



IMPACT OF ALCOHOL ON COLLEGE STUDENTS: A SOCIAL WORK INTERVENTION MODEL

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ABSTRACT The prime focus of the study is to increase the knowledge among the college students regarding the impact of alcohol usage and through that developing a positive attitude among the youth population. By doing this we can reduce the risk of various psycho, social, economic and physical problems among the younger generation. This study aims to build a social work intervention model about the impact of alcohol on college students. A total number of 434(male) college students participated in the study. The result shows that the intervention package used for this study is specifically designed to address the needs of the respondents and it also found to be successful since it created a significant change in the knowledge and attitude about the impact of alcohol among the respondents.

KEYWORDS : Impact of Alcohol, Family, College Students' Apprehension

Alcoholism is an extremely serious problem in our world today. Alcohol consumption and related problems are increasing and have risen substantially in many Asian countries including India in the recent past. Alcohol related disorders are increasingly being reported in India. Benegal,2005 in his review of the literature found a significant lowering of the age at initiation of drinking from a mean age of 28 years to that of 20 years between the birth cohorts of 1920-30 and 1980-90. Rates of drinking among college students and other young adults are also on the high. College students are often undergoing role transitions—such as moving away from the family home for the first time, residing with other students, and experiencing reduced adult supervision—that may increase the risk of alcohol use and abuse. College students who are residing in various different physical and social environments and experiencing the new social factors (e.g., celebrating weekends, parties,) that may foster alcohol use and more often result in Binge Drinking. This habit not only affects health, education and occupational career, but it also incurs a huge financial and social burden on the society (Ningombam,2011).

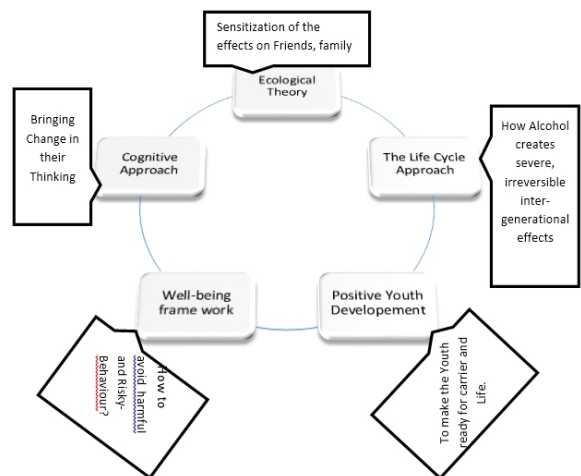
Many of the teenagers in sizable number in the 15-19 age group in Delhi were found to be taking alcohol regularly. Nearly, 3,00,000 have been found to be addicted and additionally several lakhs are in need of Medical Attention (Selvaraj,2007). Alcohol is considered an important underlying factor in automobile accidents, injuries, suicide and several deaths due to violence. Alcohol causes social damage, which includes loss of productivity, crime and family disorganization (Park,2007). Campus atmosphere and peer pressure is forcing and influencing the adolescent students to indulge in alcoholism mainly due to lack of adequate knowledge about the consequences of its use or falsely perceived knowledge and attitude towards alcoholism as the students use alcohol for “company, festivity or curiosity(Ponnudurai et al., 1984) Alcohol drinking is common practice in many parts of the world. Nevertheless, its consumption leads to serious social, physical and mental consequences (World Health Organization [WHO], 2011). Several research studies have been done in India to estimate the prevalence of alcohol use (Gururaj, Murthy, Girish & Benegal, 2011). Similarly, results of another study showed that 15% of the respondents consumed alcohol under the influence of familial status or peer pressure (John et al.,2009; Sarangi, Acharya, & Panigrahi, 2008). The previous study shows that 35% individuals reported alcohol use in past year and 14% were consuming regularly (Gururaj et al., 2011; John et al., 2009). Countrywide survey of households for Alcohol and drug abuse (2003) showed that the prevalence of alcohol use was 21.4% (Sarkar et al., 2013). Findings of another study in the urban slums of Faridabad showed the prevalence of alcohol consumption to be 26% in males in the year 2006 (Gururaj et al., 2011). An earlier study done on individuals visiting de-addiction center in West Bengal found that 85% of the participants consuming alcohol were in the age group of 20-49 years(Sarkar et al., 2013). A prior study in the past has shown that 25% of the patients with bipolar and alcohol use disorder had attempted suicide (Oquendo et al., 2010). Prior study has shown that college students with a parental history of alcohol-related problems drink more or have more alcohol-related problems than their peers from non-alcoholic families (Gupta, Saxena, Pednekar, & Maulik, 2003). In another study, the age of initiation of

alcohol drinking was found to be a strong predictor of alcohol misuse at age 17-18 (Baer et al.,2002). Alcohol use disorder leads to unemployment, lower wages and medical expenses along with legal charges which in turn force the individual to live poor social life (Hawkins et al., 1997)

The aim of this study is to evolve a social work intervention model to change the knowledge and attitude of college students regarding ill effects of alcohol. Based on this, a specific Social Work Intervention Model was developed and such a model is expected to enhance the knowledge of college students on problems of alcohol and its attendant problems. Which would in turns, develop a positive attitude towards alcohol use and abuses and prevent them from becoming addict to alcohol.

Social Work Intervention Model

In order to enhance the knowledge about the ill effect of alcohol and to develop the positive attitude among the college students specific intervention package is designed and converted into a working model. Following theories are found to be in connection with the study variables and in the intervention design. The intervention package used for this study is the combination of various theories and approaches namely Ecological theory, the life cycle approach, positive youth development, well-being framework and, cognitive approach.



A systematic approach was followed to evoke change in the individual. As students are well connected with the social networks, the facilitators collected the mobile numbers of the Students with permission and consent from the student participants that they were all Whatsapp Users. Photos, audio, video, and documents regarding the ill effects of alcohol were sent to the individuals through WhatsApp Messenger. This made the intervention program easy, cheap and more effective. Discussions were stimulated and there was active participation from the participants. Inputs were given in twelve

modules in 12 different domains namely Societal, Educational, Relationship, Morality, Career, Family, Law & Order, Social image, Psychological, Physical, Emotional and the Personal growth. Intervention programme was a continuation of the Pre-intervention programme as it gave the way for an effective awareness reaching each participant. It helped the participant students to change their attitude which was driven by few myths and Traits on Alcohol.

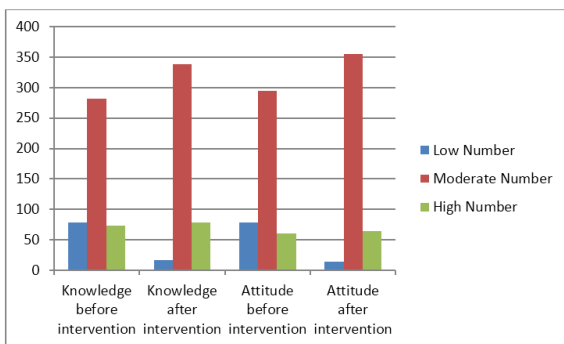
Method

The study was conducted with the sample of 434 (male) college students, who pursue their undergraduate college degrees under various disciplines in Tiruchirappalli, Tamil Nadu, India, during the year 2015-2017. The respondents were selected randomly from four different colleges. Informed consent was obtained from the participants in order to maintain the research ethics. The instrument used to collect data was "Youth Knowledge and Attitude Towards the impact of Alcohol in Indian Context" scale with the reliability of Cronbach's Alpha Value 0.88.

The pre-post test design was used in the present study. Firstly the researcher administer the instrument on study participants' to assess the level of knowledge and attitude before the intervention took place (pre-), Secondly, intervention was programmed in the way that it included the Audio Visuals, Audios, visuals and text documents on the effect of alcohol usage and its impact on 12 different domains namely Societal, Educational, Relationship, Morality, Career, Family, Law & Order, Social image, Psychological, Physical, Emotional and the Personal growth. At last the same instrument was administered to the same participants after the intervention took place (post).

Result

Figure 1: Level of Knowledge and attitude based on the Number of respondents



Based on pre - intervention score (Figure 1) 65 percent (282) of the college students are having moderate level of knowledge about the impact of alcohol. 18 percent (79) are having low level of knowledge and only 17 percent (73) are having high level of knowledge about the impact of alcohol. If we compare with the after intervention score there is a remarkable improvement in the knowledge level of the students who belong to a low-level category. Only 4 percent of the respondents (17) scored low score.

In the case of attitude score, before intervention there is 68 percent (295) scored moderate level, 18 percent (79) is having a low level, and only 14 percent (60) are having a high level of positive attitude towards the impact of alcohol. Comparing the before and after intervention scores, it could be inferred that after intervention the number of low level of positive attitude scores significantly reduced to the 3 percent level (14).

H1: "There is a significant difference between the respondents before and after intervention with regard to their knowledge and attitude towards the impact of alcohol.

Difference in mean score before and after intervention							
	Variables	Mean	N	Std. Deviation	Df	t	P
Pair 1	Knowledge Before Intervention	103.50	434	19.17	433	-12.973	0.000 Significant
	Knowledge After intervention	107.93	434	14.18			
	Attitude before intervention	29.21	434	6.05			

Pair 2	Attitude after intervention	31.19	434	4.41	433	-10.326	0.000 Significant
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Paired t-test was applied to find out the difference between the means of the groups based on pre and post intervention scores of respondents. From the above table by observing the mean and standard deviation of a pre-intervention score of knowledge level ($M=103.50, SD=19.17$) and post-intervention score ($M=107.93, SD=14.18$), it can be identified that the after intervention scores on knowledge level are higher in comparison with before intervention score on the knowledge level. It can be observed that t value is 12.973 for knowledge level. Since the p-value has achieved the level of statistical significance ($p<0.05$), it can be inferred that there is a significant difference between the pre and post assessment of the knowledge level of college students towards the impact of alcohol.

With regard to the mean and standard deviation of a pre-intervention score of attitude level ($M=29.21, SD=6.05$) and post-intervention score ($M=31.19, SD=4.41$), it can be identified that the after intervention scores on attitude level are higher in comparison with before intervention score on attitude level. It can be observed that t value is 10.326 for attitude level. Since the p-value has achieved the level of statistical significance ($p<0.05$), it can be inferred that there is a significant difference between the pre and post assessment of the attitude level of college students towards the impact of alcohol. To conclude, it can be said that there is a significant difference created by the intervention given to the respondents. Thus the hypothesis has been verified.

Discussion

Alcohol usage has serious consequence in homes, colleges, and communities. Alcohol remains the major public health problem among college population. The finding of the research says that initiation of alcohol starts from the age of 15-17. (Vijila, Y, 2017) It happens due to less parental supervision, peer influences, lack of responsibility, family, and personal problems, the influence of media on the greater level. Alcohol usage is also culture specific, especially in south Indian context boys are more exposed to alcohol consumption when compare to girls. Researches also show that angry youth are likely to get into alcohol consumption easily.

Prevention interventions are needed to educate the youth about the usage of alcohol. Positive peers, parental support, mentoring by teachers and community responsibility can play a helping role in the prevention of alcohol usage.

Conclusion

There are many factors plays a role is attitude formation of an individual a few among them are persons age, gender, ethnicity, culture, and environment. The intervention package used for this study is specifically designed to address the need of the respondents and it also found to be successful since it created a significant change in the knowledge and attitude about the impact of alcohol among the student's participants.

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