 percent representing 3 through drama. Furthermore, findings depicted that posters/fliers/ billboards and drama magazines and drama represented by 4 percent while posters/fliers/billboards and community meetings, magazines and church meetings, magazines and community meetings and community meetings were represented by 2 percent with one respondent who did not give a response.

Table 8: Which type of communications channel do you consider most effective?

valid	frequency	percent	Valid percent	Cumulative frequency
Radio program and drama	16	32	32	32
Television and drama	3	6	6	38
Newspaper and radio programme	4	8	8	46
Drama and community meetings	1	2	2	48
Community meetings	1	2	2	50
Drama and Magazines	2	4	4	54
Radio and Television	18	36	36	90
Radio and Church	1	2	2	92
Radio and Communitymeetings	1	2	2	94
Television and Communitymeetings	3	6	6	100
Total	50	100	100	

The respondents represented as follows; 36 percent representing 18 considered radio and television as most effective, followed by respondents with a total of 32percent representing 16, radio and drama, then television and drama, and television and community meetings represented by six percent representing three of each and lastly; drama and community meetings, community meetings, radio and church, radio and community meetings represented by two percent of one each. With these results, more information will have to be disseminated through television and radio.

As much as the community regards radio and television as the most effective it's important to use local communication means such as drama, church and community meetings to cover a greater population of the targeted audience. Local means are economical and can be tailored to suit the needs of the community and this type of communication is easily accessible, effective and available to the community at time convenient to the targeted audience.

Table 9: Problems affecting the youth

What are the three most important problems affecting the youth and need to be urgently addressed.

SL NO	PARTICULARS	TOTAL	PERCENT
1	of recreation facilities, alcohol and drug abuse and crime	21	42
2	alcohol and drugs, lack of resources for education and crime	38	19
3	abuse of alcohol and drugs, no public libraries and crime	4	8

Data collected from this survey shows that 42 percent representing 21 of the total respondents cited lack of recreation facilities, alcohol and drug abuse and crime as the most important problem, 19 percent representing 38 of the respondents cited abuse of alcohol and drugs, lack of resources for education and crime, followed by 8 percent representing 4 respondents who cited abuse of alcohol and drugs, no public libraries and crime and other respondents who cited lack of public libraries and no resources for education and lastly four percent representing two of the respondents indicated abuse of alcohol and drugs as well as crime as most important factors affecting the community.

The community is strongly concerned about the abuse of alcohol and drugs by the youth and are willing to participate and engage the youths in activities that will affect positively on the community. According to the researcher's observations, the community is willing to ensure that it co-operates with any organization that will assist them with efforts in eliminating that bad tag that hangs over Kalikiliki Township.

Table 10: Most important considerations

Valid	frequency	percent	Valid percent	Cumulative frequency
Availability ofMessages	1	2	2	2
Being easy to understand	6	12	12	14
Use of appropriate Local language	35	70	70	84
Use of English language	8	16	16	100
Total	50	100	100	

From table above, 70 percent representing 35 of the respondents indicated that use of local language was the most effective reason for offering effective communication followed by 16 percent representing eight who opted for use of English, then 12 percent representing six who preferred use of easy to understand messages and lastly two percent representing 1who indicated that information was readily available. As such, it is important to ensure that IEC materials are printed in local language to enable effective communication.

If communication messages are provided concerning alcohol and drug abuse, what do you think should be the most important consideration?

Table 11: Do you know a youth that uses alcohol and other drugs in a harmful way?

Valid	frequency	percent	Valid percent	Cumulative frequency
Yes	49	98	98	98
No	1	2	2	100
Total	50	100	100	

Of the total respondents 98 percent representing 49 indicated they know a youth who abuses alcohol and drugs with only 1 respondent represented by 2 percent indicating he/she was not aware of any youth abusing alcohol and drugs. This information shows many youths are involved in abusing alcohol and drugs. Thereby, indicating the magnitude of the problem and seriousness of urgency for the interventions to be enforced.

If communication messages are provided concerning alcohol and drug abuse, what do you think should be the most important consideration?

Table 12: Major role of communication

valid	frequency	percent	Valid percent	Cumulative frequency
Valid Agree	36	72	72	72
Strongly agree	5	10	10	82
Disagree	8	16	16	98
Neutral	1	2	2	100
Total	50	100	100	

The respondents were asked if they were agreeable that communication plays a major role in addressing the problem of youths abusing alcohol and other drugs. The majority of respondents represented by 72 percent amounting to 36 agreed, 16 percent represented eight disagreed, 10 percent represented five who strongly agreed with only one respondent taking a neutral position.

Table 13: Do community Leaders actively work together with other organizations?

	frequency	percent	Valid percent	Cumulative frequency
Valid Yes	6	12	12	12
No	44	88	88	100
Total	50	100	100	

In this table the respondents were asked if community leaders actively work together with other organisations. The majority of the respondents 88 percent represented 44 did not agree whilst 12 percent representing six who agreed. This data shows that community leaders (opinion leaders) do not work with other groups to come up with an effective communication strategy. Working with other organizations enables prudent use of resources and reduces on the chances of duplicating activities and the sharing of information.

Table 14: Reduction of alcohol and substance through community participation

Can alcohol and substance abuse by the youths be reduced or prevented through communityparticipation?

	frequency	percent	Valid percent	Cumulative frequency
Valid Yes	46	92	92	92
No	4	8	8	100
Total	50	100	100	

In this table, the data collected showed that 92 percent representing 46 of the respondents agreed that alcohol and substance abuse by the youths could be reduced or prevented through community participation. With only eight percent representing four respondents saying 'no' to community participation reducing or preventing alcohol and substance abuse by the youths.

Youths in School Responses

Demographic Statistics

Table 15: Sex

SL NO	PARTICULARS	PERCENTAGE
1	MALE	56.7
2	FEMALE	43.3

For youths in school, 56.7 percent represented Male and 43.3 percent female. The researcher inquired about this proportion and was informed that males are more active as compared to girls who tend to shy away from such activities. However, from these statistics gender presentation was balanced as each sex was fairly represented.

Table 16: Age of respondents

	frequency	percent	Valid percent	Cumulative frequency
Valid 12-15 years	66	55	55	55
16-19 years	52	43.3	43.3	98.3
20-23 years	2	1.7	1.7	100
Total	120	100	100	

From this table above, it was revealed that the age distribution ranged from 12 years to above 23 years. The majority of the respondents were between 16 – 19 years representing 66 percent followed by those between 12 – 15 years 52 percent. The 2 percent represented those between 20 -23 years.

Table 17: Main types of alcohol abused by the youths of Kalikiliki Township.

		frequency	percent	Valid percent	Cumulative frequency
Valid	Opaque beer	38	31.7	31.7	31.7
	Lagers	39	32.5	32.5	64.2
	Spirits	42	35	35	99.2
	Wines	1	8	8	100
	Total	120	100	100	

When the respondents were asked to name any alcohol abused by the youths, 42 of the 120 respondents cited spirits (modern spirits, "Tujilijili" and "Kachasu"), 39 respondents cited lagers such as Castle and Mosi, 38 respondents indicated opaque (bulk beer) and one respondent mentioned wines. It is evident that the respondents know the exact type of alcohol mostly abused by the youths. The spirits, which are highly abused, make the youths drunk quickly and in small quantities there by making it affordable for them.

Table 18: Main types of drugs

SL/NO	PARTICULARS	PERCENTAGE
1	MARIJUANA	53.33
2	COCAINE	16.67
3	CIGARETTES	10
4	BOLSTIC	7.50
5	HEROIN	2.20

From the table above, 53.33 percent of the respondents mentioned Marijuana as the most abused drug by the youths. The other drugs abused by the youths are cocaine represented by16.67 percent, then 10 percent for cigarettes, 7.50 percent bostic (glue) which is consumed by inhaling and 2.20percent heroin. Marijuana is the widely abused drug and the most widely available in the community and the youths smoke it freely as if it is a legal drug.

Table 19: Schools being the most convenient places for information disseminationAre schools the most convenient places for sensitisations?

SL NO	PARTICULARS	PERCENTATGE
1	**AGREED**	**60**
2	**STR0NGLY AGRREED**	**31.67**
3	**DISAGREED**	**6.67**
4	**STRONGLY DISAGREED**	**1.67**

Table above shows that 60 percent of the respondents agreed that schools are the most convenient places, with 31.67 percent strongly agreed, 6.67 percent disagreed and 1.67 strongly disagreed that schools are the most convenient places. The respondents who disagreed when probed further by the researcher responded that they disagreed because the sensitization conducted omitted the youths.

Table20: Best form of communication (What would be the best form of communication)

SL NO	FORM OF COMMUNICATION	NO OF RESPONDANTS	PERCENT
1	**TELEVISION & DRAMA**	**32**	**26.67**
2	**RADIO & TELEVISION**	**40**	**20**
3	**RADI0 & DRAMA**	**11**	**9.2**
4	**TELEVISION & POSTERS**	**8**	**6.67**
5	**PUBLIC ADRESS SYSTEM & DRAMA**	**9**	**7.9**

Concerning the most effective communication channel to use a total of 100 respondents were covered, 26.67 percent representing 32 of respondents prefer Television and drama, 20 percent representing 40 prefer radio and television, followed by 9.2 percent representing 11 prefer radio and drama, with 6.67 percent representing 8 prefer television and posters and posters and drama. 9 prefer Public address system and drama at 7.9 percent.

Table21: Frequency of information

Do the youth receive information on a regular basis?

SL NO	PARTICULARS	PERCENT
1	**AGREE**	**34.17**
2	**DISAGREE**	**65.83**

When asked if the youth receive information on a regular basis, 65.83 percent of the respondents agreed while 34.17 percent respondents who were not agreeable. Those who did not agree to receiving information on a regular basis requested information to be disseminated on a regular basis to enable the constant flow of information and help those that forget or did not understand the information provided. The qualitative data indicated that those who disagree based their argument on the youths who are not in school.

Table 22: Do community leaders actively involve the youths in dissemination of messages?

		frequency	percent	Valid percent	Cumulative frequency
Valid	Yes	**61**	**50.8**	**50.8**	**50.8**
	No	**59**	**49.2**	**49.2**	**100**
	Total	**120**	**100**	**100**	

When the respondents were asked if community leader actively involve the youth indissemination of messages 50.8 percent representing 61 of the respondents agreed, 49.2 percent representing 59 disagreed. Therefore, it is important to keep the youth actively involved in order for them to participate fully.

Table 23: How often do youths participate in dissemination of information?

		frequency	percent	Valid percent	Cumulative frequency
Valid	Always	**30**	**25.0**	**25.0**	**25.0**
	Sometimes	**81**	**67.5**	**67.5**	**92.5**
	Never	**9**	**7.5**	**7.5**	**100**
	Total	**120**	**100**	**100**	

Of the total respondents, 67.5percent representing 81 indicated that youth sometimes participate in the dissemination of information, 25 percent representing 30 always participate, and 7.5 percent representing nine youths that never participate in the dissemination of information.

Table 24: Are the available communication channels used adequately?

	frequency	percent	Valid percent	Cumulative frequency
Valid Strongly agree	17	14.2	14.2	14.2
Agree	75	62.5	62.5	76.7
Strongly disagree	9	7.5	7.5	84.2
Disagree	19	15.8	15.8	100
Total	120	100	100	

When respondent were asked if the communication channels used were adequate, 62.5

Percent representing 75 agreed, 14.2 percent representing 17 strongly agreed, 15.8 percent representing 19 disagreed and 7.5percent representing nine strongly disagreed.

Table 25: What form of contribution can you make?

	frequency	percent	Valid percent	Cumulative frequency
Valid Educating others about the harmful effects ofalcohol and drugs	66	55.0	55.0	55.0
By sharing information with fellow youths	44	36.7	36.7	91.7
Collaborate withcommunity leaders	2	1.7	1.7	93.3
Participating in anti alcohol and drug groups	6	5.0	5.0	98.3
Volunteering to talk topeers	2	1.7	1.7	100
Total	120	100.0	100.0	

The respondents were asked a question on what form of contribution they could make in regards to dissemination of information. 55 percent representing 66, gave a response that by 'educating others about the harmful effects of alcohol and drugs', 36.7 percent representing 44 answered that they' shared information with their fellow youths', 5 percent representing six 'participate in anti alcohol and drug groups', 1.7 percent representing two 'collaborate with community leaders' and lastly 1.7 percent representing two respondents 'volunteered to discuss with peers'.

Table 26: Has the information by CAYOF made you more informed?

	frequency	percent	Valid percent	Cumulative frequency
Valid Yes	106	88.3	88.3	88.3
No	14	11.7	11.7	100
Total	120	100.0	100.0	

From the data gathered, majority of the respondent's 88.3 percent representing 106 respondents agreed that information disseminated by CAYOF made them more informed with 11.7 percent representing 14 respondents disagreed. The respondents who agreed indicated that the message was easy to understand due to the participatory type of communication used by care youth foundation to educate the respondents.

Table 27: How do you rate communication strategies used by CAYOF?

	frequency	percent	Valid percent	Cumulative frequency
Valid Fairly good	13	10.8	10.8	10.8
Very good	53	44.2	44.2	55.0
Excellent	52	43.3	43.3	98.3
Poor	1	0.8	0.8	99.2
No response	1	0.8	0.8	100.0
Total	120	100	100	

Of the total 120 respondents asked to rate the to what extent the communication message by CAYOF, 52 indicated excellent representing 43.3 percent, 53 very good representing 44.2 percent, 13 fairly good representing 10.8 percent and

one respondent cited the communication strategies used as poor and one gave no response. These last two represented 08 percent. This response clearly shows that SHARPZ means of participatory communication are very effective according to data gathered in this research.

Table 28 youth participation.

Do the community leaders actively involve the youths in the dissemination of messages

SL NO	PARTICULARS	PERCENT
1	ALWAYS	25
2	SOMETIMES	67.5
3	NEVER	7.5

From the cross tabulation below, 120 youths interviewed were asked if community leaders actively involved them in dissemination of messages and how often they participate in dissemination of information. 25 percent responded that community leaders always involved them, 67.5percent indicated that sometimes and 7.5 never. When asked how often youths participate in dissemination of information, 50.8 percent responded with a yes and 49.2 percent with a no.

B. QUALITATIVE RESEARCH FINDINGS:

This part of the chapter analyses the in-depth interviews and focus group discussions. In depth, interviews were conducted with the WDC Chairperson, Council Team leader, Crime and Prevention Chairperson and Programmes Development Coordinator at SHARPZ. In addition, the researcher participated through observation and analysed documents such as reports, minutes of the meetings, reports, magazines, posters, and IEC materials at SHARPZ.

The challenge of illegal drugs in Kalikiliki Township has been a concern, which the media has reported on for a long time. The people who reside in this community are equally worried with the negative label that this community continues to be viewed. This scenario is compounded by the increased abuse of drugs and alcohol by the youths in this community. The girl child has not been spared and the number of girls involved in the abuse of alcohol and drugs is steadily increasing. This situation is alarming and several interventions have been put in place by the government and non-governmental organizations. However, little positive strides have been achieved, with the exception of SHARPZ. The major reason as to how SHARPZ has managed to operate in Kalikiliki Township is because of the use of participatory methodologies.

a) Youths as agents of change:

The youths are used as agents of change so that they are able to disseminate the information to their fellow peers. This approach has several advantages some of which include use of language that peers would easily understand among themselves, be able to communicate with one another freely and be able to share feelings and ideas that they share common interest with each other. In order to sustain the dissemination of information, SHARPZ ensures that the youths formed a committee comprising of dedicated youths. This group then goes out into identified areas within the community where they go and disseminate information to other youths in the community. This therefore ensures that the youth take charge of the project and are responsible for its sustainability.

b) Mass Media approach:

For this approach, SHARPZ conducts interviews on various radio stations and television programs. SHARPZ has conducted radio programs on stations such as Radio Phoenix. There are also articles through print media in newspapers such as the Post and Times of Zambia. Representatives from SHARPZ go to discuss various issues concerning drugs and alcohol in a series of programs. To effectively communicate according to Anthony Robbins it is important to realise that "we *are all different in the way we perceive the world and use this understanding as a guide to our communication with others"(Chapnick 2010 p.1).* As such, the communication should vary in its presentation so as to meet expectations of various people.

c) Information education and Communication (IEC) materials:

SHARPZ produces IEC materials in collaboration with other organisations such as Zambia

Centre for Communication Programmes, Misean Cara, Envision Zambia and Soul City Institute and Ministry of Health (MOH). This institution produced a magazine in 2012tilted 'TilemekezeUmoyo, Alcohol and You'. Topics in brochures,

which include Alcohol and Healthy Living, Alcohol and HIV/AIDS, Rehabilitation and treatment, Program for Alcohol and Harm Reduction and the THC Marijuana. This information produced by SHARPZ and its partners is contained brochures, fliers and posters.

d) Advocacy:

The other communication strategy used by SHARPZ is through its contribution to government efforts and other stakeholders. Recently SHARPZ participated in the drafting of a National Alcohol and Drug Policy, which the government is reviewing.

SHARPZ contributes to discussions in meetings, workshops, conferences both local and international forums with other stakeholders.

e) School meetings:

The first phase of SHARPZ project in Kalikiliki Township is to target the youths in schools. Schools are regarded as safe environments to educate youths, as they are well structured and organized. The Second phase of the project will be to target youths who are out of school. SHARPZ conducts dissemination of information using the age range of 12 years and above. These discussions are carried out according to certain age groups in order to tailor messages suitable for that particular age range.

f) Churches and the Health Clinics

Churches and clinics also play a vital role of communicating to the community members on the harmful effects of alcohol and other drugs. Both the youth and adults attend these gatherings there by providing an opportunity to disseminate information. SHARPZ uses volunteers to educate the youths who attend church and at the clinic.

g) Community

SHARPZ uses the Participatory Learning Action Approach (PLA), drama and flash mob theatre strategy of communication. Flash mob theatre involves random selection of any community site where dramatists will gather and use drama, dance and songs to draw the attention of the community members. Role plays are highly used to engage the community in the conversation concerning the thematic issues the organization intend to communicate to community members. The PLA uses harm reduction approaches that provide information of the extent of the problem and acceptable possible peaceful alternatives to the problem.

There is also dialogue with community members and opinion leaders as they use more of interpersonal communication with target groups. SHARPZ through its trained youths and volunteers also conducts door-to-door sensitizations. The Programmes Coordinator for SHARPZ indicated that the "long term solution to include in effective communication channels with the community is to engage the people who deal in drugs". What this means is to provide an avenue to for all the affected stakeholders to participate in the communication process. Shaw states, "*The single biggest problem with communication is the illusion that it has been achieved" (2009 p.2).*Shaw argues that communication occurs when someone understands the message and not assuming as this poses a danger to communication. As such, different forms of communication should be used to ensure effective communication.

5.   FINDINGS AND CONCLUSIONS

This chapter discusses findings presented in chapter five on the communication strategies used by CAYOF to educate the youth of Kalikiliki-township on the harmful effects of alcohol and other drugs. The major objective is to assess the effectiveness of the participatory communication strategies according to some of the research findings with the view to compare results and draw conclusions in line with the research objectives. The following are the findings:

1. From study, the research shows that 46% of the respondents belong to male and 54% of the respondent was female.

2. The majority of the respondents where within the ages of 37 – 47 years represented by 38 percent, translating to 19 respondents, followed by those in the range of 26-36 years with 12 respondents representing 24 percent, those between 48 – 58 had 10 respondents representing 20 percent and lastly those between 15-25 years with nine respondents representing 18 percent.

3. The study shows that 82 percent of the respondent earn below ZMK 500.00. This indicates that the majority of households live below the poverty datum line.

4. The majority of the respondents had been to school and where able to fully understand the contents of the questionnaire and give appropriate responses. This level of literacy also helps in determining the type of communication messages to be designed for a particular target group.

5. 96 percent of people are engaged in informal employment and only 2 percent in formal. Thus the majority are engaged in some form of business as long as they can earn income regardless of the health risks. Most of the members of Kalikiliki Township are involved in odd jobs such as security guards, traders in small quantities of goods in shops known as 'TuNtemba', housekeepers, wheelbarrow transporters and volunteers in various projects that are introduced in the community. Most of those in employment are junior casual workers.

6. The findings clearly show that 70 percent of the respondents are able to tune to radio in their respective homes.

7. A total of 56 percent that is 28 respondents indicated that they own and tune to television whereas 44percentrepresenting 22 of the respondents indicated that they do not own a television. The majority of them own a television set.

8. 36 percent representing 18 considered radio and television as most effective mode.

9. Data collected from this survey shows that 42 percent representing 21 of the total respondents cited lack of recreation facilities, alcohol and drug abuse and crime as the most important problem,

10. 70 percent representing 35 of the respondents indicated that the use of local language was the most effective reason for offering effective communication

11. 98 percent representing 49 indicated they know a youth who abuses alcohol and drugs

12. The majority of respondents represented by 72 percent amounting to 36 agreed that communication plays a vital role in addressing the problem of drug abuse among youths.

13. The majority of the respondents 88 percent represented 44 did not agree that community leaders (opinion leaders) work with other groups to come up with an effective communication strategy. Working with other organizations enables prudent use of resources and reduces on the chances of duplicating activities and the sharing of information.

14. 92 percent representing 46 of the respondents agreed that alcohol and substance abuse by the youths could be reduced or prevented through community participation.

15. For youths in school, 56.7 percent represented Male and 43.3 percent female. From these statistics gender presentation was balanced as each sex was fairly represented.

16. That the age distribution ranged from 12 years to above 23 years. The majority of the respondents were between 16 – 19 years representing 66 percent followed by those between 12 – 15 years 52 percent. The 2 percent represented those between 20 -23 years.

17. 42 of the 120 respondents cited spirits (modern spirits, "Tujilijili" and "Kachasu") as the main types of alcohol abused in the area.

18. 53.33 percent of the respondents mentioned Marijuana as the most abused drug by the youths. The other drugs abused by the youths are cocaine represented by16.67 percent, then 10 percent for cigarettes, 7.50 percent bostic (glue) which is consumed by inhaling and 2.20percent heroin. Marijuana is the widely abused drug and the most widely available in the community and the youths smoke it freely as if it is a legal drug.

19. 60 percent of the respondents agreed that schools are the most convenient places where sensitisation.

20. 26.67 percent representing 32 of respondents prefer Television and drama as the best form of communication.

21. 65.83 percent of the respondents agreed that they receive the information regularly.

22. 50.8 percent representing 61 of the respondents agreed that youths are actively involved by the community leaders to disseminate the message.

23. 67.5percent representing 81 indicated that youth sometimes participate in the dissemination of information.

24. 62.5Percent representing 75 agreed that the available communication channels are used adequately.

25. 55 percent representing 66, are willing to engage themselves in 'educating others about the harmful effects of alcohol and drugs'

26. The majority of the respondent's 88.3 percent representing 106 respondents agreed that information disseminated by CAYOF made them more informed.

27. 52 respondents rated the participatory communication used by CAYOF excellent representing 43.3 percent. The study revealed that participatory communication strategies used by care youth foundation to educate the youths of Kalikiliki Township on the potential harmful effects of alcohol and substance abuse have, according to the respondents, yielded positive results.

28. 50.8 percent of youths agreed that the community leaders were involving them in the dissemination of the messages.

RECOMMENDATIONS:

1. Sensitization and placement of posters and fliers by Care Youth Foundation should be done at tap stands located in different places of the community in the morning and afternoon when youths and other members of the community go to draw water. This is a good opportunity to educate the youths and parents. There should be a volunteer to educate the community about the message on the posters.

2. Care Youth Foundation has to increase the number of volunteers trained and ensure that they carry out the mandated task of sensitizing the community and the youth. There should be an action plan mapping out strategic areas to be sensitized and review participatory communication methodologies according to the target population need of a particular group and area of the community.

3. Care Youth Foundation should ensure its programs are aired on mainstream media about the harmful effects of alcohol and drugs frequently during hours that the youth watch television. Currently the few programs that are aired are not shown during peak hours but late in the night when most youths are in bed.

4. As volunteers are trained by CAYOF to disseminate information on the potential harmful effects of alcohol and other drugs, it is important that Child Protection Policy be conducted to ensure that the youths are protected from the volunteers, as they would know how to handle and not infringe on the rights of the youths.

5. Uses of ex alcohol and drug users during sensitization meetings conducted by CAYOF in the community and when developing literature.

6. Establish an information desk by CAYOF in the community and ensure that it lobby's various institutions to help with provision of ICE materials.

7. CAYOF and other concerned parties should lobby the government to include the drugs and alcohol as part of the syllabus in the Zambian curriculum.

8. The spiritual leaders should be incorporated by CAYOF in the dissemination of messages as they hold authority and respect from most members of the community.

9. Establish more youth committees by CAYOF in order to increase the number of youth volunteering to disseminate information. The youths are in a better position to influence their fellow youths, as they understand each other better, share similar thoughts and feelings.

10. Develop a more improved comprehensive participatory communication package by CAYOF that targets particular groups and individuals who deal in drugs as most communication excludes these groups. These major players supply alcohol and drugs to the youth regardless of the age.

11. The researcher discovered that gaps existed in terms of collaboration and networking when tackling the alcohol and drug problems. It is therefore recommended that there should be increased cooperation with institutions within the community such as the council, as this adds to legitimizing projects, sustainability and ensures that government is aware about developmental efforts being carried out in the community. The Council members of staff can play a crucial role in sustaining projects, as the Council is available as long as the community exists. This will make the community focus on common positive ideas that can foster behavioural change and development.

12. Findings indicate that there exist low levels of participation and youth involvement in the activities being implemented by opinion leaders who are taking the lead in implementing such activities. The researcher recommends that opinion leaders should involve the youths more in activities to enhance participation and sustainability as the youth are future leaders and activities implemented are for the youth. The participation of youths will ensure positive participation by the youth, as they will feel that they own the project.

13. Concerning Zones, the leaders representing each zone should not be ignored as they represent a section of the community. If these zone leaders are encompassed, the translation is that all members of the community are involved as there is proper representation from all areas of the community.

14. Communication messages should be tailored to suite certain sections of the community. The youths from these sections of the community exhibit quite different knowledge and attitude from the other sections of the community. Therefore the need to tailor communication messages that are suitable for each sub group.

15. As the youths are being educated on the potential harmful effects of alcohol and other drugs, it's also important to provide them with incentives that give them an opportunity to be kept productive i.e. recreation facilities such as play parks, various sports facilities employment and libraries. For those that have dropped out of school they can be taught lifelong skills so that they become self-supporting.

16. As most of the youths come from homes that are headed by parents or guardians and only a few from child headed households, interpersonal communication should be intensified.

17. As the saying goes, 'charity begins at home'. If the parents or guardians ensure that the youths are well informed, cases of abusing alcohol and drugs by the youths would not be alarming. Interpersonal communication starting from home would reduce on theinfluence that peer exerts on the youths.

18. As drugs are being imported into kalikiliki township and most buyers come from outside the community it's important to come up with modalities of also sensitizing the outsiders and means of forming barriers to prevent or reduce the importation of drugs into kalikiliki township.

19. The government should become more involved and use dialogue instead of force. DEC, ZP and other security agents have tried to use force but no positive results have been achieved. DEC faces a huge challenge as it plays the role of arresting those found in position of illegal drugs and disseminating information. The dual role by DEC has eroded public confidence and trust from the community members.

20. Conduct outreach programs in surrounding communities as people from these surroundings directly or indirectly influence activities in Kalikiliki Township.

21. Establish a mobile clinic with health personnel from institutions such as Chainama Hills Mental Hospital of Health Sciences. The professionals will provide a service right at the doorstep to the youth who cannot afford to travel outside the community to institutions such as Chainama Hills Mental Hospital of Health Science. In addition, these experts will share more information.

22. Train more traditional groups such as the kacopi and care youth foundation which is a drama group established in Kalikiliki Township to incorporate communication messages on alcohol and drugs.

23. Establishment of a technical working group comprising of opinion leaders, youths and council representatives as part of an evaluation exercise. The objective would be to establish a "Gap' analysis that should link with objectives of government institutions such as DEC, ZP and other organisations.

24. Research bodies such as higher institutions of learning like the University of Zambia through its various relevant departments to conduct research in conjunction with community and youth leaders.

25. Use of proverbs, sayings, folk-tales, and other traditional communication tools in messages. These tend to make information memorable and educative. Proverbs are simple statements with a deep meaning as they are built upon repeated real life experiences and observations over a long period. Sayings improve the communication message, as they are phrases that express something about life that most people believe is true and wise. Whist folk-tales enrich the message by passing on stories of old traditions from generation to generation in spoken form.

CONCLUSION:

The study revealed that communication strategies used by care youth foundation to educate the youths of Kalikiliki Township on the potential harmful effects of alcohol and substance abuse have, according to the respondents, yielded positive results. The respondents said that this has been achieved using different communication channels such as drama, radio, television, posters, magazines, fliers, group campaigns, workshops, door-to-door campaigns. These strategies have been consolidated by the use of community participation and interpersonal interventions by community leaders and the youths.

Findings from the study indicate that youths of Kalikiliki Township have acquired basic knowledge and attitudes on the negative effects of alcohol and drug abuse. Most of the youths engage in abusing drugs and alcohol mainly due ignorance of the potential harmful effects and lack of communication structures within the community.

There is need for the government to come up with revised policy on alcohol and drugs in addition to the statutory instruments 2012 that has been enforced. However, it should be pointed out that the first draft of a National Alcohol Policy has been concluded and awaiting government approval.

The youths that have been sensitized by care youth foundation indicated that there is need to have regular flow of information in order to target those that missed out and remind the youths due to constant exposure and temptations that they encounter in the community on a daily basis. As the saying goes, 'information is power'. As much as the mainstream media plays an important role, community based communication initiatives play a salient role i.e. drama, songs, role-play and interpersonal strategies and have the potential for a greater positive impact because of participation by community members. These community initiatives use ideas, language appropriate for the audience and actors who live in this community and know what can help change the community.

Another important aspect is to strengthen and use formal institutions or organisations such as schools, clinic and the Church. Youths respect spiritual leaders as such places like the Church and Mosque can be used to disseminate information on the harmful effects of alcohol and other drugs. There are many churches in Kalikiliki covering every section of the community. Thus, the presence of these churches can be utilized to disseminate information.

The use of opinion leaders has shown that they play an important role in integrating community activities and ensuring the participation of community member's. care youth foundation has been able to conduct its activities in Kalikiliki Township with little or no challenges from community members including those dealing with illegal drugs. This is because of their approach, which uses community participation techniques that incorporate the affected audience. The other reason attributed to this is that the message is cantered on the potential harmful effects of alcohol and drugs and tries to teach the youth to use safer methods and not stop them if they would want to indulge in taking the drugs or alcohol.

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