

**SECONDARY SCHOOL STUDENTS' KNOWLEDGE, PERCEPTION  
AND EXPOSURE TO ALCOHOL ADVERTISEMENT IN THE MASS  
MEDIA IN IBADAN NORTH LOCAL GOVERNMENT AREA,  
NIGERIA**

**BY**

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## DEDICATION

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## ABSTRACT

The mass media has strong influence on adolescents' knowledge, perceptions and health-related practices. In Nigeria, little is known about adolescents' knowledge of the consequences of alcohol use and their pattern of exposure to alcohol advertisement. This study therefore determined secondary school students' knowledge, perceptions and pattern of exposure to alcohol advertisements in the mass media in Ibadan North Local Government Area (LGA).

The study was a cross-sectional survey. A two-stage stratified random sampling process was used to select eight schools while systematic random sampling technique was used to select 514 students. In addition, a Focus Group Discussions (FGD) guide and a validated questionnaire were used for data collection. The FGD data were recorded on audio-tapes, transcribed and analyzed using the thematic approach. Data from the questionnaires were analyzed using descriptive statistics Chi-square and t-test.

The participants' mean age was  $15.0 \pm 2.2$  years. Majority, 331 (64.4%) of the participants were Christians, while 174 (34.4%) were Muslims. Respondents' exposure to alcohol advertisement using a 35-point scale showed that their mean exposure score was  $19.3 \pm 6.3$  with the mean exposure scores for males and females being  $20.4 \pm 6.2$  and  $18.3 \pm 6.3$  respectively ( $p < 0.05$ ). Respondents' sources of exposure to alcohol advertisement within the three months preceding the study included television (89.1%); radio (75.7%); posters (62.3%) and billboard (54.5%). The use of beautiful/handsome models (66.7%) and packaging of alcohol promotional messages with stimulating music (66.4%) were the major characteristics of alcohol advertisement which influenced young people to drink. Three hundred and twenty (62.3%) of the respondents had ever taken alcohol, while 254 (49.4%) were current consumers. Sixty-three percent of those who had ever taken alcohol were influenced to drink at least once as a result of alcohol advertisement. Among the 254 current consumers, 78.7% stated that alcohol advertisement contributed to their drinking habit. One hundred and eighty (35.0%) respondents were aware of the law which regulates mass media alcohol advertisement in Nigeria. Three hundred and sixty (70.0%) respondents of all respondents were aware of at least one health problem that alcohol use can cause. The identified health problems

included liver cirrhosis (58.0%), dependence (57.2%), complication of hypertension (52.3%) and complication of diabetes (40.7%). The respondents' mean knowledge score relating to alcohol measured using a 16-point scale was  $8.3 \pm 2.6$  with respondents aged 10-14 years having a mean score of  $8.0 \pm 2.3$ , while the score for those aged 15-20 years was  $8.5 \pm 2.7$  ( $p < 0.05$ ). Two hundred and thirteen (41.5%) respondents believe that alcohol makes one bold to say certain things, 176(34.2%) respondents felt alcohol consumption is good for celebrating success. Focus group discussants were of the view that beer was the most advertised alcoholic beverage and that students however preferred spirits in small affordable sachets which are not as advertised as beer.

Exposure to alcohol advertisement in the mass media is a major factor that influences the behaviour of secondary school students in respect to alcohol use. Health education strategies, such as peer education, public enlightenment and advocacy for restriction clauses in alcohol advertisement are needed to address the problem.

**Keywords:** Secondary school students, alcohol knowledge, perception, alcohol advertisement, mass media

**Word count:** 500



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## CERTIFICATION

I certify that this study was carried out by Ayodele Durodola in the Department of Health of Health Promotion and Education, Faculty of Public Health, College of Medicine, University of Ibadan, Nigeria



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## ACRONYM

U.S.A	United State of America
APCON	Advertising Practitioners Council of Nigeria
CAMY	Centre on Alcohol Marketing and Youth
CEC	Commission of the European Communities
EI	Euromonitor International
EUR	Europe
FTCSR	Federal Trade Commission, Self-Regulation in the Alcohol Industry
FTR	Federal Trade Commission
IAS	Institute of Alcohol Studies
ICAP	International Centre for Alcohol Policies
JSS	Junior Secondary School
LIE	Local Inspectorate of Education Officer
NAFDAC	National Agency for Food and Drug Administration and Control
NCADD	National Council on Alcoholism and Drug Dependence
NHSDA	National Housing Survey on Drug Abuse
NIAAA	National Institute on Alcohol Abuse and Alcoholism
PRB	Population Reference Bureau
PT	Partial Restriction
SEAR	South-East Asia
SSS	Senior Secondary School
USDHHS	United States Department of Health and Human Services
WHO	World Health Organization.



## INTRODUCTION

### 1.1 Background

In recent years, awareness about harm resulting from alcohol use has increased globally (Jernigan, 2001; Center on Alcohol Marketing and Youth (CAMY), 2008; The Globe, 2008; Adelekan, Makanjuola, Ndom, Fayeye, Adegoke, Amusan and Idowu, 2001). Of serious concern are the public health problems arising from underage use of alcohol (National Institute on Alcohol Abuse and Alcoholism (NIAAA), 1997; Jernigan, 2001; Alabi, 2006). According to Adeyemo (2007), over 90% of the teenagers who drink regularly also engage in other practices that can put them or those around them at risk of alcohol-induced health problems. Deviant behaviour often associated with alcohol use includes illegal drug use, fighting, carrying of weapons and indulgence in unsafe sex (National Institute on Alcohol Abuse and Alcoholism (NIAAA), 1997). The World Health Organization (WHO) defines adolescence as the period of life between 10-19 years, the youth as being between 15-24 years and young people, as those between 10-24 years (WHO, 2008). Alcohol use cuts across these age ranges (CAMY, 2008b; Commission of the European Communities (CEC), 2006). Many adolescents that abuse alcoholic beverages feel that they had grown up or that they are adults and alcohol use is associated with adulthood (Odekina, 2007; Bonnie and O'Connell, 2004).

According to Adeyemo (2007), adolescents have grown up to believe that the use of alcoholic beverages is often seen as a way of justifying that they are adults. It is therefore a period when young people seek to stretch beyond the protective shelter of the family and begin to create an independent life of their own (Nanda, 2003). During this period, adolescents begin to perceive themselves as no longer underage but adults. Adolescence is a period of tremendous opportunity as well as risks, and it is characterized by physical, psychological and social changes (Nanda, 2003).

Adolescents account for twenty percent of the world's population, and out of 1.2 billion adolescents worldwide, about 85% of them live in developing countries such as Nigeria (Advocates for Youth, 2008). One third (46.5million) of Nigeria's total population of 140 million are youths between the ages of 10 and 24 years (Federal Government Printers, 2009). The WHO is committed to promoting strategies for adolescent health and recognizes the importance of

adolescents for the future health and development of countries. Therefore, early initiation in to alcohol use puts young people especially adolescents at a higher risk of alcohol dependence (Grant and Dawson, 1997) and alcohol related injuries (Murray and Lopez, 1996; Rutherford, 1997; Jemigan, 2001).

The consequences of alcohol use among adolescents can manifest in several ways. These consequences include loss of memory (WHO Regional Office for South-East Asia, (2006); Swartzwelder, Wilson, and Tnyyeb, 1996) and loss of cognitive skills (Bonnie and O'connell, 2004). It has been observed that alcohol abuse among young people has the potential of leading to poor educational achievement (WHO Regional Office for South-East Asia (WHO/SEAR), 2006), increased likelihood of committing suicide (Rutherford, 1997; WHO/SEAR, 2006; National Council on Alcoholism and Drug Dependence (NCADD), 2007), indulgence in risky sexual practices (U.S. Office of the Inspector General, 1992 ; National Institute on Alcohol Abuse and Alcoholism (NIAAA), 1992 ), increased risk of morbidity (Abbey, Zawacki, Buck, Clinton, and McAuslan, 2001) and mortality associated with drunk-driving (Brown, Tapert, Granholm, and Delis, 2004; National Council on Alcoholism and Drug Dependence [NCADD], 2007). It has been observed that alcohol use among adolescents usually precede the abuse of other stimulants and other psycho-active substance (Ifudu, 2006). Longitudinal studies have established and proved that alcohol serves as a "gateway" to the use of other highly potent illicit substances (O'Malley, Johnston, and Baehman, 1998).

While many factors (parents, peers and the environment) may influence an underaged person's drinking decisions, there are reasons to believe that advertising also plays a role (Federal Trade Commission (FTC), 1999). Research has also shown that, youth exposure to alcohol marketing predicts awareness of alcohol advertising (Collins, Schell, Ellickson and McCaffrey, 2003). This in turn affects youths' intention to drink and drinking behaviour (Martins and Synder, 2002). Youths exposure to alcohol advertisements in the mass media (especially television) are substantial, pervasive and their presence in youth-oriented networks and programmes overexpose them (CAMY, 2006; CAMY, 2008). Television, radio, film, pop music, newspaper, magazines, billboards, internet and posters are often identified as potential sources through which young people learn about alcohol. They thus have potential influence on young people's drinking and drinking problems (Grant, and Dawson, 1997; WHO, 2004; WHO/SEAR, 2006 and NCADD, 2007).



The alcohol industry maintains that the purpose of its alcoholic beverage advertisement is to retain product loyalty or induce people to switch brands, rather than to attract new consumers (Beaver, 1997). Research has however shown that brand advertisements also promote the initiation of alcohol consumption among persons that have never used it (Wyllie, Zhang, and Casswells, 1998). Advertising may predispose children to alcohol use by fostering the development of positive attitudes towards alcohol (Fleming and Thorson, 2004). Affection for alcohol commercials has therefore been found to predict drinking in hazardous contexts. In addition, exposure to alcohol advertisement has been linked to excessive alcohol consumption (Atkin, Neuendorf, and McDermot, 1983). It has been reported that adolescents who recall more alcohol advertisements at age 15 drank more at age 18 (Connolly, Casswell, Zhang and Silva, 1994). It has also been observed that alcohol advertisement may influence adolescents by promoting positive associations with alcohol and linking alcohol consumption with attractive symbols, role models and interesting pictorial outcomes (Carroll and Donovan, 2002).

A recent study has shown that while the messages conveyed in media advertisement in respect of beverages are largely open to interpretation, they do have potential for communicating dangerous messages to young people about alcohol use (Casswell, 2004b). In addition, cumulative exposure to alcohol advertisement and some effective advertisement campaigns may change the way youths think about alcoholic beverages and may increase drinking (Synder, Millici, Slater, Sun and Strizhakova, 2006). Recently, exposure to some forms of alcohol advertisement was found to be associated with onset of drinking (Ellickson, Collins, Hambasoomians, and McCaffery, 2005). Adolescent drinkers like alcohol advertisements more than non-drinkers (Austin, Pinkleton, Fujioka, 2000); they also have greater brain response to alcohol advertisements and may remember them better (Collins, Schell, Ellickson and McCaffery, 2003). An association between exposure and drinking may therefore be due in part to drinkers reporting greater exposure to alcohol advertisement than non-drinkers (Synder, Millici, Slater, Sun and Strizhakova, 2006).

Like in most parts of the world, the alcohol industry in Nigeria spends a lot of money in advertising alcoholic beverages with a view to attracting customers to its products. There has been an increase in media activities and services in the past few years through setting up of new media houses, upgrading of services of existing ones coupled with technological advancement. These have led to increased exposure of Nigerians including children and adolescents to

alcoholic beverage advertisement in the mass media. Alcoholic beverages companies have made alcohol advertisement to be associated with qualities which are important to adolescents. Some of these qualities include enhancement of power (i.e., energy and strength), confidence, success with opposite sex, being sociable and outgoing, feeling less nervous and fitting in with friends (Jones and Gregory, 2007). Others are the use of alcohol as a reliable remedy for a very long list of ailments when mixed with herbal products, e.g. diarrhoea, fever, cold and liver complaints (Ajayi, 2003).

Young people including children are growing up in an environment where they are bombarded with positive images of alcohol and the youth sector is a key target of the marketing practices of the alcohol industry (Jones and Gregory, 2007; Institute of Alcohol Studies (IAS), 2008). It is not surprising that the WHO European Charter on Alcohol explicitly states that:

*"All children and adolescents have the right to grow up in an environment protected from the negative consequences of alcohol consumption and to the extent possible, from the promotion of alcoholic beverages" (Rutherford, 1997).*

Codes of practice do exist for alcohol advertisement and the alcohol industry publicly accepts the need for them (Ojunta, 1994; International Centre for Alcohol Policies (ICAP), 2001). The alcohol industry is however breaching the rules (Rutherford 1997; Okigbo, 1994). Alcohol advertisements are packaged with dancing, clubbing, lively music and "wild" or exciting activities which are attractive to young people. Furthermore, the messages received by the youths are contrary to the code governing or regulating alcohol advertisement (Institute of Alcohol Studies [IAS], 2008; Jones and Gregory, 2007). These findings indicate that advertising campaigns for alcoholic drinks present qualities which younger people find attractive (Rutherford 1997; Aitken, Leather, Scott, 1998).

The Regulation of alcohol advertisement and the protection of vulnerable groups including adolescents in Nigeria is under the control of Advertising Practitioners Council of Nigeria (APCON). The APCON was established by Act 55 of 1988, as amended by Act 93 of 1992 of the Federal Military Government. The APCON council has members drawn from the Association of Advertising Practitioners of Nigeria, government appointees (the Minister and Head of Nigeria's Government and institutions of higher learning (APCON, 2003; APCON, 2005). In addition to this, each state has its own law regulating the sale of intoxicating liquor and



the manufacture of beer and wine (Abdulahi, Shuaibu and Hassan, 1998; Olowofoyeku, 2000). In Nigeria, there is provision for the control of off-premise retail sale and age requirement for purchase and consumption of alcoholic beverages. It has been observed that all these provisions are all poorly enforced by the relevant regulatory agencies and the police force. There is a dearth of information on the exposure of in-school adolescents to alcohol advertisement in Nigeria. This research is therefore aimed at determining secondary school adolescents' knowledge, perceptions and exposure to alcohol advertisement in the mass media.

## 1.2 Statement of the Problem

A recent study has shown that alcohol use by secondary school students in rural South-western Nigeria has been on the increase compared to other commonly reported psychoactive substances including tobacco (Lawoyin, Ajumobi, Abdul Malik, Adegoke and Agbedeyi, 2005). Young people who start drinking before the age of 15 years are five times more likely to have alcohol problems later in life, including alcohol dependence, involvement in alcohol-related violence and motor vehicle crashes than those who wait to drink until they are 21 years (United States Department of Health and Human Services (USDHHS), 2008; Hetherman, 2004); NIAAA, 2003). Alcohol use also serves as a "gateway" to the use of illicit substances (O'Malley, Johnston, and Bachman, 1998). The abuse of alcohol may adversely affect the immune system (NIAAA, 1992). There is a relationship between alcohol abuse and irrational sexual practises and HIV infection (NIAAA, 1992; Teens and alcohol, 2008). Evidence that exposure to alcohol advertisement and marketing increases the likelihood of underage drinking has grown substantially (Synder, Millic, Slater, Sun, and Strizhakova, 2006; Ellickson, Collins, Hambarsoomians and McCaffrey, 2005). Evidence overwhelmingly shows that alcohol advertisement promotes young people's attitudes to alcohol use (Johnson, O'Malley, Bachman and Schuleng, 2007). Similarly, data from a longitudinal study among adolescents at age 13 and 15 years showed that adolescents that recalled more alcohol advertisements drank larger quantities of beer at age 18 years (Connolly, Casswell, Zhang, and Silva, 2006).

It has been observed in Western Nigeria that mass media advertisement of alcohol such as through the radio, television, billboards, posters, newspapers, magazines, internet and mobile advertisements (through moving vehicle) are pervasive. They have a very large capacity of reaching the populace including children and adolescents especially because of inadequate

advertisement restrictions and in-effective enforcement. Adolescents access these advertisements at home, eateries, restaurants, parties and on the road through mass media sources such as billboards. Alcoholic beverage advertisements from these sources could be through paid commercials which are time-regulated or unregulated sources such as through internet or sponsored programmes and films (VCD/DVD or video) where alcoholic beverages are displayed.

Most teenagers believe that the majority of the alcohol advertisements are targeted at young people. This is because the advertisements depict scenes which adolescents or young people identify with (IAS, 2008; Jones and Gregory, 2007). Furthermore, marketing activities of the alcohol industries associate with values which are important to youths. Such activities include sponsorship of regular quiz competitions, fashion shows and beauty contests, sports events, musical programmes on radio, radio call-in shows, in which questions are asked about a particular brand of beverage and right answers attract prizes (Obot and Ibanga, 2002).

It has been observed that most of the alcoholic beverage advertisements come up on many television stations in the country at very strategic times such as immediately after the news cast when most adolescents would want to watch movies around 10.00 P.M. Alcoholic beverage advertisement on the radio however comes up from 6.00 P.M. till dawn. The billboards, posters and the unregulated sources where alcoholic beverages are displayed are some of the other sources of alcoholic beverage advertisement. Alcoholic beverage companies also exploit the "occasion market" using holidays, ceremonies, parties, celebration of success and a wide range of events to encourage young people to drink more. Alcoholic beverage brands are skillfully promoted during these events. Typical events used as opportunities for promoting alcohol consumption include Valentine's Day, Alcoholic brand promotion nights, Muslim/Christmas New year parties and national holidays.

Alcoholic beverage advertisement ignores the risk of alcohol consumption to adolescents. However, it has the potential of portraying drinking as socially desirable. Other qualities attributed to alcohol use by advertisers are its ability to reduce stress, boost one's spirit, promote pro-alcohol attitudes such as, power, confidence, action, means of relaxation, friendship, prestige, personal progress, and sex appeal among adolescents (Faloye, 2003). Articles in newspapers, advertisement of alcohol in the mass media and the cultural norms of using the spirits especially as a medium for suspending herbal products have projected alcohol to be a



remedy for a long list of health problems (Ukpaukure, 2001) and a protection against heart attack, stroke, hypertension, diabetes mellitus and dementia (Oguntola, 2008).

Research has confirmed that exposure to positive portrayals of alcohol use in the absence of negative consequences shape attitudes and perceptions about alcohol among young people. This therefore reduces their perception about the risk associated with alcohol abuse (Obot, Kanuri, and Ibanga, 2003). Most commonly cited motivations for alcohol use by young people are related to alcohol's pleasurable effects including alcohol's good taste, its ability to make one feel good or high, and its ability to relax or relieve tension. Also high on the list of reasons for alcohol consumption is curiosity about alcohol and its effects which are part of selling skills for alcohol promotion (O'Malley, Johnston, and Bachman, 1998).

In Nigeria, legislation, codes and regulations guiding advertisement and sales of alcohol are hardly enforced. While research has been conducted locally about the influence of parents, peers, and environment on underage person's drinking decisions, there is a dearth of information on the pattern of exposure of adolescents to alcohol advertisements in Nigeria. This study was therefore designed to assess secondary school adolescents' knowledge, exposure and perception of alcohol advertisement in Ibadan North Local Government Area (LGA), Nigeria.

### 1.3 Justification for the study

The study is useful for providing valuable baseline information, which has great potential for reviewing activities of the alcohol manufacturing companies, advertising agencies, existing laws, codes and regulations guiding alcoholic beverage advertisement in Nigeria. The baseline information obtained will be helpful in facilitating the design and implementation of appropriate health education strategies, targeted at school health policy makers, secondary school students, Non governmental organizations, communities' at large and regulatory bodies.

Finally, the findings of the study will also be useful for policy formulation and the enactment or modification of existing legislation, codes relating to alcohol advertisement and enforcement in Ibadan North West Local Government Area in particular.

## 1.4 Broad objective

The broad objective of the study was to determine secondary school adolescents' knowledge, perception and level of exposure to alcoholic beverage advertisement in the mass-media in Ibadan North West Local Government of Oyo State, Nigeria.

## 1.5 The Specific Objectives

The specific objectives of the study were to:

- (1) Assess participants' level of knowledge of the health consequences of alcohol abuse, laws regulating alcohol advertisement and underage handling and purchase of alcohol.
- (2) Determine the types of alcoholic beverages preferred and used by in-school adolescents.
- (3) Document the level of self-reported exposure to alcohol advertisement in the media among in-school adolescents.
- (4) Document adolescents' perceptions of alcoholic beverages and advertisement in the mass media

## 1.6 Research Questions

- (1) What is the level of knowledge of health consequences of alcohol abuse among the participants?
- (2) What is the level of knowledge of laws regulating alcoholic beverage advertisement and underage handling and purchase of alcohol among the participants?
- (3) What are the types and preferred alcohol beverages used among in-school adolescents?
- (4) What is the pattern of exposure to alcoholic beverage advertisement in the mass media among in-school adolescents?
- (5) What are the adolescents' perceptions of alcoholic beverage advertisement and its effect on alcohol use?

## 1.7 Hypothesis

This study tested the following hypothesis:

- (1.) There is no association between in-school adolescents' knowledge and awareness of alcoholic beverage and adolescents' alcohol use in Ibadan North Local Government Area.
- (2.) There is no association between self-reported exposure to alcohol advertisements and in-school adolescents' alcohol use in Ibadan North Local Government Area.



## CHAPTER TWO

### LITERATURE REVIEW

The literature review is organized under the following sub-headings or sections:

- (i) Knowledge of alcoholic drinks
- (ii) Types of alcohol and consequences of alcohol use
- (iii) Pattern of alcohol use
- (iv) Exposure to alcoholic drinks
- (v) Exposure to alcohol advertisement
- (vi) Perceptions of alcohol drinks and alcohol advertisements

#### 2.1: Knowledge of alcoholic drinks

According to the World Health Organization [WHO], (1988), knowledge often comes from experience or through information provided by teachers, parents, friends, mass media and books. In addition, it says that individuals including adolescents can verify whether the knowledge they are about acquiring is correct or not. If they cannot verify it themselves, parents, uncles, or even friends can help out at times. Microsoft Encarta dictionary (1993-2007) defined awareness as noticing or realizing something. Awareness is about knowing that something exists because one has been experiencing or seeing it over a period. According to the same source, knowledge is information in mind or possession of information, facts, ideas, truths or principles learned through experience. Furthermore, knowledge involves ones ability to store and reproduce details of what has been learnt, while awareness however confirms what one has noticed or seen previously (Microsoft Encarta dictionary, 1993-2007).

Some adolescents have been exposed to alcoholic beverage advertisement in the media over a long period of time. Therefore, students who are able to reproduce alcohol advertisement content relating to a particular brand of alcoholic beverage advertised are said to be knowledgeable about the brand. Those who are able to affirm the slogan or advertisement content only when shown to them or when probed will be said to be aware of the advertisement. Adolescents are vulnerable to alcohol advertisement (Rutherford, 1997; Institute of Alcohol Studies [IAS], 2008). The underage have the opportunity of confirming whether the alcohol advertisement information they receive from the mass media is correct or not (WHO, 1988).

They can do this themselves or through parents or other adults. Research suggests that children and adolescents tend to learn more about alcohol from television and beer advertisement than from more balanced sources such as parents. This leaves them to be more knowledgeable about alcohol brands and the associated positive effects which are often than the potential health risk associated with them (Media Awareness Network [MAN], 2009). Children and adolescents deserve protection from the glamorous advertisement of alcoholic beverage because they are prone to believing what they see or hear through the media (IAS, 2008; Commission of the European Communities [CEC], 2006; Rutherford, 1997).

In a research by Aitken, Eadie, Leather, Mcneilla and Scott (1988), Glasgow children aged between 10 and 17 years were much more aware and appreciative of alcohol advertisement than adults realize. They were particularly appreciative of television commercials for mass-produced lagers. Furthermore, they found out that there were consistent and important differences between underage drinkers and non-drinkers. Underage drinkers were more adept at recognising and identifying brand imagery in alcohol commercials. This suggests they tend to pay more attention to alcohol commercials. Underage drinkers also tended to be more appreciative of television advertisements of alcoholic drinks. This suggests they get more pleasure out of alcohol commercials. A logical deduction from this is that television alcohol commercials promote underage drinking (Synder, Millici, Slater, Sun, Strizhakova, 2006; Grube and Wallack, 1994).

Alcoholic beverages play older cultural functions such as the use of spirits and other alcohol in libations to honour ancestors and during festivals/ceremonies. But beyond these are the diseases burden and effects arising from underage use/abuse/misuse of alcohol. People who begin drinking before age 15 are four times more likely to develop alcohol dependence at some time in their lives compared with those who have their first drink at age 20 or older (Grant, and Dawson, 1997). One of the studies that have asked children of different ages about the harmful effects of substance use (fourth to sixth-grade children) reported that 23% seemed unaware that beer is harmful. More revealing of the content of children's beliefs were qualitative data reported by Huettelman, Sarvela and Benson, (1992), who interviewed children in kindergarten through eighth grade about tobacco and alcohol. However, they generally displayed little specific knowledge of long-term health effects until the later grades. Even young children displayed awareness that alcohol is bad for people and make them drunk and sick, but mentions of brain



damage increased with age, and only seventh and eighth graders mentioned liver damage. Body damage and death were mentioned most often as consequences of long-term use of alcohol (Sigelman, Leach, Mack, Bridges, Rinehart, Dwyer, Davies and Sorongon, 2000).

Sizable proportions of children believed that alcohol have numerous undesirable effects on health and are particularly likely to result in forgetfulness, heart attacks, brain damage, and difficulty in breathing (Sigelman et al. 2000). Similarly, although boys experiment more than girls with drugs (Johnson, O'Malley, Bachman and Schulenberg, 2007). Some work suggests that girls hold more negative alcohol expectancies than boys while other work does not. However, with respect to age, the main developmental trend was not an increase in accurate knowledge but a weeding out of mistaken ideas about alcohol's effects as the age of respondents' increases. At no age, did children have a clear notion of the specific health effects of alcohol, although the oldest children were better informed (Sigelman et al. 2000). According to Ifudu (2006), the youths stated that the abuse/misuse of alcohol will lead to addiction and to violence. The youths felt that this misuse takes control of their lives and actions. In addition, the youths believe that abuse/misuse can cause some injuries and youths under the influence of alcohol would not only risk harming themselves, but others also. In another research on substance use and other risky behaviours of secondary school students in Jos (Urban area in North Central Nigeria), a high proportion of the participants had no opinion about the harm associated with heavy drinking and the use of illicit drugs e.g. having four drinks (or the equivalent of two bottles of beer) a day or using cocaine once a week (Obot and Ibanga, 2003).

Knowledge and awareness about the regulations and codes guiding advertisement, access and consumption of alcoholic beverage is largely dependent on culture (Jernigan, 2001) and the enforcement of the regulations by the relevant authorities including the police (WHO, 2004). Some of the regulations include minimum legal age for purchase and consumption of alcoholic beverage and health warning labels on the containers of alcoholic beverage. Others are enforcement of advertising standards and adequate penalties for offenders (WHO, 2004).

## **2.2: Types of alcohol and consequences of alcohol use**

Alcohol is a generic term for many different chemical compounds. Each of them has its own distinct properties. It is a clear, liquid that comes from fermenting or breaking down of natural substances such as fruit, corn and grain or sugarcane (Wikipedia, 2008). The type of

alcohol consumed by humans as a beverage is ethyl alcohol or ethanol (Rutherford, 1997). Ethanol can have different colours, tastes, potency (strength) and flavours depending on the fruits or vegetables used in its manufacture, the process of manufacture and the additives used (Rutherford, 1997). Beer, wine, liquor as well as medicines, colognes, cleaning solutions and even car fuel all contain ethanol (WHO Regional Office for South-East Asia, 2006).

Alcoholic beverage or ethanol is essentially a drug. It is a primary and continuous depressant and in this respect, it shows the characteristics action of general anaesthetics. As a result of its depressant activity, it can cause sedation (Rutherford, 1997). Alcohol is sometimes also described as a stimulant, but it has scientifically speaking, no such property. Its action is almost entirely narcotic. When people drink, they do things they might not otherwise do, not because alcohol is a stimulant, but because it is a depressant. Under its influence, those functions of the brain which make human beings to safeguard themselves such as judgement and self control are the first to be impaired (Rutherford, 1997). However, in another research, Pugh (1999) found out that ethanol exerts both stimulant-like and sedative-like subjective and behavioral effects in humans depending on the dose, the time after ingestion and the individual taking the drug.

Alcoholic beverages can be broadly sub-divided into three groups based on their alcoholic content and source. The sub-divisions are beer, wines and spirits. Beer is often produced by combining yeast and malted cereal, such as corn, rye, wheat or barley. In this process, alcohol and carbondioxide are produced. The process of fermentation is stopped before it is completed to limit the alcohol content. Beers often contains 4 to 8 percent of alcohol. Wines are made from a variety of fruits, such as grapes, peaches, plums or apricots. The most common sources of wine are grapes. When ripe, the grapes are crushed and fermented in large containers to produce wine. The alcoholic content is always between 10-22%. Spirits are made by adding sugar and flavouring such as fruits, herbs or flowers to brandy or to a combination of alcohol and water. Most spirits contain 20-65 per cent alcohol. They are usually supposed to be consumed in small quantities after dinner. The alcohol concentrations of some common spirits are as follows: Calypso (28%), Regal (43%), Chelsea (43%), Schnapps (40%), Apperito (20%) (WHO Regional Office for South-East Asia {WHO/SEA}, 2006).

However other derivatives of these major groups of alcohol are also available. *Alcopops* are sweetened alcoholic beverages that are often bubbly and fruit-flavoured. They resemble soda



or other soft drinks. *Alcopops* may start out as beer. The manufacturers remove all the beer-like characteristics, such as the colour, taste, and even the alcohol, and then add flavourings and distilled alcohol for the final product (Jernigan, 2001; Federal Trade Commission [FTC] (2003). *Alcopops* fuel underage drinking epidemic by serving as a transition or bridge from soft drinks to alcohol, especially for youth. The alcohol flavour in *alcopops* is masked by sweeteners and young people love drinking it because they are easier to conceal and “go down easy.” While these products derive much of their alcohol from distilled spirits (and are often branded with spirit names such as “Smirnoff Ice”), industry calls them “flavoured malt beverages,” because that makes them sound like beer (Rosen and Simon, 2007). In Nigeria, Smirnoff Ice is marketed by Guinness Nigeria Plc. *Alcopops* and *malternatives* (bottled alcoholic malt beverage) tend to have an alcohol content of approximately 5 percent, as opposed to 4.5 percent or slightly less for most popular beers. According to Scottish researchers, this increased alcohol content in sweet, colorful drinks targeted at young drinkers is attributable to a change in alcohol marketers’ view of their market (Jernigan and O’Hara, (2004). Wine coolers, *alcopops* and *malternatives* share certain product attributes, resembling soft drinks in their fruity, sweet flavouring and their colourful single-serving sized packaging (Jernigan, 2001).

Traditional alcoholic beverages have been in existence and consumed in Nigeria before the advent of foreign alcoholic beverage. *Buru-kutu* is a popular alcoholic beverage in Northern Nigeria with an alcoholic content ranging from 3-6%. Palm wine is an alcoholic beverage tapped from palm trees in Southern Nigeria. It is the whitish sap collected from palm trees in vessels attached to the base from where some leaves have been removed. Fresh wine from this source is sweet and contains little alcohol of between 3 and 6%. *Tashi* and *Iyo* are the main alcoholic beverage produced by the Tiv people of Central Nigeria. Both alcoholic beverages contain nutrients and are rich in vitamins C and B. *Piro* is the traditional drink of the Binis in the Mid-western Nigeria. It is popularly consumed throughout Nigeria owing to its low price. It contains lactic acid, sugars, and amino acids and has an alcohol content of 3%. *Ogogoro* (also known as *Kinkana* and *Akpateshi*) is a gin-like drink distilled from oil or raffia palm wine. In Nigeria, distillation takes place in small sheds dotted along the coastal areas and in villages across the south. The end product is a clear liquid with alcohol content often higher than 40% (WHO, 2004).

Alcohol consumption adversely affects adolescents, the people around them, and society as a whole (CAMY, 2008). The adverse health effects from long-term chronic alcohol use may not cause death or disability, until late in life. The consequences of alcohol use which include intentional and unintentional injuries, are far more common among younger people (Jernigan, 2001). Alcohol impairs the sense of judgement and damages vital organs of the underage. Its consequential effects on health of users as well as the risks or danger to themselves or society is very high (Rutherford, 1997). A wide range of physical, psychiatric/psychological and social consequences are associated with alcohol abuse. These include the following: Physical effects include liver cirrhosis, cancer of the oesophagus and worsening of stomach ulcer. Psychological and psychiatric effects include dependence, dementia, delirium tremens, while social effects include death, accident, divorce, crime and suicide (See table 2.01 for detail) (Rutherford, 1997). Some of the serious and widespread alcohol-related problems among adolescents are worth recounting. One is drunk driving which most times leads to motor vehicle crashes. It is one of the social problems associated with alcohol use and it is the leading cause of death among the youths in United States of America (Jernigan, Ostroff, Ross and O'Hara, 2004). Adolescents already are at increased risk through their relative lack of driving experience (and drivers younger than 21 are more susceptible than older drivers to the alcohol-induced impairment of driving skills (NIAAA, 2001). The rate of fatal crashes among alcohol-involved drivers between 16 and 20 years old is more than twice the rate for alcohol-involved drivers 21 and older (Rutherford, 1997; NIAAA, 1997).

Sexual assault, including rape is common among women in late adolescence and early adulthood, usually within the context of a date (Abbey, Zawacki, Buck, Clinton, and McAuslan, 2001). It is also influenced by alcohol use among adolescents. In one survey, approximately 10 percent of female high school students reported having been raped. Research suggests that alcohol use by sex offenders, the victim, or both, increases the likelihood of sexual assault by a male acquaintance (Hampton, 2009). Adolescent alcohol use has been found to be associated with indulgence in high-risk sex. It could also lead to unwanted pregnancy; promote the prevalence of sexually transmitted infection including HIV. According to a recent study, the link between high-risk sex and drinking is affected by the quantity of alcohol consumed. The probability of sexual intercourse is increased by drinking amounts of alcohol sufficient to impair judgment (Hampton, 2009).



**Table 2.01: A summary of the Alcohol-related problems facing society and policy makers**

Type of Problems	Acute	Chronic
Physical	<ul style="list-style-type: none"><li>• Accidental Injury →</li><li>• Injuries from fights →</li><li>• Acute medical complications →</li></ul>	Brain Damage
		Peripheral neuritis
		High blood pressure
		Heart diseases
Physiological	Impaired reaction time →	Stroke
		Liver diseases
		Chronic pancreatitis
		<ul style="list-style-type: none"><li>• Cancer of :<ul style="list-style-type: none"><li>- Oropharynx</li><li>- Larynx</li><li>- Oesophagus</li><li>- Stomach</li><li>- Liver</li><li>- Rectum</li><li>- Breast</li></ul></li></ul>
Social	Work problems → Crimes of violence → Family violence →	Skin diseases
		Endocrine disorders
		Blood disorders
Physiological	Suicide →	Disorder of immune system
		Short time memory impairment
		Dementia
Social	Family break-down → Debt → Housing problems → Destitutions	Alcoholic hallucinosis
		Withdrawal fits
		Delirium tremens

Source: Rutherford, 1997



Several studies have suggested that heavy alcohol use in young people appears to be associated with potentially long-term deleterious effects on adolescents' brain especially with respect to neuropsychological functioning (NIAAA, 1997; Rutherford, 1997; WHO/SE Asia, 2006). Adolescence is the transition between childhood and adulthood and during this time, significant changes occur in the body, including rapid hormonal alterations and the formation of new networks in the brain. The American Medical Association [AMA], (2007) reports that alcohol can seriously damage long and short-term growth processes of the brain. Frontal lobe development and the refinement of pathways and connections continue until age 16, and a high rate of energy is used as the brain matures until age 20. Furthermore they stated that damage can be long-term and irreversible. The two key brain areas often affected by alcohol abuse during adolescence are hippocampus and the pre-frontal area. Hippocampus handles many types of memory and learning. Heavy and extended alcohol use has been found to be associated with 10% smaller hippocampuses.

The second is the pre-frontal area (behind the forehead) which plays an important role in planning, decision-making, impulse control and language. This area changes the most during adolescence as a result of growth (AMA, 2007). One aspect of brain functioning that is commonly studied in youths as well as older adult is neuropsychological performance, which includes memory function, attention, visuospatial skills, and executive functioning (e.g., planning, abstract reasoning, and goal-directed behaviour). Brown, Tapert, Granholm, and Delis, (2004), studied 33 alcohol-dependent adolescents, ages 15 and 16, who were in treatment for dependence on alcohol but not on other drugs. The investigators found that the alcohol-dependent adolescents performed worse on tests of verbal and nonverbal memory than the control adolescents. They also found that alcohol-dependent adolescents who reported a greater number of alcohol withdrawal symptoms demonstrated poorer visuospatial functioning.

The adolescence represents the growing phase in man. This period is characterized by release of growth hormone necessary for this phase of life. Alcohol abuse has been found to disrupt releases of hormones necessary for growth and maturation (AMA, 2007). Alcohol use interacts with conditions such as depression and stress to contribute to suicide, the third leading cause of death among people between the ages of 14 and 25. In one study in the United States of America, 37 percent of eighth grade females who drank heavily reported attempting suicide, compared with 11 percent who did not drink (Prevention Alert [PA], 2002).

**Table 2.02: Alcohol effect on day to day functioning of adolescents**

Individual	Family	Social	Legal
<ul style="list-style-type: none"><li>• Inefficiency</li><li>• Poor performance</li><li>• Frequent absence from school</li><li>• Accidents in school</li><li>• Suspension From school</li></ul>	<ul style="list-style-type: none"><li>• Frequent fights</li><li>• Neglect of family duties</li><li>• Physical violence with family members</li><li>• Long absence and running away</li><li>• Rejection</li></ul>	<ul style="list-style-type: none"><li>• Distance from friends</li><li>• Misbehaviour with others</li><li>• Decreased social reputation</li><li>• Loss of position</li><li>• Social isolation</li><li>• Constant borrowing</li><li>• Inability to return borrowed money</li><li>• Fights and quarrels</li></ul>	<ul style="list-style-type: none"><li>• Disobeying rules</li><li>• Drunken driving</li><li>• Thefts and petty crimes</li><li>• Involvement with criminal gangs</li><li>• Arrests and court cases</li><li>• Conviction</li><li>• Imprisonment</li></ul>

Source: WHO Regional Office for South-East Asia [WHO/SE Asia], (2006)

**Table 2.03: Medical effects of alcohol**

No.	Type of effects	Medical effects on the body
1.	▪ Acute / Immediate complications	Slurred speech Slower reaction time Impaired thinking and judgement Gastric problems Possible unconsciousness, coma and death
2.	▪ Intermediate Complications	Headache Insomnia Hangover Loss of memory
3.	▪ Long-term Complications	Severe brain damage leading to dementia and Wernicke-Korsakoff syndrome Cirrhosis of liver Liver cancer Foetal alcohol syndrome Menstrual irregularities Impotence Peptic gastric ulcers

**Source:** WHO Regional Office for South-East Asia [WHO/SE Asia], (2006)



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**Source:** WHO Regional Office for South-East Asia [WHO/SE Asia]. (2006)

In addition, alcohol use has been linked to numerous serious harmful effects on the body. Most of the time, the day to day functioning of alcohol dependants is affected. Some of these problems become obvious and are manifested in adolescents' daily activities (See table 2.02). Some medical complications occur soon after use, some become apparent after a few months/few years and some after many years of chronic use. Many of these effects can be fatal. These problems often occur at someone else's expense (See table 2.03 for alcohol-related medical problem).

### 2.3: Pattern of alcohol use

The literature on drinking motives suggests that individuals drink for three distinct reasons: Coping Motives (to reduce and/or avoid negative emotional states); Social Motives (to affiliate with others); and Enhancement Motives (to facilitate positive emotions). Patterns of these three drinking motives have shown reasons to predict aspects of alcohol use or abuse behaviour. Evidence from studies of college samples suggests consistently that alcohol is consumed for several different purposes with psychological effects in different contexts. A pattern of impulsivity/sensation seeking is strongly related to increase drinking among students. A second pattern of drinking associated with negative emotional states has also been documented. Social and enhancement processes appear especially important for drinking in many college venues as confirmed in this research and may contribute to individual differences in drinking more than enduring personality differences (Peltzer, 2003). According to Ifudu (2006), the major cause for alcohol misuse/ abuse is the influence of peer pressure. Adeyemo (2007) stated that youths take drug or drink to fit in, gain popularity, or to be cool. Some of them said that they took alcohol because they are had difficulty at home or school. Another response to the question of why youths use/abuse drugs and alcohol revolved around the idea of experimentation. Generally, majority of the reasons adduced for young people's drinking were escape from pressure or problems, feel better/not sad or lonely, relaxation, self confidence, curiosity, deceptive advertisements, idleness, peer pressure, family problems and euphoric effects (Ajayi, 2006).

Much of the debate on alcohol use among young people in Europe and North America has concentrated on the problem of heavy episodic (or binge) drinking by young people (Obot,



2006). Adolescents drink less frequently than adults, but when they do drink, they drink more heavily than adults. While average alcohol consumption has been decreasing in the European Union (EU), the proportion of youth and young adults with harmful and hazardous consumption patterns has increased in many member states over the last ten years. When youth between the ages of 12 and 20 consume alcohol, they drink an average of about five drinks per occasion about six times a month. This amount of alcohol puts an adolescent drinker in the binge range, which, depending on the study, is defined as "five or more drinks on one occasion" or "five or more drinks in a row for men and four or more drinks in a row for women." By comparison, adult drinkers aged 26 and older consume an average of two to three drinks per occasion, about nine times a month (CAMY, 2008b; CEC, 2006). Binge drinking, often beginning around age 13, tends to increase during adolescence, peak in young adulthood (ages 18-22), and then gradually decreases. In a 1994 national survey in United States of America, binge drinking was reported by 28 percent of high school seniors, 41 percent of 21- to 22- years' olds (NIAAA, 1997). According to a report from the National Drug Research Institute on drinking patterns among 14-17 year olds Australians, 85 per cent of adolescent alcohol consumption is consumed at a risky or high-risk level for acute harm (Chikritzhs, Catalano, Stockwell, Donath, Ngo, Young and Matthews, 2003 in Hayes, Smart, Toumbourou, and Sanson, 2004). These findings suggest that when Australian adolescents consume alcohol, most of them do so at risky levels. Surveys among young adults in Africa aged 18 – 24 years show that, compared to young people in some South America and European countries, few of them engage in heavy episodic or "binge drinking," for example, WHO, (2004) reported that the proportion of young people reporting five or more drinks in one setting at least once a week is 9.3% in Chad, 6.4% in Burkina Faso, 5.4% in Namibia, 2.8% in Zimbabwe, 2% in Ethiopia and less than 1% in many countries. Similar survey in South America reported 20% in the Czech Republic, 17.8% in Slovakia, and 15.3% in Brazil.

In the southern part of Europe, young people are increasingly turning to beer instead of wine as their beverage of choice. For example, in 1993 the Spanish National Household Health survey found that beer and spirits consumption were more frequent among young people, while the older people continued the historical preference for wine. A study of more than 11,000 French young people between the ages of 11 and 18 in 1993 found that beer was the preferred drink, followed by hard liquor. This preference was consistent throughout the country at this



period. However, in the current emerging drinking pattern, *alcopops*, wine coolers, wines fortified with distilled spirits to bring their alcohol content up as high as 20 percent are now preferred by the adolescents (Jernigan, 2001). According to Marine Institute of California, underage drinkers consume 47% of all the *alcopops* in California (Rosen and Simon, 2007).

Patterns of alcohol use in sub-Saharan African countries are linked to changes in the social context of alcohol use from being primarily associated with traditional ceremonies to its more widespread use in socialization (Wills, 2006). Several studies from Africa have reported increasing consumption of alcohol particularly by the youth (Adelekan, Makanyiola, Ndom, Fayeye, Adegokc, Amusan and Idowu, 2001; Adeyemo, 2007). In a research on drug use among secondary school students in rural western Nigeria, alcohol use was second to 'alabukun' (aspirin) a popular locally manufactured analgesic (Aspirin and Caffeine), while tobacco ranked low on the list with only 1.5% current users (Lawoyin, Ajumobi, Abdul, Abudul, Adegokc, Agbedeyi, 2005). This trend shows that alcohol use by the underage poses a serious challenge in Nigeria and there is however paucity of information about binge drinking among Nigerians irrespective of their socio-demographic characters. Youths have become the high-risk group in respect of alcohol consumption. In one focus group discussion, a respondent said that heavy drinking had become a sustainable pattern among the youths who are most often occasional drinkers. They claimed that drinking excessively was facilitated by such factors as free drinks and drinking competitions (Odejide, 2006).

In Ghana, overall lifetime alcohol use among some Ghanaian youths was 25.1%. Boys were significantly more likely than girls to be lifetime users of alcohol but not as current users (Adu-Mireku, 2003). In a similar research on substance abuse and other risky behaviours among secondary school students in Central Nigeria, lifetime consumption of an alcoholic beverage by students (other than a few sips) was put at 30% while those who consumed in past one years was put at 26%. Among those who consumed alcohol in the past year, 25% were daily alcohol users (Obot, Kanuri, and Ibanga, 2003). Data from the 2000-2001 multi-country survey among adolescents within the ages 15 to 19 years in Ibadan environment shows that, the overall rate of previous year abstainers was 84.6% (total), while rates for males and females were 73.8% and 91.7% respectively. The data also show that the rate of heavy episodic drinkers was 1.2%.

Episodic drinking was defined as consumption of six or more standard drinks in one sitting (Global Status Report on Alcohol World Health Organization, 2004).

Alcohol abuse is more common among people from polygamous family background, living alone or with friends, not being religious and self-rated poor performance and being a male (Fatoye, 2003). Majority of the current users among the students drink alcohol occasionally. The use of most of the substances started in primary school. A more recent study among in-school adolescents in different part of the country showed that among secondary school students who reported drinking in the past year, 25% drank everyday (Obot, Kanuri and Ibanga, 2003). In terms of differences between men and women the picture in Africa is similar to what has been reported from other parts of the world that more women and girls are abstainers than men and boys. Abstainers in this case are people who did not drink any type of alcoholic beverage in the year preceding the survey (including lifetime abstainers) (Jernigan, 2001).

Age of initiation of alcohol use is important for at least two reasons. First, research has found that the earlier the age at which people begin drinking, the more likely they are to become alcohol dependents later in life. Those who begin drinking in their teenage years are also more likely to experience alcohol-related unintentional injuries (such as motor vehicle injuries, falls, burns, drowning) than those who begin drinking at a later age (Synder, Millici, Slater, Sun, Strizhakova, 2006). Secondly, the trends in the age of initiation constitute an indicator that may be used for monitoring changes in overall drinking patterns among youths (Jernigan, 2001). In the United States of America, the average age of first use of alcohol is 13.1 years. Among young people surveyed in 1997 and 1998 in 23 European countries, more than half of 11 years old in most of the countries were reported to have tasted alcohol. There was little gender differentiation in terms of age of onset of alcoholic use. However, boys are somewhat more likely to have initiated weekly drinking by age 13 than girls. They would have more likely done so substantially by age 15 than the girls. A survey conducted among 24,403 Australian secondary school students aged 12-17 years shows that by the age of 14 years, 90% of Australian adolescents had tried a full glass of alcohol, and 95% of 17-year olds had tried a full glass (Hayes, Smart, Townsbourou, and Sanson, 2004). According to the National Housing Survey on Drug Abuse (NIHSDA) data on the age of initiation of alcohol use in America, the average age of first use of alcohol among individuals of all ages reporting any alcohol use has been on the decrease which is a source of serious concern (Bonnie, O'connell, 2004).



In a study among out-of-school adolescents aged 11-20 years in an urban area of Nigeria, the average age of first consumption other than first few sips was 13.2 years. Reported drinking in the past years increased with age of the respondents (Obot, 1999). Alcohol is often served during cultural and social activities in Nigeria. Important life transitions and events such as the birth of a child, marriages, getting a job or promotion, successful resolution of a conflict, and burial ceremonies are usually celebrated with a generous supply of alcohol. It is observed that alcohol is often or unknowingly introduced to children and adolescents by parents at home and in the environment for social reasons, and cultural acceptability (Odekin, 2007). In another research on pattern of substance abuse among secondary school students in River State, Nigeria, the mean age of onset for alcohol was 4 years (Dimmah and Gire, 2004).

#### 2.4: Exposure to alcoholic beverages

The consumption of alcoholic beverages in Nigeria, particularly, palm wine, predates the introduction of beer and other forms of brewed /distilled alcoholic beverages in this country. According to Akingbade (1994), alcohol use in Nigeria has been a phenomenon that cuts across all cultural boundaries irrespective of religious inclination. The growth of the alcoholic beverage industries in Nigeria market has remained strong and steady over the past few years. This growth has been the result of several factors, such as improving product quality, the marketing activities of manufacturers and improving economic conditions (Euromonitor International [EI], 2008). Commercially-produced-beer is the most preferred drink in Nigeria and western spirits have usurped the cultural roles reserved for traditional drinks (Obot, 2006). Beer accounts for the bulk of total value sales. It is heavily advertised through mass media channels. Lager is by far the most popular type of beer consumed in Nigeria (EI, 2008). In the last few years, Nigeria Distilleries Limited, manufactures of the spirits (20 – 65% alcohol by volume) has come up strongly in terms of product development, improved marketing and advertisement. Some of their products in Nigeria include Dark Sailor, Calypso, Aromatic Schnap, Regal and Apperito (Wills, 2006).

The two major players in Nigeria's brewing sector are the Nigerian Breweries plc and Guinness Nigeria Plc (Obot and Ibanga, 2002). Star, manufactured by Nigerian Breweries, is the leading beer brand and one of the most well recognised names in Nigeria (EI, 2008). The competition between Guinness Nigeria plc and Nigeria Breweries is itself legendary (Odunlami,



In a study among out-of-school adolescents aged 11-20 years in an urban area of Nigeria, the average age of first consumption other than first few sips was 13.2 years. Reported drinking in the past years increased with age of the respondents (Obot, 1999). Alcohol is often served during cultural and social activities in Nigeria. Important life transitions and events such as the birth of a child, marriages, getting a job or promotion, successful resolution of a conflict, and burial ceremonies are usually celebrated with a generous supply of alcohol. It is observed that alcohol is often or unknowingly introduced to children and adolescents by parents at home and in the environment for social reasons, and cultural acceptability (Odckina, 2007). In another research on pattern of substance abuse among secondary school students in River State, Nigeria, the mean age of onset for alcohol was 4 years (Dimmah and Gire, 2004).

#### 2.4: Exposure to alcoholic beverages

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2008). Nigerian Breweries is owned largely by Heineken, and controls 57 per cent of the total brewed products in Nigeria (Odunlami, 2008). Guinness is owned by Diageo and controls 23 per cent of the total brewed products in Nigeria. Consolidated Breweries, another Heineken-owned company, controls 10.2 per cent, leaving about 9.8 per cent for the other brewing companies in Nigeria. The two major players have over the years brought in various marketing innovations to outwit each other in the battle for market control. The innovations include occasional product re-launches and total repackaging (new bottle, new advertising campaigns, new label, etc.) and big-ticket sponsorship of musical and "reality shows" (Obot and Ibaigba, 2002; Odunlami, 2008).

Young people often obtain alcohol from a variety of sources such as their homes, friends' homes, schools and as well as commercial sources (Hayes, Smart, Toumbourou, and Sanson (2004). According to 2001 National Drug Strategy Household Survey conducted by Australian Institute of Health Welfare, among 24, 403 students within the 7-12 years age group, parents were the most common source of alcohol for the adolescents, with 38% of students reporting that their parents gave them their last drink. Furthermore, this survey found that parents would provide alcohol to younger rather than older children (Hayes, Smart, Toumbourou, and Sanson, 2004).

In Nigeria, many young people had their first drink in family settings (Odejide, Ohacri, Adclekan and Ikuesan, 1987; Peltzer, 2003; Dimah and Gire, 2004; Odejide, 2006). In Orhionmwon Local Government Area of Edo State, Nigeria, alcohol is unofficially but habitually given as the third course of the meal. Furthermore, youths get involved in the handling of alcoholic beverages as a consequence of the traditional obligation on them to serve the substance during ceremonies. This is an established order in all gatherings like the family meetings, parties, and during festive seasons in many parts of Nigeria. This way children grow up to be exposed to alcohol and thus get influenced to be users. It is such a pathological habit in some communities that children grow up to adopt it as African tradition (Odekina, 2007).

It has been observed in Nigeria that the use of commercial sources for alcohol appears to be much higher among secondary students, especially in urban settings where handling, possession and purchase laws are relatively weak or unenforced (Eneh and Starkey, 2004). Evidence abounds that alcohol consumption among in-school adolescents are perpetrated outside homes especially in eatery, viewing centres, club houses, *beer parlours* and hotels (Fatoye, 2003). The reports of some studies suggest that young people are strongly influenced by their



out-of-school social contacts, relatives and friends. This further supports the fact that alcohol use is the most fancied method chosen by students to display attainment of adulthood. Many students use alcohol and cigarettes as a status symbol and attract the attention of colleagues, especially female students (Odekina, 2007; Adeyemo, 2007). The use of alcohol and other drugs is rampant in several communities in Nigeria today and female students interestingly also take part in it. Schools serve as social institution where most students pick up their drinking habits. This is evident in the unrestricted sale of alcohol and other substances of abuse by mobile vendors who sell them to students within the school compound. Other sources include beer parlour, motor packs, hotels, viewing centres and supermarkets outside the school. Ultimately, adults are responsible for making young people have access to alcohol. The various sources of alcohol serve as some rendezvous where students form gangs with the sole objective of using, sharing drugs and learning various shades of terrorist acts (Odekina, 2007; Lawoyin, Ajumobi, Abdul, Abudul, Adegoke and Agbedeyi, 2005). Similarly, In Nigeria today, spirits are available in convenient and affordable nylon packages. This has improved the access of students to spirits. This shows that there are collaborative efforts to sustain alcohol use among students. A suggestion has been made that given the fact that young people use multiple sources for alcohol, efforts to target underage access should not focus exclusively on commercial access to alcohol, but should also address social availability through parents, friends, and significant others (Adeyemo, 2007. Odekina, 2007).

An integral part of the legislation on alcohol for a nation is the definition of an alcoholic beverage. The definition sets the limit for when the laws or policies apply and to what beverages they apply. In the light of this, a beverage is judged "alcoholic" based on the proportion of alcohol it contains. The definition is usually not considered as an area of alcohol policy, but it can potentially have important repercussion. The consequence of a limit that is set very high is that some beverages with lower alcohol content are not subject to any regulation. For example, the limit of alcohol by volume could be set at such a level that beer is not considered an alcoholic beverage, leaving it outside of any sales or advertisement restrictions (Rutherford, 1997; WHO, 2004). Beverages just below the legal limit are also not subject to an alcohol-specific tax, which, justifiably, can be used for promoting beverages with lower alcohol content. In Nigeria, no limit by law is set for an alcoholic beverage. In Oyo and Jigawa States, the definitions of alcohol provided in the legal statutes of these states are the same. According to them, "beer" includes



every description of beer, porter, cider, perry and fermented malt liquor, while "denatured spirits" is intoxicating liquor which by addition of some substances has been rendered impossible for use as a beverage (Abdullahi, Shuaibu and Hassan, 1998; Olowofoyeku, 2000). The WHO has come up with a definition of alcoholic drinks by country based on percentage alcohol content (WHO, 2004). Information on Nigeria is not available in this report. The percentage alcohol content which constitutes cut-off in some African countries is listed as follows: Benin – 4.0%; Eritrea – 5.0%; Gambia – 2.5%; Ghana – 1.0%; South Africa – 1.0%.

Despite religious barriers that may forbid the use of alcohol in some Islamic environments and among very committed Christians, most African countries produce and distribute alcoholic beverages as a means of revenue generation. Alcohol taxes and prices can therefore be a ready tool for use to control availability and use of alcohol (Odejide, 2006). Consumers of alcoholic beverages increase their drinking when prices are lowered, and decrease their consumption when price rises (Chaloukpa, 2004; Rosen and Simon, 2007).

Restricting availability of alcohol means putting obstacles and regulations on how easy it is to obtain alcoholic beverages. It also includes enforcing when, where and to whom alcoholic beverage should be sold to or served. Restricting availability of alcoholic beverage includes a variety of measures that are generally considered to be quite effective. The availability can be restricted by either physical or economic means. But the main reason is to ensure that access to alcoholic beverage by the underage is curtailed. These are achieved through various strategies (WHO, 2004). One of the choices available to governments in relation to alcoholic beverage is to decide on the level of control over the sale and production of alcoholic beverages. Government can take full control through state monopoly, partial control (licensing system) or no control which could entail that anybody is allowed to sell or serve alcoholic beverages. A retail state monopoly usually means that a body run by the state is the main or only body allowed to sell alcoholic beverages off-premise. A retail monopoly reduces both physical and economic availability by reducing private – profit opportunity. Existing evidence is fairly strong that off-premise state monopolies limit both alcohol consumption and related problems among both adult and adolescents. Currently, 18 states in the United States of America retain some monopoly power, with three (New Hampshire, Pennsylvania and Utah) states exerting control over wholesale and retail sales of table wine and spirits (Chaloukpa, 2004). This is because the level

of control and enforcement is expected to be better. Canada and the Scandinavian countries also practise the state monopoly of alcoholic beverage control (WHO, 2004).

A licensing system entails that any one who wants to sell or produce alcoholic beverages has to apply for a license granted by the municipal or local government or the state, usually by paying a fee (Abdullahi, Shuaibu, Hassan, 1998; Olowofoyeku, 2000; WHO, 2004). This is the system operating in Nigeria at the moment. The licensing system ensures a wider coverage since it is based on the conditions and patronage. It has been observed in Nigeria that the laws for the regulation and control of alcoholic beverage sale and consumption are poorly enforced. It is disturbing to observe that alcohol is not only sold at unregistered premises, but hawkers of spirits sell around school premises, unregistered premises, motor parks and viewing centres in Nigeria. This has made alcohol readily available to in-school adolescents. Inherent in the licensing system is the privilege by marketer to advertise their alcohol products.

There are many ways in which countries may seek to restrict the sale of alcoholic beverages, besides monopoly and licensing. The most prominent are restrictions on hours, days, place of sale, the density and location of outlet. Babor, Caetano, Casswell, Edward, Giesbrecht and colleagues (2003) noted that reductions in the hours, days of sale and number of outlets are associated with a reduction in alcohol consumption and related problems. The specific details of restrictions on the sale of alcoholic beverages are sometimes decisions taken at the municipal level. For example, France and Germany ban alcoholic beverage sales at highway petrol stations between 10.00 p.m and 6.00 a.m. (Rehm, Room, and Edwards, 2001). Frequently, a restriction on days of sale means that alcoholic beverage sales are not allowed off-premise on specific days of the week. In Nigeria, the restrictions on times of sale differ from the Northern region to Southern region. With the introduction of Sharia (Islamic religious code based on the precepts of the Holy Koran) in the Northern Nigeria, sale of alcoholic beverage has been banned in majority of the areas or prohibited areas except those under license. Sales of alcoholic beverages other than trade spirits in Northern Nigeria such as Sokoto, Katsina and Jigawa States are permitted in a premise with hotel liquor license on any day and at any hour to persons sleeping in the premise (Abdullahi, Shuaibu and Hassan, 1998). Furthermore, alcoholic beverage is permitted to be sold to persons taking meals in hotels, railway stations and liquor club house between the hours of 8.00 a. m and 11: 30 p. m. However on Christmas day, Good Friday, or Sunday sales are restricted between the hours of 1.30 a. m. and 2.30 p.m. and 6.30 p. m. and 10.30 p. m



(Abdullahi, Shuaibu and Hassan, 1998). According to the laws of Oyo State, a general retail liquor license allows alcoholic beverage sale between the hours of 6.00 a. m. and 12.00 midnight. A hotel and club with liquor license permits the sale of alcohol to persons sleeping in the premise on any day and at any hour. A general retail liquor license allows the retailers to sell alcohol between the hours of 6.00 a. m. and 12.00 midnight on any day (Olowofoyeku, 2000). It has been observed by the investigator that restrictions on off-premise retail sale, age limit for purchase of alcoholic beverage are all poorly enforced in the study area.

Regulations for purchasing and consuming alcoholic beverages in some countries are measures targeted at barring young people, who are regarded as particularly vulnerable, from having easy access to alcoholic beverages. Changing the age limits can have an important effect on youth drinking (Jernigan, 2001). Overall, the age limits for buying alcoholic beverages varied from 15 to 21 years (WHO, 2004). Table 2.04 demonstrates the legal age limits for the purchase of beer both on and off-premise in some countries. Some countries with no age restrictions on the on-premise and off-premise purchase of beer include Benin, Cambodia, China, Congo, Equatorial Guinea, Gabon, Gambia, Ghana, Guinea-Bissau, Nepal and Togo (WHO, 2004). The implication of this is that children and adolescents are legally permitted to buy alcohol at retail point. This could expose this age group to early alcohol use. Nigeria, Algeria, Argentina, and others in the table have specified minimum age limit for purchase of alcohol (See table 2.04 for detail). However, in Nigeria, it is doubtful if there is any legal backing for the popular 18+ on the bottles of most beer and alcoholic beverages advertisements. In addition, restricting the location of outlets to non residential areas is one of the policies in place to give residential areas the necessary privacy devoid of activities in the beer parlours. Any abuse of this provision will lead to unnecessary exposure of underaged to alcohol. Furthermore, it is a way of preserving the residential area from the challenges of alcohol abusers (WHO, 2004).



**Table 2.04: Age Limit for Purchasing Alcoholic Beverages, on- and off-premise, by some Countries**

WHO Region	Country	On-premise †			Off-premise †		
		Beer	Wine	Spirits	Beer	Wine	Spirits
Africa	Algeria	18	18	18	18	18	18
	Benin	NO	NO	NO	NO	NO	NO
	Ghana	NO	NO	NO	NO	NO	NO
	Nigeria	18	18	18	18	18	18
America	Argentina	18	18	18	18	18	18
	Jamaica	16	16	16	16	16	16
	United States	21	21	21	21	21	21
Europe	France	16	16	16	16	16	16
	Sweden	18	18	18	20	20	20
	United Kingdom	18	18	18	18	18	18

**Key**

† The ages under each type of alcoholic beverage are in years

Source: WHO, (2004)

According to Rehn, Room and Edwards (2001) and WHO (2004), the overall aims of restricting alcohol consumption in different settings are to ensure a safe public environment for leisure-time and sporting events, and to minimize or avoid injuries and loss of productivity in offices and workplaces. The school environment designated for learning are not left out. The designation of specific environments as alcohol-free can thus be viewed from the perspective of physical safety and social order (Rutherford, 2007). Most countries have restrictions on alcohol consumption in different environments. These regulations are targeted at either the general population or at specific target groups. The restrictions on alcohol consumption in different environments vary from complete bans or partial restrictions to voluntary or local agreements and no restrictions. Partial restrictions can mean that drinking only certain beverages is banned; some offices/buildings/places are alcohol-free, but not all, or that certain target groups are banned from drinking or from drinking at certain times and places. Voluntary or local agreements mean that local governments and municipalities have their own regulations that can vary between areas and cities or that the restrictions are in the form of recommendations or guidelines, and thus voluntary to follow (WHO, 2004; Wikipedia, 2009). The overall message of restricting drinking in different domains is to emphasize alcohol as a special commodity which does not mix well with certain environments and occupations, or with work places (Rutherford, 1997; Abdullahi, Shuaibu and Hassan, 1998; Olowofoyeku, 2000; IAS, 2008; Wikipedia, 2009a).

## **2.5: Exposure to alcohol advertisement.**

Advertising is a form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service (Wikipedia, 2008). Alcohol advertisement is the promotion of alcoholic beverages by alcohol producers through a variety of media. Advertisements are often placed by an advertising agency on behalf of a company or other organization (Wikipedia, 2008). Along with tobacco advertising, it is one of the most highly-regulated forms of marketing (Wikipedia, 2009a). Every major medium is used to deliver these messages, including television, radio, cinema, magazines, newspapers, video games, the internet and billboards. Advertisement plays an important role in helping a firm or organization to execute its marketing strategies. It should be borne in mind that



marketing is not always “advertising”. Advertising comprises of only a small part of the overall marketing mix (Novak, 2004). Many advertisements are designed to generate increased consumption of those products and services through the creation and reinforcement of “brand image” and “brand loyalty”. Alcohol advertisement is designed to embed brand names and products in the everyday activity of the target audience including adolescents. Thus, these activities are designed to make beverage alcohol an integral part of the life-style of young people, thereby creating an intimate relationship between the young people and alcoholic beverages (Odejide, 2006). A second important aspect of advertising is that its effects linger over time. This implies that the influence of advertisement in influencing the adolescent to alcohol use could linger for a period even when the advertisement has been stopped. Often times, advertising are also arranged to capitalize on events happening in the locality that are likely to influence the consumption of their products such as end of year activities, national day celebration, valentine day etc (Saffer, 2004).

Advertisements for alcohol use are abundant, and alcohol is prominently displayed on television, in movies, in music, and at sports events in some countries of the world. These societal messages compete with and even overshadow messages against underage drinking (Halpern-Felsher and Biehl, 2004). Many young persons have significant exposure to alcohol advertisement (Federal Trade Commission, 1999). The supply of alcohol, including its production, marketing, and retail sale, can play a significant role in alcohol consumption and problems (Jernigan and O'Hara, 2004). Casswell, 2004, affirmed that places where alcoholic beverages are sold such as *beer parlours/bars, pepper soup joints, restaurant/canteen and hotel/motel, billboard, and posters* serves as opportunities for advertisement of alcoholic beverage materials as affirmed by the participants. According to the Federal Trade Commission of America [FTCA] (1999), alcohol producers spend two to three times their measured media expenditures in unmeasured promotions such as sponsorships, internet advertisement, point-of-sale promotional materials, product placement, items with brand logos, and other means in America (Jernigan and O'Hara, 2004). In Nigeria, marketing and advertisement are part of the alcohol supply chain. Even though there is paucity of systematically collected information in this area in Nigeria, the advertising and marketing activities of Nigeria Breweries Plc, Guinness Nig Plc and Consolidated Breweries (affiliated to two international brewers) are obvious and overwhelming (Obot and Ibanga, 2002).



Research evidence suggests that young people respond to this marketing on an emotional level which leads to changing their beliefs and expectations about drinking (Saffer, 2002). The marketing clearly influences young people's decision to drink. Exposure to enjoyment of alcohol advertisements predicts heavier and more frequent drinking among young people (Wyllie, Zfang, and Casswells, 1998). Alcohol marketing presents a one-sided view of alcohol use, masking its contribution to morbidity, mortality and social harm. It affects social norms about drinking throughout society, and contributes to an environment hostile to public health measures and messages (Fatoye, 2003). Current responses are piecemeal and inadequate, and have done little to control the marketing of alcohol products. Evidence suggests that self-regulation by the alcohol-advertising and media industries are ineffective. Media literacy, training young people to decode and resist marketing messages is insufficient to address the emotional and illogical appeal of marketing. New responses are required. The global nature of marketing demands a response at international, national and local level. World Health Organization noted with frustration the dangers inherent in the exposure of young people to alcohol marketing, and the general failure of industry self-regulation to limit the marketing of alcohol to young people. Furthermore, alcohol industry has achieved a high level of sophistication in its use of media to attract and encourage young people to drinking (IAS, 2008).

Using standard advertising industry database and methods, the Centre on Alcohol Marketing and Youth (CAMY) at Georgetown University has issued more than 20 reports since 2001 documenting widespread exposure of underage youth to alcohol marketing on television, radio, the web, and in magazines through programmes that youth were more likely to desire, watch or listen to than adults (CAMY, 2008). Between 2001 and 2005, youths exposure to alcohol advertisement on television in the United States of America increased by 41%. Much of this increase resulted from the rise in distilled spirits advertisement on television from 1,973 advertisements in 2001 to 46,854 advertisements in 2005 (CAMY, 2006). Furthermore, youth exposure to alcohol advertisements in magazines decreased by 31% between 2001 and 2004. In 2004, more than half of youth exposure to alcohol advertisement in magazines came from 22 brands, all of which exposed youth to their advertising more effectively than adults (CAMY, 2008). In a sample of United States of America radio advertisements for the 25 leading alcohol brands in the summer of 2004, more than two-thirds of youth exposure to alcohol advertisement came from advertisements placed on youth-oriented programming, defined as programming with

youth audiences larger than the population of youth ages 12 to 20 in the local market (Jernigan, and Ostroff, 2004). From 2001 to 2003, youths in the United States were 96 times more likely per capita to see advertisement promoting alcohol than an industry advertisement discouraging underage drinking (CAMY, 2005). In the year 2002, a study of alcohol advertisements in magazines found that, underage youths (13-20 years), saw more beer, spirits, and low alcohol mixed drinks advertisements than people aged 21 years above (Casswell, 2004). This is to say that alcohol advertisements on youth oriented programmes overexpose them.

Even though there is paucity of data on alcohol advertisements activities in Nigeria, anecdotal information show that access to media advertisement of alcohol has greatly increased in the last decade. Some of the reasons responsible for this include increase in the number of media houses, technological advancement, development and inefficient regulation. Majority of their activities/programmes are principally youth oriented. They include sponsorship of national annual essay competition for secondary schools, sponsorship of fashion shows, beauty contests, sports events especially football, foreign musical stars, musical segments of radio and television programming (Obot and Ibanga, 2002). The other strategies used are end of year carnival, where alcohol is the centre of attraction, product launch parties or promotional activities which are always accompanied with gifts and free drinks. Even when these programmes are organized at designated sites, they are always promoted on the mass media before the day in order to have a good publicity. It is the culture of alcoholic beverage manufacturers to show the outcome of an event on television and possibly few pictures in newspapers and magazines. In recent years the alcohol industry has also expanded mass media advertisements which are aimed at the general public. There is aggressive use of the mass media including the use of the following: radio and television, billboards, newspapers and magazines in the advertisement of alcohol (Obot and Ibanga, 2002; Odejide, 2006; Willis, 2006). The forms of exposure included both direct exposure to advertising using broadcast and print media, and indirect methods such as in store promotions and portrayal of alcohol drinking in films, music videos and TV programmes.

A recent study of the impact of alcohol advertisement on teenagers in Ireland found that alcohol advertisements were identified as their favourites by the majority of those surveyed. Most of the teenagers believed that majority of the alcohol advertisements were targeted at young people. This was because the advertisements depicted scenes -dancing, clubbing, lively music, wild activities - identified with young people. The teenagers interpreted alcohol



advertisements as suggesting, contrary to the code governing alcohol advertising, that alcohol is a gateway to social and sexual success and as having mood altering and therapeutic properties (Obot and Ibanga, 2002; Jones and Gregory, 2007; IAS, 2008). Some studies showed that onset of drinking in adolescent non-drinkers at baseline were significantly associated with exposure when attended to or remembered. Furthermore, among baseline drinkers, there were no significant associations between baseline media use and maintenance of drinking (Robinson, Chen and Killen, 1998). One study showed that for each additional hour of TV viewing per day, the risk of starting to drink increased by 9% during the following 18 months (Robinson, Chen and Killen, 1998). In another study, youth with higher exposure to alcohol use depicted in popular movies were more likely to have tried alcohol 13 to 26 months later. Yet another showed that exposure to in-store beer displays significantly predicted drinking onset two years later (Synder, Millici, Slater, Sun, Strizhakova, 2006).

Waiters, Treno and Grube (2001), found that children and adolescents respond positively to animals, humour, and musical elements featured in television beer advertisements. Elementary school children were particularly fond of the animal characters. Specifically, young girls were attracted to the animals' cuteness, whereas boys were attracted to animals' action or voices. Marketing research indicates that the likeability of an advertisement may be attributed to its being creative (Stone, Besser and Lewis, 2000) as well as being perceived as meaningful and relevant. Another reason could be due to the use of special elements such as the characters, action, storyline, music, and visual elements (Walker and Dubitsky, 1991).

In a study on "What Makes Alcohol Advertisement Attractive to Youths", youths perceived likeability of beer advertisements is a function of the positive affective responses evoked by the specific elements featured in the advertisements (Chen, Grube, Bersamin, Waiters, and Keefe, 2005). Perceived attractiveness of alcohol advertisements was more closely related to appreciation of the elements of humour and story than to appreciation of music, animal characters, and human characters. Yet the three most favourable advertisements in this study used animal characters as the leading actors. The result also found a strong association between advertising likability and its influence. This means that alcohol advertisements that were rated by youths as more likeable were also endorsed with greater intention to purchase the brand and products promoted. These findings are consistent with marketing research indicating that likeable

advertisements are more effective and persuasive, and that liking of advertisements is one factor that affects attitudes towards brand and product (Walker and Dubitsky, 1994).

In a group discussion among children on a number of issues concerning advertisement they liked and disliked, findings suggest that advertisements for alcoholic drinks become increasingly noticeable/striking and attractive over the years 10 to 14. For example, although 10-year-olds rarely mentioned advertisements for alcoholic drinks when talking about favourite television commercials, the older children tended to do so almost immediately. There were also consistent developmental trends in their descriptions of liked and disliked qualities of advertisements and of the symbolism in commercials for alcoholic drinks. Whereas the 10-year-olds' comments tended to be tied to what is specifically shown in commercials, the older children tended to go beyond this and alluded to much more complex imagery, much in the same way that adults do. For example, the 14 and 16-year-olds tended to see lager and beer commercials as promoting masculinity, sociability and working-class values (Aitken, Leather and Scott, 1988). These findings indicate that advertising campaigns for alcoholic drinks aimed at older teenagers and young adults present qualities which younger teenagers' perceived attractive (Aitken, Eadie, Leather, Mcnicilla, Scott, 1988). Beer advertisements were also rated as more influential by males than females. This gender difference may result from the fact that many of the advertisements depicted masculine themes (e.g., males hanging out or party scenes presented from a male perspective). As a result, the content might have been more relevant and appealing to males, thereby evoking more positive responses from them (Chen, Grube, Bersamin, Walters, and Keefe, 2005).

The alcohol industry is always trying to recruit new drinkers. Children and adolescents are important target group for the alcohol industry. Some alcoholic beverage manufacturers in United States of America have stated that because many alcohol consumers develop loyalty to alcohol by the age of 25, it is necessary to target legal drinker ages of 21-24 to ensure market share (FTC, 2003). Federal Trade Commission (2003) stated that advertisements targeted to the youngest legal drinkers continue to risk appealing to minors. This target group represents the market of the future and this youth market is a key growth sector of strategic importance to alcohol manufacturers in building brand loyalty. The challenge which public health workers therefore face is how to design interventions aimed at countering the negative influences of



alcohol advertisement which includes recruitment of young people into the alcohol use culture and promoting irresponsible consumption of the products.

Restricting and controlling alcohol advertisement should be an appropriate component of a comprehensive alcohol regulation. It is necessary to restrict alcohol advertisement even though the overall impact of advertising on alcohol consumption or alcohol-related harm may be limited and long-term (Rehn, Room and Edwards, 2001). The issues that should be considered regarding the restriction of alcohol advertisement in different media should include the requirement of health warnings on the advertisement or the alcoholic beverage containers, regulations of alcohol beverage industry sponsorship, and the level of enforcement of existing advertising and sponsorship restriction (WHO, 2004). Alcohol advertisement in one form or the other exist in almost all countries with predominantly Muslim populations such as Algeria, Egypt, Jordan, and Islamic Republic of Iran, Equatorial Guinea, some parts of India and Northern Nigeria. Non-Muslim countries where alcohol advertisements are totally banned are Iceland and Norway (WHO, 2004). Advertising on television and radio are more restricted than in print media and on billboards. A considerable proportion of countries such as Benin Republic, Congo, Canada and Thailand have no restrictions, especially for print media and billboards (ICAP, 2001). Broadcast media is somewhat more restricted than others for wine and beer. Generally, total bans are fairly rare, while about 15% of countries rely on voluntary agreements. For example, the European Union has placed restriction on the advertisement of alcoholic beverages on television with emphasis on the protection of minor and the vulnerable especially with respect to enhancement of sexual success, physical performance or driving, therapeutic qualities or that it is a stimulant, sedative or as a means of resolving personal conflicts.

Beer advertisement is significantly less controlled than advertisement for wine, and especially than for spirits (WHO, 2004). However, there is little enforcement of this directive, and the European Union common market rules have, in fact, been used to weaken national advertising restrictions (WHO, 2004). See Table 2.05 for details of countries with no restriction on beer advertising on television, radio, print media or billboard. The list of some countries with restrictions on alcohol advertisement using national TV, national radio, print media and billboards is presented in appendix I. Nigeria could be seen to have partial restrictions relating to national TV, national radio and no restrictions on print media and billboards. Restrictions relating to sponsorship, health ways and enforcing issues by country are presented in appendix II.

Restrictions on alcohol consumption in various environments by country are presented in appendix III, while policies on alcohol advertisement restrictions in various environments are highlighted in appendix IV.

Sponsorship of events, activities or programmes is an important part of alcohol marketing and promotion by the alcohol beverage industry. The variety of sponsorship covers sports events, as well as concerts and other cultural events attended by young people. The youths are thus directly targeted if these sponsorship events are televised (Obot and Ibanga, 2002; IAS, 2008). They may in fact amount to the same effect as direct alcohol advertisement on television. The internet is one of the media which is most difficult to restrict, as it is to a larger degree outside the control of national governments (ICAP, 2001). In Nigeria, the situation is not different. Sponsorship of sports, quiz competitions often among secondary schools students, beauty contests, Valentine days, end of year parties, music concert where renowned musicians are invited by the alcohol industry is common (Obot and Ibanga, 2002; WHO, 2004). Few countries restrict alcohol industry sponsorship of sport or youth events, with only about 24% of countries having any statutory controls. A majority of countries have no restrictions on the sponsorship of sports events (WHO, 2004).

An important aspect of the restrictions is effective enforcement. This would include the existence of independent grievance panels or consumer boards and the possibility of sanctioning advertisers for breaking the rules or law (Jennigan, 2001; WHO, 2004; APCON, 2007). In Nigeria, the Advertising Practitioners Council of Nigeria (APCON) Vetting Committee is one of the committees constituted to vet and approve all advertisements and commercials on alcoholic beverage and tobacco products (Ojuma, 1994; APCON, 2007; APCON, 2003). The decision of APCON to vet and approve all advertisements and commercials on alcoholic beverage products is motivated by its desire to ensure that such advertisements do not encourage the consumption of the products especially among the vulnerable groups in the society as well as to ensure that only honest, truthful and legal commercial messages are communicated to the public. Furthermore, under APCON, there is also Advertising Practitioners Disciplinary Committee which is charged with the responsibility of considering and determining any case referred to it by another body. The penalties for unprofessional conduct and violations of the rules are inadequate and possibly will need to be reviewed (APCON, 2005).



**Table 2.05: Countries with no restriction on beer advertisement on television, radio and print media or billboards.**

<b>Africa Region</b>	<b>Europe</b>	<b>Americas</b>	<b>Western Pacific Region</b>
Benin	Amenia	Brazil	Cambodia
Comoros	Bolarus	Canada	China
Congo	Bosnia or Herzgovina	El Salvador	Palau
Ethiopia	Bulgaria	Guyana	Republic of Korea
Guinea Bissau	Croatia	Jamaica	
Kenya	Georgia	Peru	
Malawi	Greece	Suriname	South-East Asia
Niger	Latvia	Trinidad and Tobago	Thailand
South Africa	TFYR Macedonia	Uruguay	
UR Tanzania	Republic of Moldova		
Togo	Romania		
Uganda	Russian Federation		
Zambia	Slovakia		

Source: WHO (2004)

The types of advertisement restrictions often vary from complete bans and partial legal restrictions to voluntary advertisement agreements or no restrictions (ICAP, 2001; Nzeribe, 1994). Partial legal restrictions include exposure restricted by hours, by type of programmes or magazines (e. g. children's programmes on television), by saturation limits (the maximum proportion [percentage] of the population that are underage watching a particular programme where the advertisement might take place), and by place of the advertisement. Voluntary agreements on the other hand are internal codes of conduct or regulations that the alcohol beverage industry follows, and which are not in themselves legally binding (ICAP, 2001; CEC, 2006).

The Centre for Information on Beverage Alcohol, a private research group, has compiled data on the different approaches used by countries to regulate alcohol beverage advertisement. Policies regarding advertisement restrictions are divided into six categories. The category assigned to each country was derived by reviewing the restrictions that were in place regarding alcohol advertising on television, radio, cinema, print media, outdoors and sponsorship. The policy categories are self-regulation, statutory legislation, a combination of self-regulation and statutory legislation, advertisement of alcohol is banned, some control and no control at all (ICAP, 2001; Wikipedia, 2009). Self-regulation takes many forms, from adherence to company-written internal guidelines and collective industry self-regulation with a common code of practice among producers (often enforced by an industry composed to hear complaints). In many instances, independent regulation by third party body not composed of industry members, which is organized to administer a code of practice, to hear complaints and to enforce its provisions could be part of self regulation. Self-regulation is the process whereby industry actively participates in and is responsible for its own regulation (Jernigan, 2001; ICAP, 2001). While this process varies widely from country to country, the foundation for advertising self-regulation is based on the principles embodied in the International Code of Advertising, issued by the International Chamber of Commerce. The Code states in its introduction that:

*"Advertising should be legal, decent, honest and truthful, prepared with a sense of social responsibility to the consumer and society and with proper respect for the rules of fair competition" (ICAP, 2009).*



This is accomplished through rules and principles of best practice to which advertisers and the advertising industry agree to be bound. In addition to self-regulatory bodies, most of the major alcohol beverage companies have their own internal advertising codes. Self-regulation often exists in tandem with a broad legal framework and indeed, according to European Advertising Standard Alliance (EASA), this is the preferred way. In many cases, advertisement laws address such general topics as “misleading advertising”, “unfair competition” and “consumer issues”. Less restrictive countries tend not to address product specific issues such as alcohol. In more restrictive countries, such as France, statutory authorities and national legislation control advertising content and placement (ICAP, 2001). The basic elements of self-regulation are two-fold: a code of practice or set of guiding principles governing the content of advertisements, and a process for the establishment, review and application of the code or principles. In reality, there may be several self-regulatory bodies to which a given alcohol beverage company must adhere regarding commercial communications (ICAP, 2001). The statutory legislation of advertising specifies conditions for advertisement based on the law of the country. Violations of any of the specified legislations attracts penalty (ICAP, 2001).

Nigeria is one of the countries where self-regulation by the alcohol producers and legislation from the government through APCON is in use in managing alcohol advertisement (Nzeribe, 1994; Ojunta, 1994). Other countries in Africa such as Cameroun, Kenya and South Africa regulate alcohol advertisement through self-regulation. While the United States of America have similar operation with Nigeria (Self regulation and statutory legislation), the United Kingdom regulate alcohol advertisement through self regulation (See Appendix 5). As will be seen from the table, a country can have both or one of them. In most predominantly Islamic countries, advertisement of alcoholic beverage is banned (WHO, 2004). An overview of the approaches adopted by Nigeria is presented in this review.

**The Nigeria Situation:** The current code of advertising practice in Nigeria has the following provisions for the regulation of advertising of alcoholic beverages: no radio and television advertisement of alcoholic beverage shall be exposed in children's religious and sports programmes. In addition, children, sports men and women, or pregnant women shall not be used as models on television. The restriction also includes provision for non-use of words or symbols with religious or medical connotations in advertisements for alcoholic beverages. Television

commercials for all alcoholic beverages shall not be aired before 8:00 p.m (APCON, 2005). Similarly, no commercial for alcoholic products shall be aired on radio before 6:00 p.m (APCON, 2005).

Regarding product-in-use, the APCON regulation stipulate that where an alcoholic product is shown in actual use in any advertisement, it shall only be seen to be sipped and not gulped, or be glamorised in any way. The use of models for advertisement is not left out of the control. Models shall not be less than 18 years old and all models must look the specified age. On sponsorship of event, the regulation stipulates that sponsorship of sporting events by alcoholic beverage brand is permitted. The only conditionality however is that only brand names or product packs flashed on the screen or used as back-drops on television are permitted. Gift items promoting alcoholic beverages shall not be directed at children, sports men and women, and pregnant women. Consumer promotions of spirits shall not offer material incentives and prizes (APCON, 2005).

Rules governing advertisement of alcoholic beverage in Nigeria also focused on claims, insinuations and some associations. The content of advertisements shall not be misleading and shall be free of health claims. Offensive content and insinuations shall not be used and there shall be no association between the consumption of alcohol and driving, riding or any sports whatsoever (APCON, 2005). Similarly in the print media and direct mail, advertisements for alcoholic beverages shall not bear any religious or medical connotations. Children, sports men, women and pregnant women shall not be used as models and no advertisement for alcoholic beverages shall be published in children's publications. No advertisement for alcoholic beverages shall be exposed during children's religious and sports shows, or have any religious or medical connotations during cinema/video show. Similarly, billboard or outdoor signs for alcoholic beverages shall not be displayed in or near places of worship, hospitals, schools, motor parks and sports arenas. The hoarding or posters shall not be identifiable from, or be sited within, a radius of 200 meters from the nearest fence of any place of worship, hospital, school, motor park or sports arena. No outdoor hoardings or posters bearing alcoholic product messages may have any religious or medical connotation (APCON, 2005).

While much of the research on the impact of alcohol advertising is not conclusive, increasing evidence can be found that exposure shape positive perceptions of drinking and can increase heavier drinking (WHO, 2004). Therefore, it seems restrictions on advertising and



sponsorship should be part of a comprehensive alcohol policy, especially when it is targeted at young people (WHO, 2004).

## 2.6: Perceptions of alcoholic beverages advertisement.

Perception is a process of information extraction by which people select, organize and interpret sensory stimulations in a meaningful and coherent picture. In other word, it is how people make sense of the world around them (Perception, 2009). According to Microsoft Encarta dictionary (2003-2007), perception is the process of using the senses to acquire information about the surrounding environment or situation. This is usually facilitated by the five sense organs of the eyes, nostrils, ear, tongue and skin. It could manifest as an attitude or understanding based on what is observed or thought. New research from Vanderbilt University has found that mental imagery ("what we see with the "mind's eye") directly impacts our visual perception. Imagery leads to a short-term memory trace that can bias future perception" (Science Daily, 2008). The alcohol images, models and presentations of alcohol advertisement are therefore a factor in the adolescents' perception of alcohol use. Because all humans live in an environment, they are affected by the activities, culture, gender and beliefs prevalent in their environment. Pervasive alcohol advertisement in the mass media exerts some influence on adolescents' alcohol-use beliefs, attitude, behaviour and perception. Therefore, humans extract information from their environment through the same process (Connolly, Casswell, Zhang and Silva, 2006; Synder, Millici, Slater, Sun and Strizhakova, 2006). Culturally, alcohol has come to be part of the Nigerian society.

Most research on beliefs about the consequences of substance use have centred on alcohol expectancies such as personalized beliefs about the physical, behavioural, and psychological consequences of drinking. Children form strong negative expectancies about alcohol very early with age, they also become more aware of its effects (Dunn and Goldman, 1996). Weak negative expectancies and/or strong positive expectancies predict positive attitudes towards use, intentions to use, and actual use of alcohol in adolescence and adulthood (Smith and Goldman, 1994). Alcoholic beverage advertisement content analysis indicated that alcohol use is portrayed more frequently by more attractive, successful, and influential people in a positive social context (Jones and Gregory, 2007). Furthermore, it is often associated with sexually suggestive content, recreation, or motor vehicle use. In contrast, alcohol use is rarely portrayed in

an unattractive manner or is associated with negative consequences (Robinson, Chen and Killen, 1998).

According to Jones and Gregory (2007), majority of adolescents said alcoholic beverages advertisements suggested that consuming alcoholic product would make them more sociable and outgoing. Other comments about the message from alcoholic advertisement include the belief that alcoholic beverage will make them have a great time, make them more confident, and fit in. Furthermore, those advertisement which use overt or implicit sexual appeals received a higher proportion of affirmative responses in respect of advertisement making adolescents succeed with opposite sex. It must be noted that respondents did not necessarily believe that consuming the product would lead to such social benefits, but rather (in most cases) the majority believed that the advertisement contained messages which inferred that such social benefits are likely (Jones and Gregory, 2007).

### Conceptual framework

A conceptual framework presents a systematic way of understanding events or situations. It is a set of concepts, definition, and propositions that explains or predicts events or situations by illustrating the relationship between variables (United States Department of Health and Human Services [USDHHS], 2005). The aim of theories in research is to help the researcher identify and understand elements that affect seemingly diverse classes of behaviours and how these elements function (USDHHS, 2005).

The Social Learning Theory (SLT) is often credited to Albert Bandura (1977). Social learning theory (SLT) focuses on the learning that occurs within a social context. The theory states that individuals, especially children, imitate or copy modeled behavior, attitudes, and emotional reactions by others through personal observation, the environment, and the mass media (Isom, 1998). According to Albert Bandura, learning would be exceedingly laborious, if people have to rely solely on the effects of their own actions to inform them of what to do. He noted that experience has shown that most human behavior is learned observationally through modeling. This implies that from observing others, one forms an idea of how new behaviors are performed, and on later occasions this coded information serves as a guide for action.

Bandura posited that learning takes place through three processes. The first two are direct experiences and indirect or vicarious experience derived from observing others (modeling). The

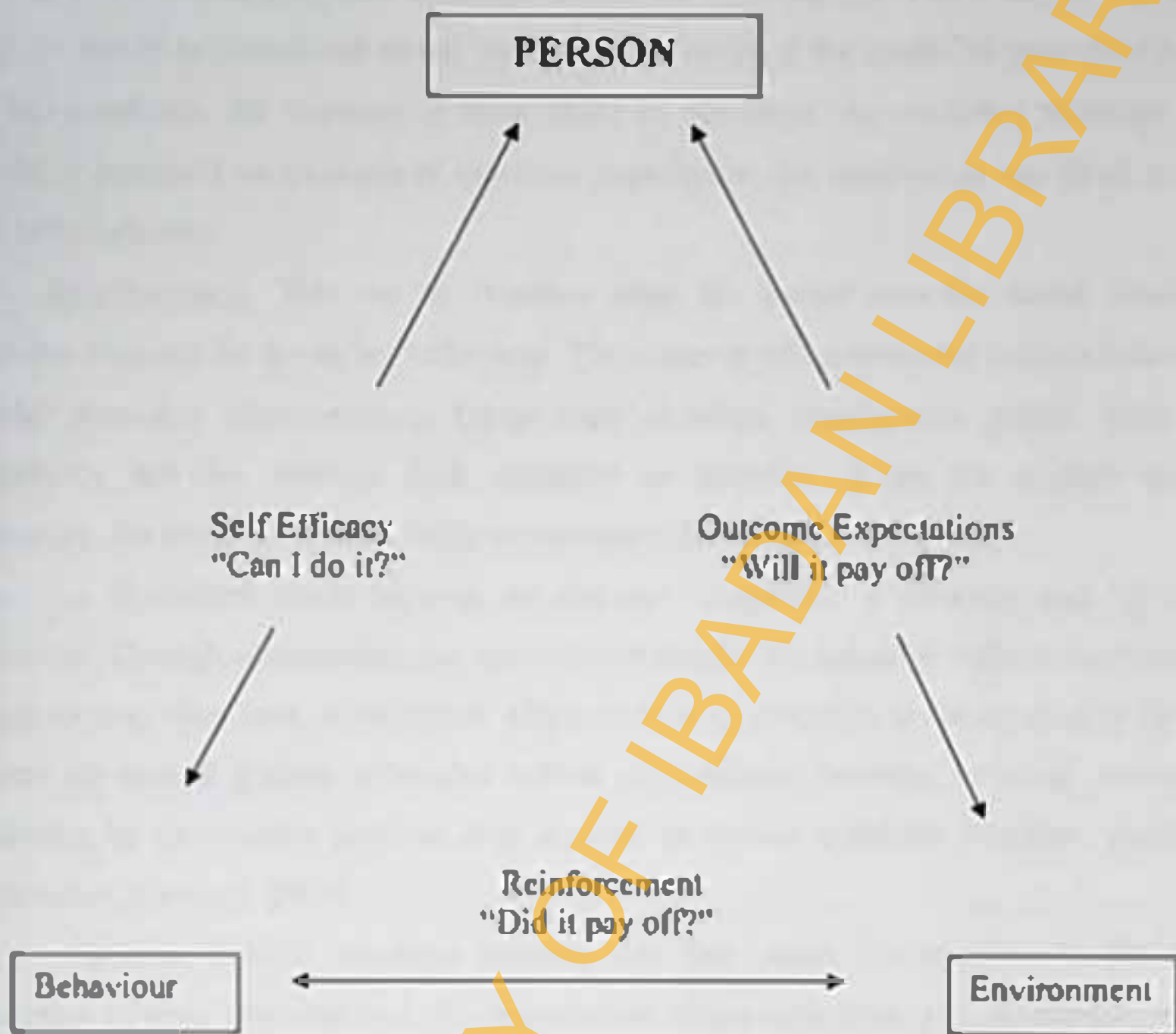


third process involves the storing and processing of complex information in cognitive operations that enable one to anticipate the consequences of actions, represent goals in thought, and weigh evidence from various sources to assess one's own capabilities. There are six basic concepts of social learning theory and these will be briefly presented:

(i) Reciprocal determinism: Social learning theory explains human behavior in terms of continuous reciprocal interaction between cognitive, behavioral and environmental influences (Isom, 1998). This theory stresses the triadic relationship among "persons" (that is, one's cognitive processes), behavior, and environment through a "reciprocal determinism" (or reciprocal causality") process (Bandura, 1977; Rotter, 1954). In other words, whereas the environment largely determines or causes behavior, the individual uses cognitive processes to interpret both the environment and his or her behavior. Furthermore, the individual also behaves in ways to change the environment with a view to meeting more favorable behavioral outcomes (Graeff, Elder and Booth, 1993).

The concepts highlighted in social learning theory are depicted in Figure 1. Through the process of self-efficacy assessment, the person judges his or her own level of skills and responds to the question "Can I do it and how well?" Through recollection of outcomes experienced personally or by others, the person responds to the question "Will it pay off?" If the person answers "yes" to both questions, the behavior is likely to occur. Actual reinforcement- (the environmental "reaction" to the behavior) - will then help determine whether the behavior will occur again in the future (Graeff, Elder and Booth, 1993).

(ii) Environment: Much of what a person knows or observes comes from environmental resources such as television, parents, and books. What a person observes can powerfully influence what he does. But a person's behavior also influences his environment. Environment consists of factors that are physically external to the person and include opportunities for social support. The environment could be differentiated into social and physical environments. Social environment include family members, friends and colleagues which could also be called significant others to the observer. The physical environment could be the size of a room, the ambient temperature or the availability of certain foods.



Source: Gratch, Elder and Booth, 1993

**FIG 2.01: Interactive influences on behavior as viewed by social learning theorists**



(iii) Observational learning: This is also called vicarious learning. It is a central theme in social learning theory. Observational learning is a behavioural acquisition that occurs by watching the actions and outcome of others' behavior within the environment. The observer will react to the way the model is treated and mimic the model's behavior if the modelled behaviour is rewarded. In this condition, the observer is more likely to reproduce the rewarded behavior. When the model is punished, an example of vicarious punishment, the observer is less likely to reproduce the same behavior.

(iv) Reinforcement: This can be vicarious when the learner sees the model meeting with a positive outcome for his or her behaviour. The observer will imitate the model's behaviour if the model possesses characteristics, things such as talent, intelligence, power, good looks, or popularity that the observer finds attractive or desirable. When the model's behaviour is rewarded, the observer is more likely to reproduce the rewarded behaviour.

A distinction exists between an observer "acquiring" a behavior and "performing" a behavior. Through observation, the observer can acquire the behavior without performing it. The observer may then later, in situations where there is an incentive to do so, display the behavior. There are several guiding principles behind observational learning, or social learning theory. Learning by observation involves four separate processes: attention, retention, production and motivation (Ormrod, 1999).

Bandura divided vicarious learning into four steps: (1) attention to the model, (2) retention of what was observed, (3) reproduction of the behaviour, and (4) reinforcement of the behaviour. Observers cannot learn unless they pay attention to what's happening around them. This process is influenced by characteristics of the model, such as how much one likes or identifies with the model, and by characteristics of the observer, such as the observer's expectations or level of emotional arousal (Drieger, 2002). In retention, observers must not only recognize the observed behaviour but also remember it at some later time. This process depends on the observer's ability to code or structure the information in an easily remembered form or to mentally or physically rehearse the model's actions. Retention can be affected by a number of factors, but the ability to pull up information later and act on it is vital to observational learning. Production requires the observers to be physically and or intellectually capable of producing the

act. In many cases the observer possesses the necessary responses. But sometimes, reproducing the model's actions may involve skills the observer has not yet acquired. Further practice of the learned behavior leads to improvement and skill advancement. Attention and retention account for acquisition or learning of a model's behaviour; production and motivation controls the performance.

(v) Self-efficacy: This is a perception of one's own capacity for success in organizing and implementing a pattern of behavior that is new, based largely on experience with similar actions or circumstances encountered or observed in the past. It is the person's confidence in performing a particular behavior. Self-efficacy increases through information, encouragement, modeling and practice.

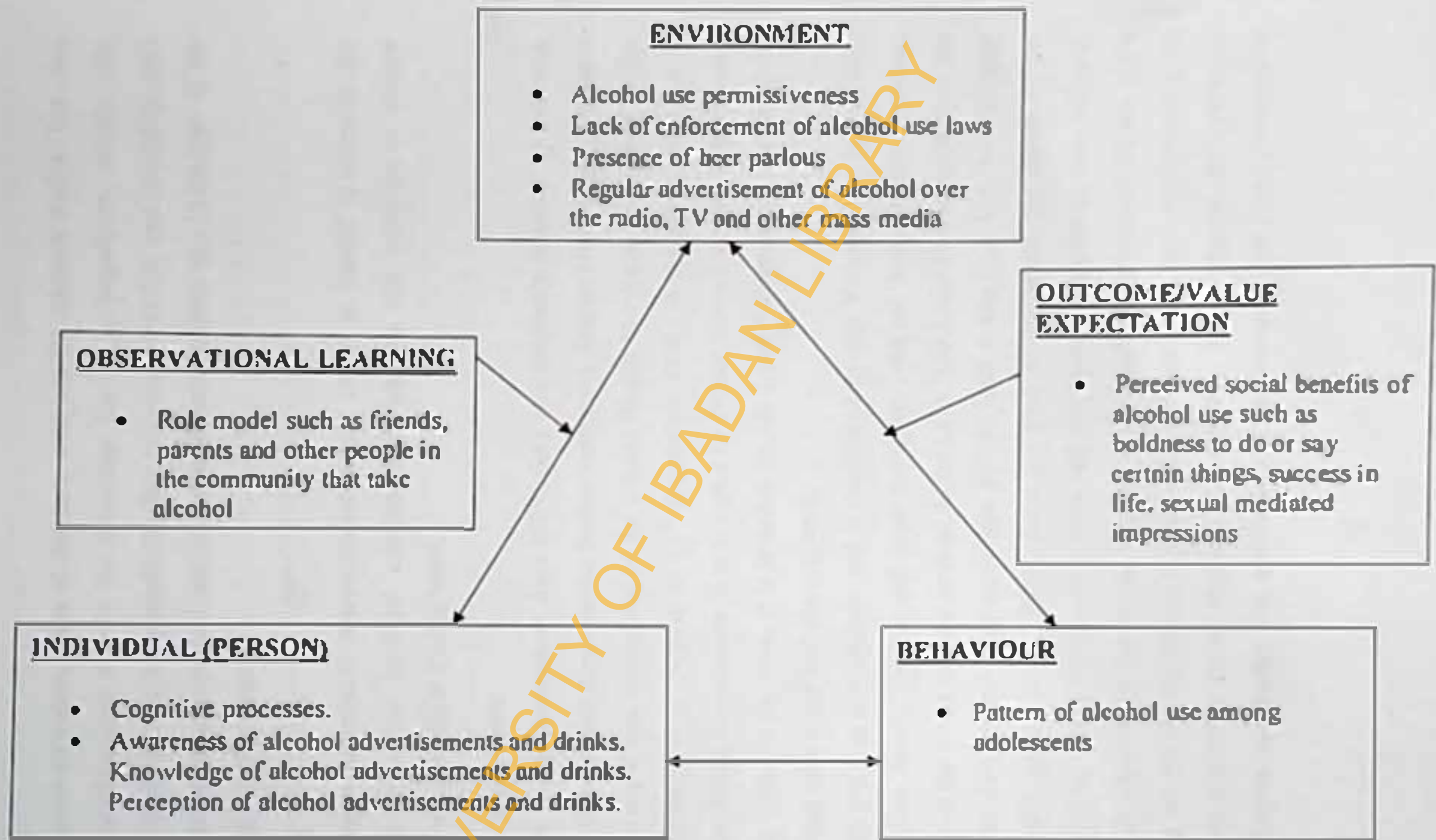
(vi) Expectations: This is the anticipatory outcome of a behavior. Expectancies consist of the values that a person places on a given outcome. Bandura noted that external or environmental reinforcements were not the only factors that could influence learning and behavior. While behaviorists believe that learning especially through modelling leads to a permanent change in behavior, observational learning demonstrates that people can learn new information without demonstrating new behaviors (Wagner, 2009). Bandura noted that external or environmental reinforcement was not the only factors that can influence learning and behaviour. He described the intrinsic reinforcement as a form of internal reward, such as pride, satisfaction, and a sense of accomplishment. This emphasis on internal thoughts and cognitions helps connect learning theories to cognitive developmental theories. Additionally, "learners" may reinforce themselves or may receive reinforcement from others.

In applying this theory, the environmental factors which have potential for facilitating alcohol use among adolescents were noted. These include the social and the commercial environments, within the context of alcohol availability and marketing. The social environments refer to the social permissiveness of alcohol availability and use. The commercial environments encompasses the alcohol retail outlets to which adolescents are exposed, the mass media facilities in adolescents home which relay or help to disseminate alcohol advertisement such as ownership or access to the radio, television, newspapers and magazines, the print media such as posters and billboard in the respondents neighborhood as well as alcohol-related laws, regulations or policies.



The tenets of the SLT guided the framing of questions which probed into the various sources of exposure to alcoholic beverages (See question 17 to 18 of appendix VI). The media facilities which can be sources of exposure to alcohol advertisement, students' media habit and preferences and students' exposure to alcohol advertisement are contained in questions 19 – 24 of appendix VI). The students had role models who can influence their pattern of alcohol use; they include parents and friends who use alcohol. These people constitute the observational learning sources for the adolescents within the context of alcohol use. Questions 14 – 16 of appendix VI were asked to probe into these significant others who may be influencing their alcohol use pattern including experimentation and sustenance of alcohol use.

The adolescents' cognitive factors have roles to play in their alcohol use. For instance, their awareness and knowledge of the consequences of alcohol use, perceptions of alcohol and knowledge of alcohol regulatory laws can influence their alcohol use pattern or intention to adopt alcohol use. Questions on awareness and knowledge of alcoholic drinks are contained in questions 5 – 9 of appendix VI. Questions on the perceptions of alcohol are contained in section F of appendix VI as well. This study focused essentially on knowledge, perception and exposure of adolescents to alcohol advertisement. So issues related to self-efficacy were not dealt with. The tenets of the social learning theory were also used to guide the conduct of the FGDs. The FGD guide (see details in appendix VII) was framed such that the perceptive value expectations associated with alcohol can be discussed. In addition questions 34 of appendix VII indirectly probed into the perceived values inherent in the messages which an adolescent considers to be inherent in alcohol advertisements. The alcohol use practices or behaviours were documented using questions 10 – 13 of the same appendix VII. The diagrammatic illustration of the application of social learning theory to facilitate the understanding of the selection of the variables studied is presented in figure 2.02



**FIG 2.02: Application of the social learning theory to the study of secondary school students' knowledge, perception and exposure to alcohol advertisement in the mass media**



### METHODOLOGY

This chapter presents a description of the study area and the research design. The other components of the methodology include the following: the study population, sample size, sampling technique, methods and instruments for data collection. Validity and reliability, data collection process, data management and analysis, ethical consideration and limitations of the study are also presented in this chapter.

#### 3.01: Study Design

The study was a descriptive cross-sectional survey and it is limited in scope to the assessment of secondary school students' knowledge, perceptions and exposure to alcohol advertisement in the mass media in Ibadan North.

#### 3.02: Description of Study Area

Ibadan North Local Government Area (IBNLGA) was randomly selected by balloting from the five Local Government Areas within Ibadan metropolis. Ibadan North LGA is situated in Ibadan metropolis and it was created out of the defunct Ibadan Municipal Government by the Federal Military Government of Nigeria on 27<sup>th</sup> September, 1991. In the north, the LGA is bounded by Akinyele Local Government. It is bounded by Ibadan North East and Lagelu Local Governments in the east. In the west, it is bounded by Ido Local Government. Ibadan South West and Ibadan South East Local Government Area.

Ibadan North LGA is multi-ethnic and is dominated by the Yoruba. The Igbos, Edo, Urobo, Itsekiris, Ijaws, Hausa, Fulanis and some foreigners who are from Europe, America, Asia and other parts of the world are also resident in the LGA. The Local Government Area has a population of 308, 119 people. This comprises of 152, 608 males and 155, 511 females (Federal Republic of Nigeria Printers, 2009). As at the time of this study, the results of the population census of the Local Government Area had not been differentiated into children, adolescents and adult. Majority of the people who live in the Local Government Area are in the private sector. They are mainly traders and artisans. A good number of their workers are Civil servants who live predominantly around Bodija Estate, Agbowo, Sango, Mokola, the University of Ibadan and the Polytechnic Ibadan. The notable tertiary institutions in the Local Government

Area are the University of Ibadan, The Polytechnic, Ibadan, and University College Hospital Ibadan.

The other prominent institutions in the LGA include The Nigerian Television Authority (NTA), State Secretariat, Federal Secretariat, Premier Hotels, K. S. Motels, De Castle Hotel, Riverside Hotel, University of Ibadan Hotel and Labod Hotel. Hotels and numerous "beer parlours", viewing centres and club houses where alcohol can easily be accessed are located in this Local Government Area. There are supermarkets and petty trading stores where alcohol can be easily accessed. Some mobile petty traders sell alcoholic beverages in the LGA. It is not uncommon to find sellers of mixture of alcohols and herbal products called "*Oniparaga*" all over the LGA.

The mobile traders and "*oniparagas*" also sell spirits in affordable nylon packages in motor parks, bus stops, and around some schools. These outlets also serve as sources of advertisement of alcohol through handbills and posters. Advertisements of alcohol on billboards are prominent on the highways such as Sango - Eleyele road, University of Ibadan - Sango and many other roads in the LGA. Advertisement of alcohol on the radio, television, newspapers, magazines and internet are some of the common opportunities open to many people in the LGA.

This Local Government Area is unique because it attracts a large number of tourists because of the presence of recreational facilities. The prominent ones include the Zoological garden at the University of Ibadan, Trans-Amusement Park, Bower Tower at Oke-Are and Agodi Gardens located along Parliament Road, Ibadan. Some of these facilities constitute social rendezvous where alcoholic beverages are consumed. There are six major markets in the Local Government Area. They are Bodija, Sango, Mokola, Sabongari, Gate and Ijokodo/Gbaremu Markets. Other notable economic institutions in the Local Government Area are banks (Abiola, 2001).

As at the time of this study, records obtained from the Local Inspectorate of Education Officer (LIE) showed that Ibadan North Local Government Area had forty-eight public junior secondary schools and twenty-two public senior secondary schools. Many public junior and senior secondary schools are located in the same premises or share the same campus. Ibadan North Local Government Area is divided into twelve wards. The LGA can be stratified into three developmental zones based on the characteristics, pattern of evolution and socio-economic status in accordance with the stratification model adapted by Osundare, (1990). These are the inner



core, transitional and peripheral zones. The wards in each of the zones were compiled by the investigator with the assistance of the Community Development Officer of the LGA (See appendix VIII).

### 3.03: Study population

The study population consisted of male and female secondary school students in Junior and Senior Secondary co-educational public schools. The junior secondary schools (JSS) and senior secondary school (SSS) studied had no boarding facilities, so the students go to school from their homes daily (See appendix IX for population by gender of IBNLGA public schools)

### 3.04: Determination of sample size and sampling process

#### Sample size

In a research on television and music video exposure and risk of adolescent alcohol use which was conducted over an 18 month period, 36.2% of baseline non-drinkers began drinking and 50.7% of baseline drinkers continued to drink after exposure to television and music video (Robinson, Chen and Killen, 1998).

From this research, the average percentage of alcohol advertising influence was derived as follows:

$$\frac{36.2\% + 50.7\%}{2} = 43\%$$

Thus, mean value is 43.0%

The sample size for this study was therefore calculated using this mean value and the following formula:

$$n = \frac{Z^2 pq}{d^2}$$

In this formula

$n$  = sample size

$d$  = degree of accuracy, 5%

$z$  = confidence level. 1.96

$p$  = reasonable estimate of key proportions (43% or 0.43)

$q$  =  $100 - 43 = 57\%$  or 0.57.

$$\therefore n = \frac{1.96^2 \times 0.43 \times 0.57}{0.05^2} = 377$$

Since participation in the study was voluntary, the sample size was increased to 520 in order to make up for any possible improper completion of the questionnaires or cases of attrition.

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Sampling procedure

The sampling process involved three steps as stated below:

- (i) First, simple random sampling involving balloting was used to select IBNLGA from the five Local Government Areas that make up Ibadan metropolis.
- (ii) The second step entailed the conduct of a preliminary study to document the number of public secondary schools in the LGA as well as the basic socio-demographic characteristics of the student population. This was done by going through the records of the Local Inspectorate of Education Officer (LIE) in the local government headquarter. The preliminary study conducted in the LGA revealed that there were a total of 70 public secondary schools (48 junior secondary schools and 22 senior secondary schools). Appendix IX shows the Population of students in Ibadan North Local Government with respect to their gender and class.

Majority, (64) of these public schools made up of 44 junior secondary schools and 20 senior secondary schools were co-educational. This study also revealed that the male to female ratio among the students was 1: 1. The co-educational schools were then stratified into three by location: the Inner core, Transitional and Peripheral Area (See Appendix X). The list of schools in each zone (transitional or peripheral) constituted the sample frame.

- (iii) The third step was the sampling process. The sampling process consisted of Quantitative sampling process and Sampling for FGD. Quantitative sampling process was subdivided into two steps namely: School sampling and Sampling of respondents. Sampling for FGD or qualitative study consisted sampling of schools and respondents to be involved in the FGD.

(a) Quantitative sampling process

Step 1: School Sampling – The schools located in the inner core area were excluded from the school sampling because of lack of senior secondary schools in the area. Proportionality sampling procedure was used to select the number of schools for the study. In a descriptive studies, a sample of 10 – 20% of the population is often used (Akinsola, 2005). Eight schools (13%) out of the sixty-two schools were proportionately and randomly chosen across the two zones (peripheral and transitional). The schools consist of four JSS and four SSS. The School sample size for JSS and SSS for each of the zones was therefore four schools respectively.

The schools selected at peripheral and transitional zone from JSS for the study was determined proportionately as a function of the ratio of the schools in the two zones (See

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appendix X for details). The number of JSS at the peripheral zone is 32, while that at the transitional zone is 10 (See appendix X for details).

The ratio of the number of JSS schools at the Peripheral to Transitional Area is  $\frac{32}{10} = 3:1$

The total number of schools selected at the JSS level was four. Three JSS at the peripheral level and one JSS at the transitional level were proportionately and randomly selected. Systematic random sampling was used in selecting the three schools at the peripheral zone as indicated below.

The Sample fraction "Z" for Proportion of JSS (at Peripheral level) was calculated using  $= \frac{W}{N}$

Where N = Number of JSS in peripheral zone selected;

W = is the sample frame for peripheral zone, which is the number of schools in peripheral zone;

Hence, the sample fraction Z is therefore  $= \frac{32}{10} = 3.2$

From the sample frame of 32 JSS at the peripheral zone (sample fraction is 3.2), the first school was selected from the sample frame using a simple random sampling involving balloting and every successive tenth school was selected to represent the group. This brings the number of school selected at that level to 3 as presented in appendix XI.

Simple random sampling through balloting was used in selecting 1 JSS from the 10 schools in the transitional zone.

Selection of schools for SSS at the peripheral and transitional zone: Out of the 13 schools in the peripheral zone, only 3 were selected. Simple random sampling through balloting was used in selecting 3 schools from this zone. Balloting was also used in selecting one school from the SSS at the transitional level. Any school selected at the transitional level of the JSS automatically had its SSS counterpart as the representative. The schools selected are presented in appendix XI.

Step II - Sampling of respondents: This involved the sampling of respondents in each school. Proportionality sampling procedure was used to select the number of students for the study. The sampling of respondents took in to consideration the result of the preliminary survey where the population of boys to girls in Ibadan North Local Government public schools are

almost equal, and the population of JSS to SSS students too are also almost equal (See Appendix IX). This was calculated using the following formula:

$$\text{Number of Students to be selected per school} = \frac{\text{Sample Size}}{\text{Number of Schools used for the study}} = \frac{520}{8} = 65$$

Therefore, 65 students (consisting of both sexes) from each of the eight school were expected to be selected. Equal number of boys and girls were expected as much as possible.

Sampling of respondents by class by gender requires the following steps:

- (i) Division of the number of students to be selected among the arms available per class.
- (ii) Stratification of each class into boys and girls.
- (iii) Use of balloting to select the required number of boys and girls per class from those willing to participate. This was done using marked wrapped papers with either YES or NO. The number of students required per class was indicated on the wrapped paper as YES. Those that picked the wrapped paper containing YES were selected for the study.

#### (b) Sampling for FGD

The eight schools used for the questionnaire were used for the FGDs. One FGD of same sex was conducted per school bringing the total number of FGD conducted to eight (See appendix XII for details). Each FGD group for this study consist of six recruited students. Two students of same sex were recruited in each class (e. g. JSS I, JSS II, JSS III) for a particular school. Majority of the classes in these schools had at least 2 arms (e. g. 1A and 1B). Where the number of arms per class was more than two, balloting were used to choose two arms where the two representatives for the class emerged from.

### 3.05: Methods and Instruments for Data Collection

Interview and Focus Group Discussion methods were used for data collection. The interview was done with the aid of a semi-structured interviewer-assisted questionnaire while Focus Group Discussions was conducted using an FGD guide. The semi-structured questionnaire was divided into six sections labelled sections A, B, C, D, E and F. Section A consists of questions for documenting the demographic characteristics of the in-school adolescents while section B contains questions for determining their level of awareness and knowledge about alcoholic drinks. Section C and D contains questions for documenting adolescents' pattern of



alcohol use and exposure to alcoholic drinks respectively. Exposure to alcoholic beverage advertisement was determined using the questions contained in section E. The respondents' perceptions of alcoholic beverages and alcohol advertisement were documented with the aid of questions in section F (See appendix VI for details of the Questionnaire).

The questionnaire was designed after reviewing literature and extracting pertinent variables relating to alcoholic beverages and alcohol media advertisement. Experts in the fields of School Health, Community Medicine, Advertising, Language and Communication Arts, and Health Promotion and Education were also consulted during the design of the instruments. Some key variables were selected to assess the knowledge of the respondents relating to alcohol and alcohol advertisement. There were 16 knowledge items altogether (Questions 5, 6, 7 and 9 of Questionnaire which is appendix VI). See details of knowledge skill in appendix V. Each variable attracts a score of one point. Similarly, some key variables were used to assess respondents' exposure to alcoholic beverage advertisement. There were 35 exposure items related to advertisement altogether (see Questions 21, 22, 23 and 24 of Questionnaire which is appendix VI for details). The FGD guide used contained a list of ten questions that were designed to probe into issues relating to pattern of alcohol use by students with respect to its prevalence by gender, the preferred type (beer, spirit, and wine) and adolescents' perceptions of alcoholic beverage and alcoholic beverage advertisement. The other major issues discussed were the various messages received by students from alcoholic beverage advertisement in the mass media and their influence on students' alcoholic beverage use (see appendix VII).

### 3.06: Validity of Instruments

Several measures were taken to ensure the validity and reliability of the instruments. The instrument went through two stages of pre-testing. First, in-house pre-testing of the instruments was done among experts in relevant fields. The instrument was also pre-tested among two of the co-educational public secondary schools in Ibadan North West Local Government Area (IBNWLG). The LGA used has similar characteristics with IBNLGA. Two of the co-educational public secondary schools (one JSS and SSS) with similar characteristics with the study population were randomly selected. They were then identified with the assistance of the Community Development Officer of the Department of Health Promotion and Education. The public schools were Eleyele Junior High School (JSS) and Eleyele Senior High School (SSS).

alcohol use and exposure to alcoholic drinks respectively. Exposure to alcoholic beverage advertisement was determined using the questions contained in section E. The respondents' perceptions of alcoholic beverages and alcohol advertisement were documented with the aid of questions in section F (See appendix VI for details of the Questionnaire).

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Pre-testing of the Questionnaire was carried out in the selected schools and 50 students (25 boys and 25 girls) participated in the exercise. Lessons learnt from this exercise were used to reconstruct ambiguous or difficult questions. Statements difficult to comprehend by respondents included the use of negative terms such as "CANNOT", and the use of the word "BEVERAGE" in alcoholic beverage. "BEVERAGE" was changed to "DRINK", while sentences with negative terms were reconstructed. Similarly, the FGD guide was pretested in the same school and the outcome was used in making necessary adjustments to the FGD guide for the main study. Two research assistants were trained to ensure that they had adequate understanding of the instruments prior to commencement of data collection. The training focused on the objectives and importance of the study, sampling process, how to secure respondents informed consent, basic interviewing skills, and how to review questionnaires to ensure completeness. With respect to the FGD, a team of moderator and three research assistants designated as recorder, coordinator and note-takers was used. This same team that carried out the pre-testing of the questionnaires and FGD were involved in the main study in order to enhance reliability of the data. The pre-test exercise was an opportunity for them to acquire practical skills in data gathering.

### 3.07: Reliability

The reliability of the questionnaire was determined by subjecting it to measures of internal consistency with the use of Cronbach's alpha coefficient analysis. This is a model of internal consistency based on the average inter-item correlation. In this approach, result showing correlation coefficient greater than 0.05 is said to be reliable. In this study, the result was 0.617, which is greater than 0.05. This shows that the instrument has high degree of reliability. In order to do this, the pre-test questionnaire were coded and entered into a computer before analysis.

### 3.08: Data collection process

The data collection process for FGD and questionnaire took three weeks to complete. All the schools used for the project were visited at least twice before the commencement of the research for permission and all necessary logistic arrangements. The two Research Assistants who participated in the pretest were involved in the data collection process. Eight schools (4 JSS and 4 SSS) in IBNLGA selected as indicated in appendix XI were used for both FGD and questionnaire data collection process. The data collection process involved identification and

visitation of selected schools. During the visitation, copies of the LLE officer's letter of recommendation given to the investigator were submitted to the principals of the selected schools. The investigator also explained that the information to be obtained from the research would be useful in future for organizing useful educational programmes aimed at reducing in-school adolescents vulnerable to alcohol and alcohol media advertisement. In addition, the principals were made to understand that participation by the students was voluntary and that their views and comments will be made confidential. In this respect, the teachers would be excluded from the exercise to allow the students express themselves freely. A request for cooperation and assistance was granted before each participating school was used.

The Focus Group Discussions: The research to be carried out was introduced to the members of the selected classes. Participation in the exercise was made voluntary and only those willing to participate were part of the FGD. Classrooms or smaller offices were used for the conduct of the FGD, while on two occasions, FGD were conducted under trees within the school premises where there would be no distraction. Before the commencement of the FGD for each school, participants were told about the purpose of the research and that their views would be used for the purpose of the research and not discussed with any one or their teacher. Participants were therefore told not to mention their names during the FGD. They were also informed that recording and notetaking during the FGD was necessary for the investigators to be able to capture all the information obtained during the FGD. Verbal consent was obtained before enrolling them for the study. The pre-tested FGD guide was used to facilitate the conduct of the FGDs and discussants were encouraged to feel free to express themselves (See details of school FGDs conducted by gender in appendix VII). During the FGD, one of the Research Assistants served as time keeper, while the other was the recorder. The investigator was the moderator. Each FGD in all the cases was completed between 50 to 60 minutes.

The administration of the questionnaire: The research to be carried out was introduced to the members of the selected classes. Participation in the exercise was made voluntary and only those willing to participate were enrolled. Questionnaires were interviewer-assisted except for a few respondents in the SSS who were smart enough to complete the questionnaire on their own. The investigator ensured that there was consistency in the explanation of some question and research assistants ensured that all questionnaires were correctly completed by the students. In some



cases, efforts were made to ensure that students were not influencing each other in their choices. Questionnaires were collected as soon as they were filled and they were cross checked immediately before the student left so that any errors detected could be promptly rectified. The researcher checked the questions administered daily and problems discovered during data collection were resolved immediately.

### 3.09: Data Management and Analysis

A coding guide was developed to facilitate coding and data entry into the computer. The investigator checked all the administered questionnaires one by one and edited them when necessary. Each questionnaire was coded and entered into the computer using the SPSS software version 15. The data entered into the computer were subjected to descriptive (i.e. mean, median and mode) and inferential (i.e. Chi-square) statistical treatment. Finally information obtained were summarized and presented in tables and charts. Responses from the FGD that were audio-taped were transcribed by the principal investigator within one week of the discussion of each session. The analysis was done using thematic approach. Important themes were generated. The points of agreement, disagreement and unique responses among discussants in various groups were noted and a report of the finding was made. The FGD findings and findings from the quantitative survey were then harmonized and integrated as presented in chapter 4.

### 3.10: Ethical Consideration

A number of steps were taken to address the ethical issues inherent in the study. The Department of Health Promotion and Education, Faculty of Public Health, University of Ibadan sent a formal letter of introduction of the investigator and request to carry out this study to the Commissioner of Health, Oyo State. Permission to use the public schools in the two local government areas was granted by the Commissioner of Education in Oyo state. Furthermore, the proposal for the conduct of the study was submitted to the Ethical Review Committee of Oyo State Ministry of Health for review and a formal letter of approval was issued (See appendix XIII). In addition, informed consent by the participants was the basis for participation in the research. Participation was voluntary and there was no victimization of participants who refused to participate or withdraw midway as we had during this research. However, assurances of confidentiality of participants' responses were maintained during and after the conduct of FGD and administration of questionnaire. In order to ensure anonymity of responses names of

participants were not written on the questionnaires. The investigator also ensured that none of the teachers were part of the data collection process.

### 3.11: Limitation

Interpretations of these results needed to be done with the following limitations in mind: This study involved students from 8 public co-educational schools in an urban area. Although, the sample is ethnically and socio-economically diverse, generalization of result beyond the target population and areas should be done with caution. Furthermore, our data were limited to self-report, possibility of measurement errors, no matter how small cannot be ruled out in survey researches. However, in order to maximize the validity of self-reports, extensive efforts were made to ensure confidentiality of responses and the teachers were excluded from the exercise. This made the students free to express themselves as freely as possible.



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### 3.1.1: Limitation

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## CHAPTER FOUR

### RESULTS

The findings from this study are presented in this section. They are organised into the following subsections: socio-demographic characteristics; awareness and knowledge about alcoholic beverages; pattern of alcohol use; exposure to alcoholic beverages; exposure to mass-media advertisement of alcoholic beverages and perceptions about alcoholic beverages advertisements.

#### 4.01: Socio-demographic Characteristics

Table 4.1 shows the basic socio-demographic characteristics of the respondents. Among the 514 respondents, more than half, 295 (57.4%), were in the 15-19 years age bracket, while 219(42.6%) were in the 10-14 years age bracket. The mean age of the participants was  $15 \pm 1.9$  years with a range of 10 – 19 years. The study sample consisted of equal number of males and females spread across the six classes of junior and senior secondary school. The population of the junior secondary school students in the study was 259(50.4%), while that of the senior secondary school was 255(49.6%). A majority (64.4%) of the participants were Christians. Only 34.6% of the participants were Muslims, while the remaining 5 (1.0%) participants declined to disclose their religious affiliation (See table 6 for details).



**Table 4.01: The socio-demographic characteristics of participants**

**N = 514**

Characteristics	No	%
<b>Age *</b>		
10-14 years	219	42.6
15-19 years	295	57.4
<b>Sex</b>		
Male	257	50
Female	257	50
<b>Class</b>		
JSS I	81	15.8
JSS II	82	16.0
JSS III	96	18.7
SSS I	82	16.0
SSS II	87	16.9
SSS III	86	16.7
<b>Religion</b>		
Christianity	331	64.4
Islam	178	34.6
No Response	5	1.0

\* Additional details about their ages include the following:

Age range = 10 – 19 years

Mean Age of JSS I – 3 =  $14 \pm 1.8$  years

Mean Age of SSS I – 3 =  $16 \pm 1.6$  years

Overall mean age of participants =  $15 \pm 1.9$  years

#### 4.02: Awareness and knowledge about consequences of alcohol use, laws regulating alcohol advertisement in the mass media and underage handling as well as purchase of alcohol.

This section contains findings on the participants' level of awareness and knowledge about the laws relating to alcohol and its advertisement in Oyo State, Nigeria and the health effects of alcoholic beverage use. Slightly more than half (55.9%) participants were aware that it is legally wrong for parents to send their children to buy alcoholic beverages. Many (48.6%) participants were aware that children below 18 years are not allowed under the law to buy alcoholic beverages. Half (50.0%) of the participants were aware that it is against the law to place signboards, posters etc which contain messages promoting the drinking of alcoholic beverages in or near motor parks. But a majority (66.0%) and 63.0%) of the participants were of the opinion that there was nothing wrong in placing signboard/posters of alcoholic beverages in or near mosques or churches and near sport centres or stadiums. A majority (64.7%) of the participants were not aware that radio commercials or jingles which promote alcoholic beverages should not be aired before 6.00 p. m. daily. Similarly, majority (55.5%) of the participants were not aware that placement of signboard/posters of alcoholic beverages near schools was against the Law (See table 4.2 for details).

The participants were asked a number of knowledge-related questions. One of the questions was used to test their knowledge about whether alcohol is a drug or not. A majority (60.0%) of the participants were aware that any alcoholic beverage was a drug (for details, see figure 4.1). Similarly, most (92.0%) of the participants were aware that alcoholic beverage use can cause some health problems. When the participants were asked about their sources of information regarding the health consequences of using alcoholic beverages, the following topped the list mentioned: parents (24.3%), doctors/hospital/primary health care/clinic (14.9%); school/school teachers (14.4%); radio (8.6%); (See table 4.3 for details).

Questions were asked to determine the participants' knowledge of the health effects of alcohol use. Majority (72.4%) of the participants were of the opinion that alcohol use for a long period can affect students' performance. Similarly, majority (57.5%) of the participants were of the opinion that alcohol use can lead to addiction. Many (41.2%) of the participants stated that alcoholic beverage use can worsen the health of someone who is diabetic. Slightly over half, (52.0%) and 58.2% of the participants were of the opinion that alcoholic beverage use cannot



cause cancer of the throat or damage one's liver respectively. Few (22.3%) of the participants were of the opinion that alcoholic beverage promotes the health of people who are diabetic (See table 4.4 for details).

The qualitative aspect of this study also focused on awareness/knowledge of the participants about alcohol. One of the questions asked was "Does school regulation/law or the laws of Oyo State, allow students to buy and take alcohol in school or just outside school?"

Majority of the discussants emphasized the school regulation which forbids the buying and drinking of alcohol by students within the school premises or outside the school premises especially when the school is in session. Majority of the discussants were not aware of any Oyo State government law or legislation which forbids the buying and drinking of alcohol by underage persons. Very few of them mostly girls expressed parental /religious disapproval of alcohol use by young people. Typical responses include the following:

- *As for me, my pastor and parents told us that drinking alcohol for students is bad. If you are caught in school, you will be punished or suspended. Our school teacher gave one of our students to the police because he was drunk. I don't know any other law in Oyo State. Everywhere you go, they sell alcohol to everybody including students like us (JSS girl).*
- *I know that the alcohol company wrote on the bottle "Drink Responsibly" and "18+" which means only people that are above 18 years of age are expected to drink if they want. And whenever you drink, don't drink too much. I don't know any other law. There is nothing wrong with alcohol. It is used in ceremonies (SSS boy).*

A unique response by only one girl in the whole FGD sessions, whose father is said to be a lawyer emphasized on the legal implication of underage alcohol use:

- *Government does not want students to buy and take alcohol, and it is the law. Any student caught drinking it will be arrested and punished by the court. But I am so surprised that even police is not arresting anybody except our teachers who help to do something about it (SSS girl).*

Another question asked was "What are the effects of drinking alcohol on students like you? Majority of the participants disclosed that alcohol could lead to so many disease like, ulcer, malaria, body temperature, liver or kidney disease or untimely death. The listed consequences are inherent in following typical comments:

cause cancer of the throat or damage one's liver respectively. Few (22.3%) of the participants were of the opinion that alcoholic beverage promotes the health of people who are diabetic (See table 4.4 for details).

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Another question asked was "What are the effects of drinking alcohol on students like you? Majority of the participants disclosed that alcohol could lead to so many disease like, ulcer, malaria, body temperature, liver or kidney disease or untimely death. The listed consequences are inherent in following typical comments:



- The boys always believe that once they take alcohol, everything is possible for them. They can take it with the aim of fighting, revenge on girls that refuse them sex or to rope them, to confront their teachers when going home and to collect money by force from junior students. Once they are drunk their eyes will just change, and they will look hard and ready to confront anybody. That is why they gave Regal gin the nick name "Cause Trouble" in my school (SSS boy).
- After taking alcohol, their appearance will be dirty, they will be walking abnormally. They will behave like mad persons. Alcohol slows the rate of the thinking of students and they don't normally do well in class work. Majority of them that drink, don't come to school regularly. They are the group that normally leave the school with their girls and go to parties when everybody is in the class. They do form gangs that do every bad thing in school including roping of female students (JSS girl).

Some good effects of alcoholic beverages expressed by some of the discussants include:

- Some students said it normally warms their body when they are cold. Some students say it makes them remember things easily. Some students believe that once they take it, nobody can confront them because it gives strength. There is a woman in my area that sells alcoholic medicine, once the people with back ache come and she gives them, they will say they are relieved (JSS girl).

Another SSS girl had this to say about the perceived good effects of alcohol use:

- As for me it doesn't have any good effect, but for some people, they will say, when they are unhappy, they take alcohol, in order to get over it. Alcohol makes boys strong. Alcohol makes them prove that they are big boys. As big boys you know, they have to drink and show that they are big boys. During cold period, some boys believe, once they take small gin, it will send away the cold.

One of the JSS boys disclosed as follows:

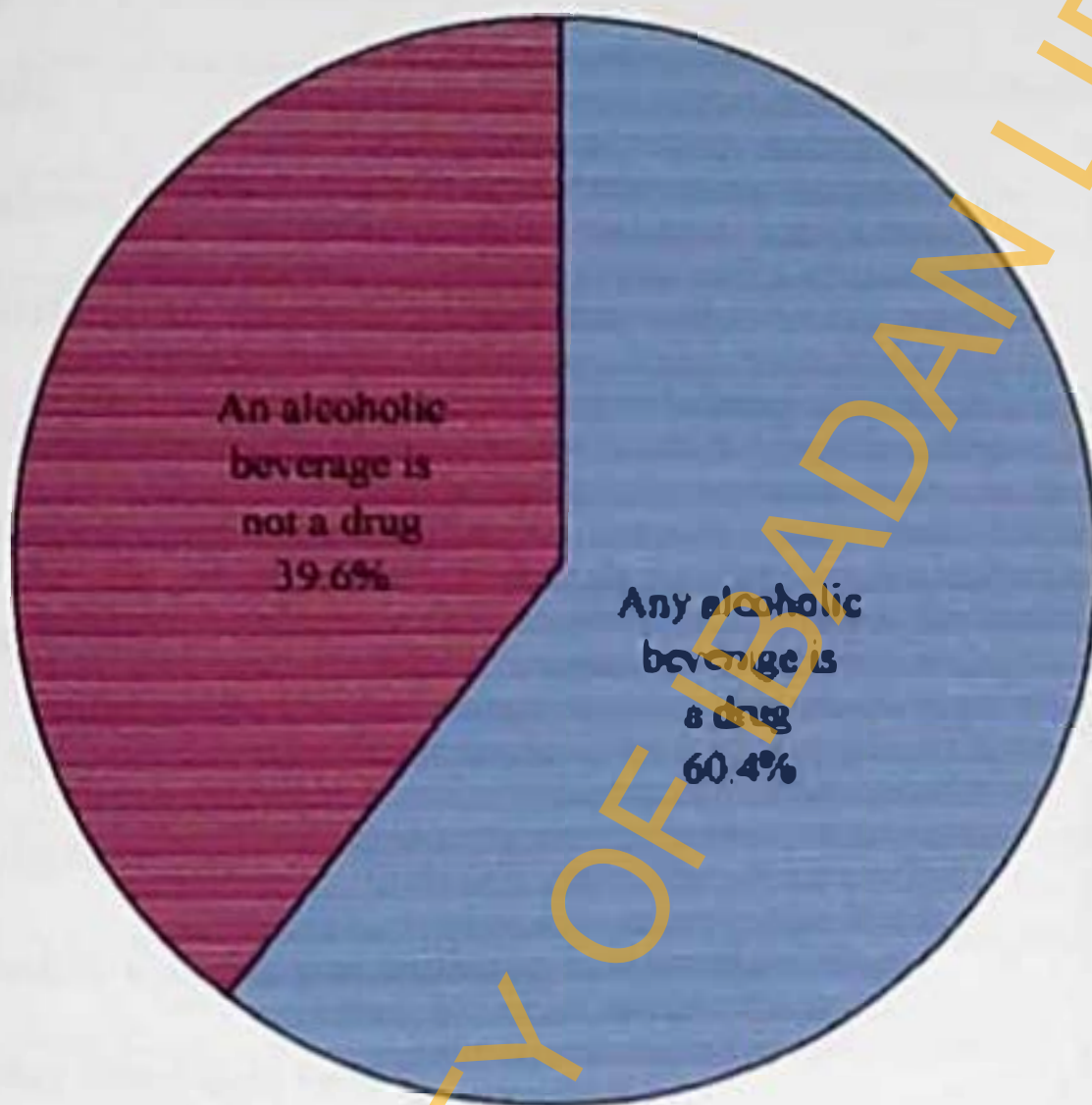
- Alcohol makes students especially the "big boys" (regular drinkers) strong enough to fight especially during school competition. Some of the students even drink it to have power any time they are going to work in their fathers' or school's farm. It is also used along with some local herb called "paraga" for malaria. Some of the students take it to forget about their past sorrows such as loss of love, emotional hurts etc.

**Tables 4.02: Participants' awareness about the legal provisions relating to alcoholic beverages and their advertisement in Oyo State**

Legal provision relating to alcohol and alcohol media advertisement	Participants' Awareness		
	Yes (%)	No (%)	Total
It is illegal for parents to send their children to buy alcohol	287 (55.9)	226 (44.1)	513
Placement of signboard/posters of alcohol beverage in or near motor parks is against the law	255 (50.0)	255 (50.0)	510
Sale of alcoholic beverage drinks to people below 18 years of age is not allowed by law.	249 (48.6)	263 (51.4)	512
Placement of signboard/posters of alcohol beverage near school is against the law	228 (44.5)	284 (55.5)	512
Placement of signboard/posters of alcohol beverage in or near sports centre or stadium is against the law	190 (37.0)	323 (63.0)	513
It is against the law to relay radio commercial or jingle which promotes alcoholic beverage before 6.00 p.m.	180 (35.3)	330 (64.7)	510
Placement of signboard/posters of alcohol beverage in or near churches or mosques is against the law	175 (34.0)	339 (66.0)	514



N=503



**Figure 4.01: Awareness that any alcoholic beverage is a drug**

**Table 4.03: Sources of information about the health consequences of alcoholic beverages**

**N = 444**

Source of information	No	%
Parents	108	24.3
Doctor/Hospital/Primary Health Care/Clinic	66	14.9
Schools/School Teachers	64	14.4
Radio	38	8.6
Common Knowledge	38	8.6
Television	29	6.5
Friends/ Neighbour	26	5.9
Relations/Uncle	25	5.6
Pastor/Church	14	3.2
Mosque/Island/Quoran/Imam/Afa	9	2.0
Books/Magazines/Newspaper/Newsletter	7	1.6
Scientific Conferences/Seminars	6	1.4
Market/Hotel/Beer Pallor	5	1.1
Non Governmental Organization	4	0.9
Motor Park	3	0.7
Mass Media	2	0.4



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Common Knowledge	38	8.6
Television	29	6.5
Friends/ Neighbour	26	5.9
Relations/Uncle	25	5.6
Pastor/Church	14	3.2
Mosque/Islam/Quoran/Imam/Alfa	9	2.0
Books/Magazines/Newspaper/Newsletter	7	1.6
Scientific Conferences/Seminars	6	1.4
Market/Hotel/Beer Pallor	5	1.1
Non Governmental Organization	4	0.9
Motor Park	3	0.7
Mass Media	2	0.4

**Table 4.04: Participants' knowledge of the health effects of use of alcoholic beverages**

Health effects of alcohol use.	True (%)	False (%)	Don't know (%)	* Total
Drinking alcohol for a long period can affect students' performance at school.	359 (72.4)	101 (20.4)	36 (7.2)	496
Alcoholic drinks can cause one to get hooked on to alcohol.	294 (57.5)	109 (21.3)	108 (21.2)	511
Alcoholic drinks can worsen the health of people who are diabetic.	209 (41.2)	154 (30.4)	144 (28.4)	507
Alcoholic drinks cannot cause cancer of the throat.	130 (25.6)	264 (52.0)	114 (22.4)	508
Alcohol drinks cannot damage someone's liver.	129 (25.2)	298 (58.2)	85 (16.6)	512
Alcohol drinks cannot worsen someone's hypertension.	123 (24.1)	269 (52.8)	118 (23.1)	510
Alcoholic drinks promote the health of people who are diabetic.	111 (22.3)	243 (48.9)	143 (28.8)	497

**Key**

\* Total - represents the total number of participants that responded to the questions



### Comparison of participants' mean knowledge score by age and sex.

Table 4.05 shows the comparison of the participants' mean knowledge scores relating to consequences of alcohol, laws regulating alcohol advertisement and underage handling as well as purchase of alcohol. The comparison is done by age and sex. Using a 16 point scale, the mean knowledge score for the respondents aged 10 – 14 years was  $8.0 \pm 2.3$ , while that of those aged 15 – 20 years was  $8.5 \pm 2.8$  ( $p < 0.05$ ). The mean knowledge score for the male respondents was  $8.5 \pm 2.6$  while that of the female was  $8.1 \pm 2.5$  ( $p > 0.05$ ) with no significant difference.

The mean knowledge score of 320 respondents who had ever used alcohol was  $8.00 \pm 2.5$  while that of those who had never taken alcohol was  $8.8 \pm 2.6$  ( $p < 0.05$ ). The mean knowledge score of 254 students who were current users of alcohol was  $8.0 \pm 2.5$  while the mean knowledge score of those who were not current users of alcohol was  $8.5 \pm 2.6$  ( $p < 0.05$ ).

Table 4.05: Comparison of participants' mean \*\*knowledge scores by sex and age

Participants Characteristics		*Number of Students	Mean Knowledge Score	t - value	p - value	Level of Significance
Sex	Male	257	8.5±2.6	1.20	0.22	p>0.05
	Female	257	8.17±2.5			
Age	10 – 14 years	219	8.04±2.3	2.03	0.04	* p<0.05
	15 – 19 years	295	8.5±2.8			

Key

- - Relationship was statistically significant at P<0.05.
- \*\* Knowledge - Consequences of alcohol use, laws regulating alcohol advertisement and underage handling as well as purchase of alcohol.



#### 4.03: Pattern of alcohol use among participants

The pattern of alcohol use among participants in terms of "ever use", "current use" and "frequency of use" is presented in table 4.06. A majority, 320 (62.3%) participants had ever consumed alcohol. A majority of this sub group, 254 (79.4%) participants were still current users of alcohol. The frequency of alcohol use among the 254 students who were current users of alcohol was determined. The results are also highlighted in the table. Occasional alcohol use (55.9%) was more common among the participants. Only 5.9% of the respondents used alcohol every day (See table 4.6 for detail). Regular alcohol use was characteristic of 25.6% of the students while 9.0% of the students used alcohol every weekend.

The FGD participants were requested to discuss the types of alcoholic drinks available in Ibadan and the pattern of alcohol use among students. Majority of the discussants in all the groups were able to name at least one brand of alcohol cutting across beer, wine, and spirit. The locally brewed drinks such as Palm wine, Burukutu, Otiika, and Ogogoro were mentioned in all the groups. Majority of the discussants were of the opinion that alcohol use was very common in their schools, noting that most of them were casual drinkers, especially at parties, ceremonies or at promotional shows frequently organised by alcohol manufacturing companies. They revealed that at such shows, free drinks are usually provided by the companies, adding that youths are lured to drink when they realise that they don't have to pay. It was generally agreed in all the groups that alcohol use is more common among boys than girls. The discussants noted that students in the senior classes are regular users while some students in junior classes also do same. All the groups admitted that there were few presence of regular alcohol users in their school. It was the consensus of opinion in all the groups that spirits are more common with the students than beer and alcoholic wine because it is sweet and the alcoholic concentration in it is higher. Other reasons given for the preference for spirits included its sweet taste, affordability and packaging. Typical responses are as follows:

- *A lot of our boys take alcohol, but only few girls take it (SSS girls).*
- *Generally, everybody takes palm wine, but the most common alcoholic drinks among our students are gins such as Chelsea, Calypso, Regal, and Ponche. Regal is the most popular among*

students. Occasionally, beer such as Gulder, Guinness, and Star are also popular, but they are too expensive for the students. The small quantity of gin is very strong and this is very important to the boys. It is also cheap and can easily be carried about because it is in sachets (SSS girl).

- Some of our students take alcohol. Most of them keep sachets of gin in their pocket when they are coming to school. They prefer spirit drinks because they are sharp and more powerful than beer. They are also packed in sachets of between N20.00 and N30.00, which makes it cheap enough for students like us to buy (JSS boy).
- Some of our students take alcohol especially on Valentine days. It is unbelievable that even casual drinkers get drunk and misbehave. The students in my school prefer drinking gins to beer. Palm wine is a popular drink for everybody. But my fellow students don't drink too much because it smells, while drinks like Calypso and Chelsea don't smell too much after drinking (JSS boy).
- Students drink their alcohol anywhere, either before coming to school, on the way to school, in the class, school toilet, within the bush, or empty class rooms, school farm, or in the school compound. Most time, they drink gins outside the school compound and later lick "Tom-tom and Bobo Blue" peppermint to "remove" the odour of the alcohol. Nobody will know what they have done. However, it is not so with beer and palm wine because it will still smell (SSS boy).

One of the issues discussed during the focus group was whether male or female students buy or drink alcoholic drinks at the same place. It was generally observed by majority of the participants that few girls buy from the same location where boys buy, and only very few drink alcohol where majority of the boys do. It was also disclosed that, most girls who do so normally go along with their boyfriends to such places to drink.

Some of their comments include the following:

- Few girls go to the bush, and whenever they are there, they go there with their boyfriends. The boys normally tell the girls to drink so that any time they want to have sex together, they won't feel much pain, and they will have enough power (SSS girl).
- Few girls who are corrupt normally buy and drink at the same location with the boys. Most girls do take it at parties, especially with their boyfriends. Some girls do take it and if their close friends refuse to take it, they will say (in Yoruba language) "o tie le, oti e le, bawo



*dasi now" meaning, you are not hard, you are not hard, join us in merriment/celebrating. I have a friend whose mother sells "Paraga" (herbs mixed with alcohol), she normally drink it very well during the cold season. Paraga is like Chelsea, Calypso, Regal mixed with Indian hemp or local herb (SSS girl).*

Another issue discussed during the focus group discussion was the students drinking pattern. And the question was that "Some of you have mentioned the statements on the bottle of most alcohol, which is 'Drink Responsibly', how would you describe the pattern of students' drinking". Majority of the female participants were concerned about why the boys cannot control the quantity of alcohol they take anytime they were drinking. Typical comments made by the discussants relating to students' pattern of alcohol use include the following:

- *Drunkenness is more common with boys than girls, and most time, boys end up getting drunk any time they have opportunity to drink. There have been cases of girls getting drunk but it is very rare. I don't know what is wrong with the boys. They cannot control themselves and they are always misbehaving. Once there is opportunity to have free drink, they drink too much (SSS girl)*
- *Any time the boys are drinking, they want to show that they know how to drink. And, at times, they want to compete with others about drinking, and they take more than what they can manage, and they will become a problem to everybody and to themselves (JSS boy).*
- *The desire to take alcoholic beverage is always strong, and students that want to drink beer/gin can go to any length to look for the money, even if it means going to steal. Boys are also fond of encouraging their girlfriends to take alcohol (SSS girl).*
- *Students normally encourage themselves. They normally bet and compete about the quantity of alcohol that their friends can take. Such acts are always compensated with gifts or celebrated among fellow students. Most of these activities normally lead to alcohol abuse (SSS girl).*
- *Some of the boys cannot do without taking Regal gin. It has become like their soft drinks, and they must take it everyday. So if they are seated in the class, their mind will be on how to go out and get Regal gin to drink (SSS boy).*

**Table 4.06: Alcohol use behaviours of the participants**

Pattern of Alcohol use	Responses		
	Yes (%)	No (%)	Total
Ever taken alcoholic drink	320 (62.3)	194 (37.7)	514
Still take alcoholic drink	254 (79.4)	66 (20.6)	320
<i>Current frequency of alcohol use *</i>			
Occasionally/Sometimes/Once a while	142 (55.9)	112 (44.1)	254
Always /Regularly	65 (25.6)	189 (74.4)	254
Every weekend	23 (9.0)	231 (91.0)	254
Everyday	15 (5.9)	239 (94.1)	254
Others **	47 (18.5)	247 (81.5)	254

**Key**

- This relates to the 254 who still take alcohol
- \*\* This relates to those who still admitted taking alcohol but failed to disclose the frequency of use



## Mean age at first use of alcoholic beverage among participants by sex

The overall mean age of first alcohol use among the participants was  $11.05 \pm 3.73$  years. Table 4.07 shows the comparison of the mean age of first use of alcoholic beverage among participants by sex. Out of the 144 participants that were able to recall their age of first use of alcoholic beverage, 83 (57.6%) were males while 61 (42.3%) were females. The mean age of first use of alcoholic beverage by the males and females were  $11.02 \pm 3.89$  and  $11.08 \pm 3.52$  years respectively ( $p > 0.05$ ).

Table 4.08 highlights participants' significant others such as parents, and friends who drink. One hundred and sixty-two participants (31.6%) said that their parents drink, while many of the participants reported that their friends used alcohol. The gender differentiation of the parents who drink showed that more fathers (64.8%) drink compared with the mothers (16.3%). Only very few (4.7%) participants said both parents drink.

During the FGD, the participants were asked to discuss or list those things that can make young people like them in school to take to drinking. Majority of the male discussants were of the view that peer influence (friends who drink) seems to have the greatest influence on them. Majority of the girls felt that their parents' lifestyle is more important to their alcohol use behaviour. This is closely followed by alcohol advertisement and environmental influence (lifestyle in the neighbourhood such as presence of beer parlour etc).

Some of their comments (in-respect of what can make young people like them drinks) in this regard were as follows:

- *If a father drinks or sells alcohol, a youth might be tempted to drink too because his/her father drinks. Some students' thinking goes this way, "this drink that my father and mother drinks, let me too taste it. If it is good for my father, then it must be good for me". Even, if the father does not want this boy to drink, he will do everything possible to get the drink. For example, if they ask the boy to go and return the bottle to the seller, he will drink the left over in the bottle and from there, he/she will start to learn how to drink (JSS boy).*
- *If students have bad friends who drink, he or she will easily be influenced to drink alcohol. All this is because the students are copying their parents or friends who drink (JSS boy).*

**Table 4.07: Comparison of mean age at first use of alcoholic beverage among participants by sex**

Sex	No	Mean Age	Standard Deviation	df	t- value	p-value
Male	83	11.02	3.90	60	0.09	0.927
Female	61	11.08	3.52			

df=60, p-value>0.05



There was a consensus among the discussants about the relative effectiveness of the effects of alcohol advertisement, parents and friends in luring adolescents to start experimenting with alcohol use. Parents and friends/peers were perceived influences among adolescents in terms of alcohol use. The submission of a FGD participant summarized the relative effects as follow:

- *Advertisement does not encourage youths to drink like their parents and friends. But advertisements that are promotional in nature, such as drink and win a gift or free drinks and in parties or ceremonies can influence young people to start drinking. Anywhere there are free drinks or gifts through alcohol promotions or party; students can be tempted to drink (SSS girl).*

Some discussants across the groups noted that there was gender differentiation in the influence exerted by parents on adolescents to use alcohol. It was disclosed that boys are easily influenced by their peers to drink, while the girls are more influenced by their parents' drinking life style. Many discussants perceived friends to be more influential in persuading adolescents to drink alcohol. A typical view in this regard was as follows

- *We cultivate most of the things we do today from our friends. It is friends that will tell you to follow them to night parties, and will tell you what to say at home, like telling your parents that you are going to vigil (all night religious activities) and when you get there they will encourage you to drink alcohol like them. Parents have influence but not like friends (JSS boy).*

Very few discussants especially among the female groups stressed the role of parents' life style and the sense of discipline in the home as determinants of alcohol use among underaged persons. A discussant explained this declaring as follows:

- *But, if you have proper home training, and your parents are not drinking, even if some friends ask me to drink, I will not drink. I watch advertisement very well and I know all their songs and slongs, but I don't drink and I will never drink, because nobody drinks in my home and I don't have friends that drink (JSS girl).*

Few boys in majority of the Senior Secondary School groups saw themselves as getting matured hence the need to start doing what adults do, such as taking alcohol, having sex and looking forward to being successful as displayed by models in advertisements. Typical statements from three of the participants from different groups that reflect these perceptions included the following:

- *It is adults that drink alcohol. When you are getting to senior class, if you don't drink the other boys will be making fun of you. It is big boys that drink. When you know how to drink even if it is very little, you will be welcome where the big boys are. Every boy wants to be where the boys are discussing (SSS boy).*
- *They always feel they are adults and that is why they misbehave by drinking too much and cause trouble. They rape some girls, fight, and even beat teachers because they want to do what adults are doing (SSS girl).*

The other reasons which account for why adolescents take to drinking were discussed. It was revealed that some youth drink to free themselves from boredom/problems or to undertake what they will not ordinarily be able to do if not under the influence of alcohol, such as fighting, talking to girls for sex or raping fellow female students. Another salient reason given for alcohol use is addiction.



**Table 4.08: Participants' significant 'others' who drink**

Significant others* that drink	Yes (%)	No (%)	Total
Parents	162 (31.6)	351 (68.4)	513
Friends	150 (29.4)	361 (70.6)	511
Gender of parents who drink			
Father	105 (64.8)	162	
Mother	42 (16.3)		
Both father and mother drink	12 (4.7)		
No response	3 (1.9)		

\* Significant others are those who are related to participants, one way or the other who exact some influence on them

#### 4.04: Exposure to alcoholic beverages

The various places or centres where alcoholic beverages are sold and /or consumed in participants' residential areas were documented (See table 4.09). They included *beer parlours/bar, pepper soup joints, restaurants/canteens and hotels*. There were multiple responses as participants mentioned two or more centres where alcohol could be obtained in their localities. *Beer parlours/bars* (70.9%) topped the list. This was closely followed by *pepper soup joints* (66.7%), *restaurant/canteen* (63.8%) and *hotel/motel* (52.8%) respectively. The details are contained in the table under reference.

Exposure to alcoholic beverage was one of the issues discussed in the focus groups. The participants were asked about the places where students like them buy and drink alcohol. It was revealed that students usually hide alcoholic beverages among their personal effects e.g. bags, and they are only made available to known student or their friends. Prominent among the sources of alcohol for adolescents are the women popularly called "*Oniparaga*" or "*Alagbo omo*" who often mix alcohol with local herbs for managing various ailments. Spirits are some of the alcohol used for this purpose. Such alcoholic mixtures are readily sold to students on demand.

Some discussants said some students whose parents sell alcoholic drinks do have access to them, adding that some of them do bring them to school for their friends' use. Participants noted that, there are few cases of students drinking alcohol in the school compound; they reported that students drink without the knowledge of the school teachers because such students will be punished or even expelled if they have been previously warned.

Typical quotations which reflect the ubiquitous distribution of places where alcohol could be accessed by adolescents include the following:

- *There is no where you cannot get Regal, biny (beer parlours, restaurants, stores, supermarkets, some drug shop, road side petty traders, "oniparaga" and outside the school gate) (SSS boy)*
- *In our schools, no one drinks alcoholic beverages in the class. If you do, you will be caught and expelled (JSS boy)*
- *Some students whose parents sell normally bring them to school for their friends. One of the boys in our class buys it from wholesalers at Agbemi market and he normally brings them to school for himself and friends. At times some of them even drink it in the class, but most of them cannot take it at home (SSS girl)*



**Table 4.09: Availability of centres where alcohol is sold and/or consumed in participants' neighbourhood**

Type of centre *	Whether Available		Total
	Yes (%)	No (%)	
Beer parlour/bar	359 (70.9)	147 (29.1)	506
Pepper soup joint where alcohol is sold	339 (66.7)	169 (33.3)	508
Restaurant/Canteen where alcohol is sold	324 (63.8)	184 (36.2)	508
Hotel/Motel	267 (52.8)	239 (47.2)	506

- Multiple responses present.

## Nearness of centres where alcoholic beverage could be obtained to participants' schools

Table 4.10 shows the nearness of centres where alcoholic beverage could be obtained to participants' schools. A total of 339 (66.7%) participants stated that pepper soup centres where alcohol was sold were near their schools. The other centres near participants' schools where alcoholic beverages were sold included restaurants (63.8%), hotels (52.8%) and beer parlours (29.1%).

### 4.05: Media exposure and access to alcohol advertisement at home

The different types of mass media facilities in participants' home are contained in table 4.11. The television (93.8%), radio (92.4%) and VCD/DVD player (86.2%) constituted the top three mass media which the participants had access to in their homes (See table 16 for the details). Only magazine (47.9%) are not accessible to majority of the participants.

The television was portrayed by the discussants as the mass-media most preferred by young people. Majority of the discussants (both males and females across the groups) in the various FGD said they had television, VCD/DVD and radio in their homes. One of the boys whose parents refused to buy any of these facilities for religious reasons had this to say,

- *Every young person likes the television because of the programme, and advertisement they normally show. I sneak to my friend's house to go and watch it (SSS boy).*
- *Television shows the best alcohol advertisement and that is what all the young people like most. The magazine and newspaper advertisement too are fine but not like television. I only see magazine occasionally at school because we don't buy them at home (Both boys and girls in majority of the groups).*



**Table 4.10: Nearness of centres where alcoholic beverage could be obtained to participants' schools**

Type of centre	Near school		Total
	Yes (%)	No (%)	
Pepper soup centre where alcohol is sold.	339 (66.7)	169 (33.3)	508
Restaurant/Canteen where alcohol is sold	324 (63.8)	184 (36.2)	508
Hotel/Motel where alcohol is sold	267 (52.8)	239 (47.2)	506
Beer parlours /bar where alcohol is sold	147 (29.1)	358 (70.9)	505

**Table 4.11: Mass media facilities in participants' home\***

Mass media facility	Availability		
	Yes (%)	No (%)	Total
Television	482 (93.8)	32 (6.2)	514
Radio	475 (92.4)	39 ( 7.6)	514
VCD/DVD Player	443 (86.2)	71 (13.8)	514
Newspaper	346 (67.3)	168 (32.7)	514
Video Recorder/Player	339 (66.0)	175 (34.0)	514
Magazines	246 (47.9)	268 (52.1)	514

• There were multiple responses



## Alcohol related mass media habit among participants

The alcohol related mass media habits among participants are highlighted in table 4.12. Watching alcohol being used on Television was the most regular media habit among the participants (74.3%). The other regular alcohol-related media habits included listening to alcohol advertisement on radio (65.7%), listening to/watching alcohol being advertised on radio (65.7%), listening to/watching VCD/DVD (58.0%). Majority of the participants (32.5%) read about alcohol in newspapers and magazines (24.9%) once a while. (See table 4.12 for details).

During the FGD, the participants were asked about the various media, channels, things or materials or programme which are used for spreading messages about alcoholic drinks in their communities in Ibadan. They were also asked to state the most commonly used and preferred media channel for spreading messages about alcohol.

The list generated by the discussants included: Television, Magazines, Signboard, Radio, and Newspaper. The other media included films from video tapes, internet, and logos of alcoholic beverage on television. Since many alcoholic beverage companies sponsor football matches, their advertisements often carry their logos and products. The other materials used to spread messages about alcoholic advertisements according to the discussants included moving vehicles with advertisements on it (mobile advertisement), beer parlour, alcoholic wholesale shops, and restaurants with alcoholic handbills pasted or used to decorate them. Many discussants revealed that other means of alcohol advertisement were branded T-shirts, cups, biros, bags, keyholders, fez caps and promotional activities where alcoholic drinks are either free or sold at reduced prices to every one including young people.

Majority of discussants admitted having radio and television at home while some had access to foreign stations through the satellite. Majority of the participants stated that they were well exposed to regular alcoholic advertisements in the media at home through television and radio and occasionally through magazines and newspaper. The listed prominent sources of exposures in the communities or on their way to schools were billboards, flyers and mobile advertisements on vehicles, internet services, restaurant, beer parlour and promotional activities. The discussants were unanimous in noting that television advertisements are the most preferred. Such advertisements are only on the air in the night after the Network News on Nigerian Television Authority (NTA) at 10.00 P.M. and during the news on Channels Television at 10.30

P. M. Radio advertisement of alcoholic beverages starts after 6.00 P.M. till midnight. The participants emphasized that advertisements on television are repeated at such strategic periods of the newscast that even a casual listener will not miss it.

Some comments relating to alcohol advertisements on television and radio included the following:

- *Ha, it is television. I cannot do without watching television. I only have time in the night after finishing my house work. Once I sit down to watch it around 9.00 P. M. They will just be showing advertisements. I always like it. My parents would have gone to bed after the news. (SSS girl).*
- *My brother use to leave the radio on when we are going to sleep. As they play music, they also advertise the beers (SSS boy).*

There were few references to exposure to alcoholic advertisement through special promotion programme on radio such as "Lagbo Regal", "Splash" etc.

- *I watch advertisement on the television and listen to it on the radio, but I make sure I don't miss "Music jam" which is normally sponsored by Star Lager beer. I think (SSS girl).*
- *My own is "Lagbo Regal" where questions are asked and they normally "crack" many jokes. It is always on the radio on Thursday night. I like it very well (SSS boy).*



**Table 4.12: Exposure to alcohol related mass media advertisement among participants**

Media Habit	Frequency of exposure			
	Regularly (%)	Once a while (%)	Never (%)	Total
Watching alcohol being used on television	376 (74.3)	113 (22.3)	17 (3.4)	506
Listening to alcohol advertisement on radio	335 (65.7)	165 (32.3)	10 (2.0)	510
Listening/watching about alcohol on VCD/DVD	292 (58.0)	185 (36.8)	26 (5.2)	503
Listening/watching alcohol being used on Video.	226 (45.7)	197 (39.8)	72 (14.5)	495
Reading about alcohol in Newspaper	162 (32.5)	269 (58.0)	47 (9.4)	498
Reading about alcohol in magazines	121 (24.9)	255 (52.5)	110 (22.6)	486

## Availability of mass media which promote alcohol in the area where participants live

The various alcohol promotional media found in the area where the students live are presented in table 4.13. The listed alcoholic beverage promotional media in respondents' residential areas included: posters (52.8%), billboards (52.3%) and promotional banner of events sponsored by alcoholic beverage companies (50.5%) (See table 18 for more details).

The FGD also revealed the presence of alcohol promoting media in their residential areas. The typical ones listed were posters and promotional banners of alcoholic beverage brands especially for marketing activities on walls of buildings or in beer parlours. Majority of FGD discussants stated that billboards were not in their residential areas but on their way home and on the highway.

One of the unique revelations from one JSS boy was that most beer parlours normally have TV, Radio and video cassettes which people including young people can watch. Some of the media are deliberately put outside the beer parlours. He declared:

- *Most of the beer parlours in my area normally put their tape recorder, VCD/DVD and television for the enjoyment of their customers and at times we also stand by the road to watch. This is also very common when there is football like European league, and matches involving clubs such as Manchester United, Arsenal etc. They also normally show local musicians especially those young people will like to watch.*

Typical comments from other discussants included:

- *The beer parlours and fence of houses or any billboard normally have posters of alcoholic beverage especially when they are promoting or doing sales.*
- *Beer parlour owners normally use the alcoholic beverage signpost and flyers to decorate their shops within and outside.*



**Table 4.13: Availability of mass media which promote alcoholic beverages in the area where participants live**

Type of Alcohol promotional media	Yes (%)	No (%)	Total
Posters promoting alcohol	269 (52.8)	240 (47.2)	509
Billboard promoting alcohol	267 (52.3)	244 (47.7)	511
Promotional banner of events - sports, music jam etc. sponsored/part sponsored by alcoholic beverage companies	256 (50.5)	251 (49.5)	507

## Mass Media from which participants have ever been exposed to alcohol advertisement

The various mass media from which participants had ever been exposed to alcohol advertisement were determined. These are shown in table 4.14. Television commercials or jingles which promote alcohol topped the list (80.1%). This is followed by plays on TV which features actors who were drinking alcohol (77.9%). The least frequently mentioned mass media were magazines which contain an alcohol advertisement (41.1%) and the internet (32.6%) (See the table 4.14 for the other details).

The focus group discussants were also asked about the mass-media activities from which they have been exposed to alcoholic beverage advertisement. The discussants were specifically asked to discuss the most commonly used electronic media for spreading messages about alcohol that they see most or like.

Majority of the discussants in all the groups emphasized that TV source was the most prominent. Television commercials in the night and sometimes through the films on VCD/DVD were reported as the major sources of exposure. Radio jingle for alcoholic beverage advertisements were also said to be popular. A typical comment:

- *The billboard is always there and there is no way one will not be attracted to the beautiful pictures, but I like the TV advertisement best. The quality of T-shirts, pens and other things they give too are fine (JSS girl).*



**Table 4.14: Mass Media from which participants had ever been exposed to alcohol advertisement**

Alcohol advertisement media ever exposed to *	Yes (%)	No (%)	Total
TV commercials/jingles which promote alcohol	407 (80.1)	101 (19.9)	508
Plays on TV featuring actors drinking alcohol	394 (77.9)	112 (22.1)	506
Key holder with a label which contains information about one alcoholic label or the other,	383 (75.4)	125 (24.6)	508
A video film, VCD or movie where some of the actors are drinking alcohol	381 (75.4)	124 (24.6)	505
A dress e.g. shirt, singlet jersey, cap, etc which contains the picture of an alcoholic drink.	361 (70.9)	148 (29.1)	509
A radio commercial which advertises or promotes alcohol	354 (69.7)	154 (30.3)	508
Posters where alcoholic drinks are advertised.	348 (68.1)	163 (31.9)	511
Cup or glass cover which contains information or picture about an alcoholic drink.	339 (66.1)	174 (33.9)	513
Billboards where alcohol are advertised.	317 (62.3)	192 (37.7)	509
Newspaper with a page which contains alcohol advertisement	304 (59.6)	206 (40.4)	510
Football match relayed on TV with alcohol beverage logo, and emblem displayed as sponsors.	275 (54.2)	232 (45.8)	507
Magazine with a page which contains alcohol advertisement	209 (41.1)	300 (58.9)	509
Internet	160 (32.6)	331 (67.4)	491

- There were multiple responses

**Mass media from which participants were exposed to alcohol advertisement within the three months preceding the study**

The listed mass-media to which participants were exposed to advertisement of alcohol three months preceding the study are highlighted in table 4.15. The television commercials (76.3%) and the radio (76.3%) topped the list. Exposure to alcohol advertisement through the internet (29.3%) and magazines (34.6%) were mentioned by relatively few participants (See table 4.15 for details).

Table 4.16 shows the alcoholic beverages and their promotional advertisement messages which FGD participants could recall. According to majority of the focus group discussants, the most advertised and preferred alcoholic beverages were beer brands and they are still the most preferred. Majority of FGD participants were able to mention at least one brand of advertised alcoholic beverage while over half of them in all the groups could describe at least the advertisement of a brand of alcohol with or without their slogan.

The discussants reached a consensus that beer is the most advertised alcoholic beverage, and the most prominent ones were Guinness, Gulder, and Star. The discussants enumerated some of the things the advertisements say about various brands of alcohol. These are presented in table 4.17.

Some few comments about the uniqueness of beer advertisement were:

- *Beer products are well respected and attracts a lot of attention because it is the most advertised when compared to palm wine, spirit and wine (SSS boy).*
- *They advertise beer more than Regal. It shows the quality of the beer product, it is not as if the quality of Regal (Spirit) is low, but they want people to know about the quality, that is why they are advertising it (JSS girl).*



**Table 4.15: Mass media from which participants have been exposed to alcohol advertisement within the three months preceding the study**

Media	Yes (%)	No (%)	*Total
Television commercial which promotes or advertises an alcoholic beverage	389 (76.3)	121 (23.7)	510
Radio	389 (76.3)	121 (23.7)	510
TV movie in which some actors were drinking	388 (75.8)	124 (24.2)	512
Posters	320 (63.0)	188 (37.0)	508
A football match relayed on the TV which is sponsored by an alcohol company	285 (55.6)	228 (44.4)	513
Billboard	280 (55.8)	222 (44.2)	502
Newspaper	278 (54.3)	234 (45.7)	512
Magazines	176 (34.6)	332 (65.4)	508
Internet	147 (29.3)	355 (70.7)	502

**Key**

\*Total – Total number of participants that responded to the question

**Table 4.16: Alcoholic beverages and their promotional advertisement messages which FGD participants could recall**

No.	Alcoholic Beverage	Promotional Messages
1.	Harp Beer	"Harp beer for happiness"
2.	Gulder Beer	"The Ultimate"
3.	Guinness	"Brings out the action in you" "It is the greatest" "Reach for greatness" "Greatness in every drop"
4.	Gordon Spark	"Spark up your life"
5.	33-Beer	"Drink 33 for the love of beer"
6.	Star Beer	"Enjoy the brightness of star" "Shine shine bobo" Share the brighter life
7.	Scanian's Royale Schnap	Many prayers, one drink. The No. 1 original prayer drink
8.	Regal	Splash
9.	Kronenburg Beer	Mr. Big boy



Table 4.17 shows alcoholic beverages whose advertisements are most preferred by the 341 participants. The participants were asked to list one alcoholic beverage whose advertisement is most preferred by them. The top three most preferred alcoholic beverage advertisements by the participants were those related to Guinness – (28.2%), Gulder – (24.6%) and Star – (23.8%). See table 23 for details.

The reasons adduced for the most preferred alcoholic beverage advertisement by the participants is presented in table 4.18. Music and dancing used in packaging the alcoholic beverage advertisement topped the list of the reasons for the most preferred alcohol advertisement (40.1%). This was followed by mention of the entertaining nature of the alcohol advertisement (22.8%). The portrayal of alcohol as a drink for facilitating social interaction was the reason adduced by seven (2.4%) participants (See table 4.18 for details)

**Table 4.18: Alcoholic beverages whose advertisement is most preferred**

**N = 341**

Preferred alcoholic beverage advertisement	Number	%
Guinness	96	28.1
Gulder	84	24.6
Star	81	23.8
33 Beer	14	4.1
Regal	14	4.1
Palm wine	13	3.8
Seaman Schnap	8	2.3
Calypso	7	2.0
Guldermax	6	1.8
Bacchus	5	1.5
Ponche	4	1.2
Gordon Spark	3	0.9
Dark Sailor	2	0.6
Wilfort	2	0.6
Harp	1	0.3
Heinekens	1	0.3
Total	341	100.0



**Table 4.18: The reasons adduced for the most preferred advertisement of alcoholic beverage**

**N = 289**

<b>Reason for most preferred alcoholic advertisement</b>	<b>Frequency</b>	<b>%</b>
<b>Music and Dancing</b>	<b>116</b>	<b>40.1</b>
<b>Entertainment</b>	<b>66</b>	<b>22.8</b>
<b>Models and Good looking Actors/ Actress</b>	<b>42</b>	<b>14.5</b>
<b>Games/Sport and Product Logo</b>	<b>41</b>	<b>14.2</b>
<b>Good, Nice and Informative Advertisement</b>	<b>9</b>	<b>3.1</b>
<b>Advertisement Environment e.g. cars, decorations, colours</b>	<b>8</b>	<b>2.8</b>
<b>Advertisement message depicting alcohol as a drink for promoting social interaction.</b>	<b>7</b>	<b>2.4</b>
<b>Total</b>	<b>289</b>	<b>100</b>

Participants were asked about the brands of alcoholic beverages whose advertisement they had ever been exposed to. They had the option of stating more than one (See table 4.19). The topmost four brands listed were Guinness (80.5%), Gulder (77.8%), Star (77.7%) and 33 Lager beer (70.0%). Relatively few participants listed palm wine (40.4%) - a traditional alcoholic beverage tapped from palm trees. The alcoholic beverage brands can be differentiated into four types: beers, wines, spirits and traditionally brewed alcoholic beverages (See table 4.19 for more information).

Figure 4.02 shows the chart of the frequencies of participants' seeing actors taking alcoholic beverages while watching films. The participants were asked about the frequencies of seeing actors taking alcoholic beverages while watching films. Very few (22.3%) of the participants were of the opinion that they see actors take alcoholic beverages regularly while watching film, majority (68.4%) of the participants were of the opinion that it is only occasionally. Only 11.5% of the participants said they rarely see actors drinking alcoholic beverage while watching film (See figure 4.02 for details).

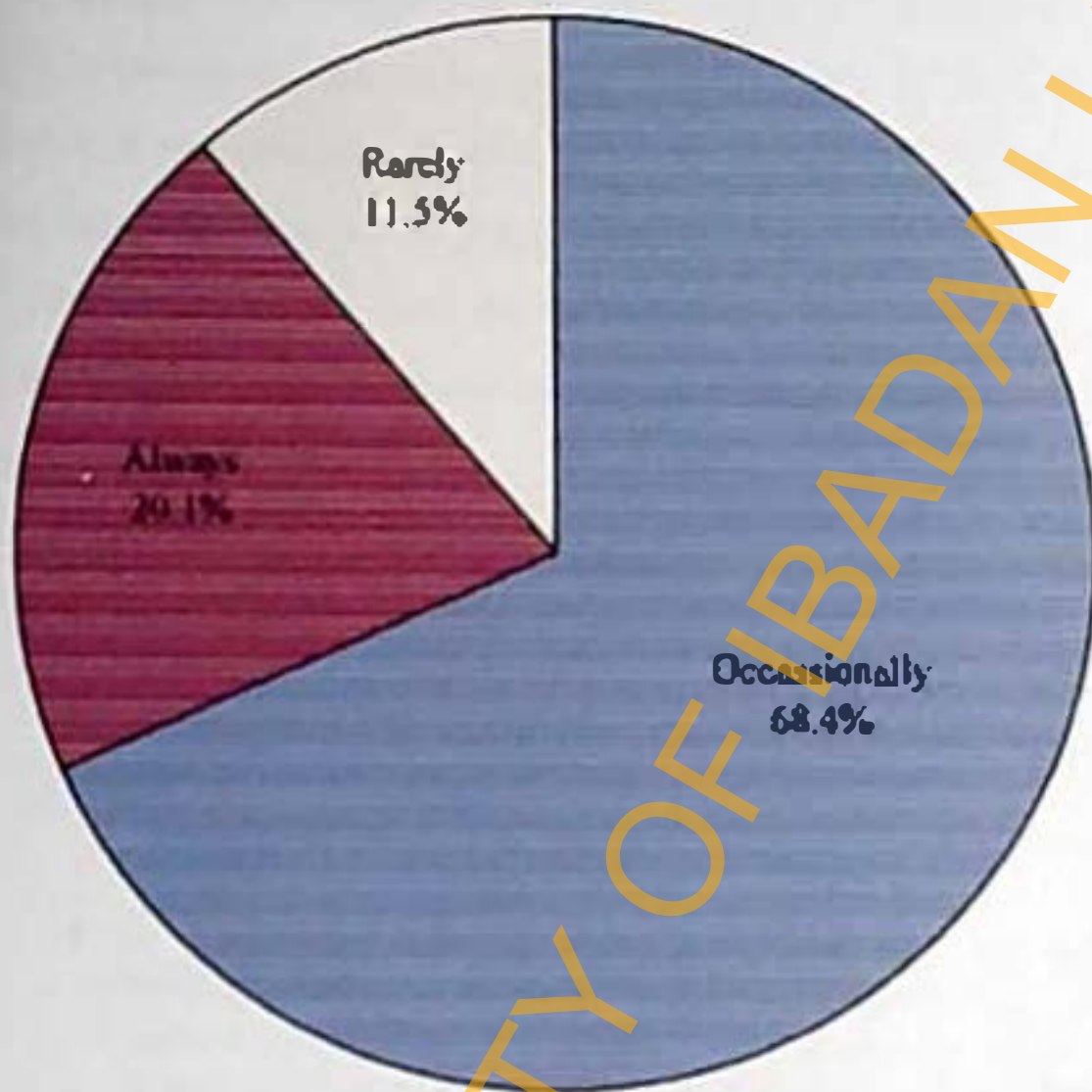


**Table 4.19: Brands of alcoholic beverages whose advertisement participants had ever been exposed to**

Brands of alcoholic beverage	Yes (%)	No (%)	Total
Guinness •	413 (80.5)	100 (19.5)	513
Gulder •	400 (77.8)	114 (22.2)	514
Star •	398 (77.7)	114 (22.3)	512
33 - Lager Beer •	360 (70.0)	154 (30.0)	514
Regal •••	341 (66.9)	169 (33.1)	510
Seaman's Aromatic Schnapps•••	325 (64.1)	182 (35.9)	507
Calypso•••	298 (58.4)	212 (41.6)	510
Bocchus ••	266 (52.4)	242 (47.6)	508
Gordon Spark ••	248 (48.6)	262 (51.4)	510
Dark Sailor••	235 (46.3)	273 (53.7)	508
Palm wine ••†	204 (40.4)	301 (59.6)	505
Yago ••	174 (34.6)	329 (65.4)	503
Squadron ••	147 (29.0)	360 (71.0)	507

**Key**

- Beer
- Wine
- Spirits
- † Traditional brewed alcoholic beverages
- † Produced from the sap of cell palm trees



**Figure 4.02: Participants' frequencies of seeing actors take alcoholic beverage while watching films**



Figure 4.03 shows the proportion of participants who had ever been attracted to drink at least any alcoholic beverage and those who had never been attracted to do so. (See figure 4.03 for details). The figure shows that 63.2% had ever been attracted to drink, while 36.8% had never been influenced to drink as a result of alcohol advertisement.

One of the issues discussed during the FGD was the effects of alcohol advertisements on students' alcohol use behaviour. It was unanimously agreed that alcohol advertisement, especially brand promotion, may increase the desire to drink among students. These effects are more active or pronounced among those already drinking, but may depend on other factors for those not drinking. Majority of the students believed that the attitude and/or behaviour of their friends, parents and loved ones relating to alcohol use and the environments where the students live are also important factors to be considered. These are some of their typical comments:

- *The more they keep seeing the advertisement especially promotional activity (free alcohol and gifts), the more students will say, let me taste this drink and see how it is - good, sweet, bitter or pleasant. For those who use to drink, the advertisement may make them increase the quantity they normally take. For those who have not been drinking, the advertisement may not necessarily make them to start drinking except they have it in their mind (JSS boy).*
- *I think for those who have not been drinking before, but are willing, there is a possibility that beautiful advertisement will encourage them to drink. For example Star Lager Beer advertisements, popularly called "Shine Shine Bobo" has made Star Lager Beer amazing. The Star bottles will be shaking and rocking each other, and when pouring it for someone, it amazes me and I really like it, even though I don't take alcohol (SSS girl).*

According to one of the female discussants, boredom, restlessness can make one react positively to advertisement message and try to drink. She said:

- *If the person is restless, bored, unhappy and lonely, he can say that I too will taste this alcohol to see what they are saying. Very attractive advertisements can make someone who used to take alcohol before taste and begin to drink a new alcohol advertised. It will not easily attract those who have not been drinking before (SSS girl).*

One of the female FGD participants said:

- *I know all the advertisements of alcohol on the television and radio. I don't drink and nobody drinks in my family, and I don't have friends that drink. No amount of advertisements will make me drink. Drinking is evil and anyone who drinks will go to hell. This is what my daddy and our youth pastor told us.*

A male discussant said:

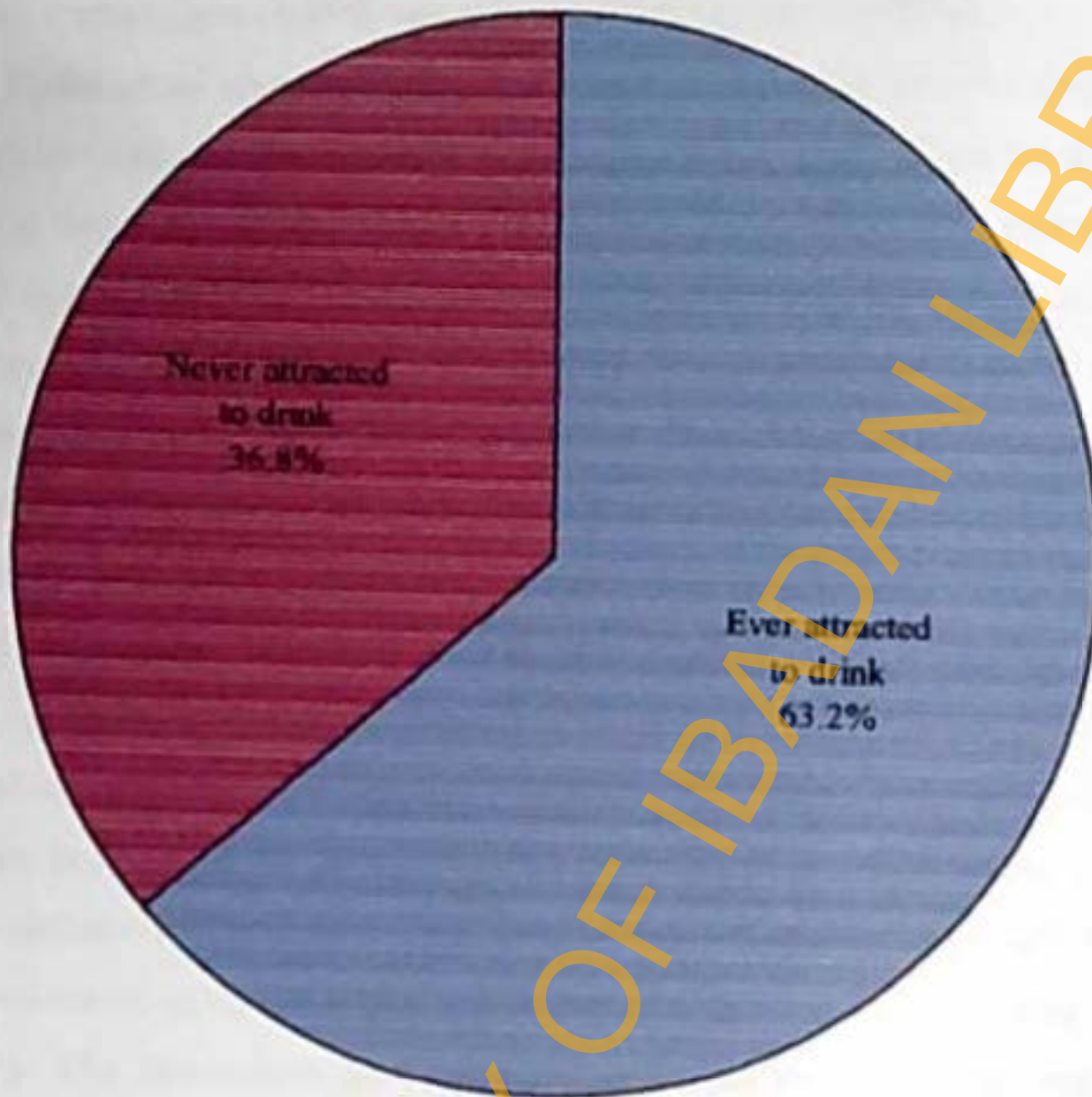
- *If one's parents and friends drink, even if one does not drink before, things like advertisement of alcohol can make one to begin to like it. As he is considering it, his friends can be encouraging him, and before you know it the person will start drinking. So I think everything (parents, friends and environments) work together (JSS boy).*

The powerful influence of alcohol advertisement was stated thus by another male discussants:

- *The youth always quickly crams the song, then, they will begin to learn the way the actors dance and think about the beautiful girls and fine cars in the advertisement. Once you remember the song and you keep singing it and at times dance like some of the actors, the desire to drink that beer will be increased. The youth will just want to try this new product to see what is there and what is the difference between the old beer and the new one advertised. At times you want to do some things that look impossible which is part of the advertisement (JSS boy).*



N=514



**Figure 4.03: Proportion of participants' who had ever being attracted to drink as a result of alcohol advertisement**

Another issue discussed during this FGD was the influence of alcohol advertisement on the type of alcohol used by in-school adolescents. The actual question was "How does alcohol advertisement influence the choice of alcohol use by in-school adolescents." The choice of alcohol in this case refers to the classification of alcohol into three main groups based on their alcoholic content: beer (4-8%), wine (10-22%) and spirits (20-65%).

Focus group discussants were of the view that beer was the most advertised alcoholic beverage and that students however preferred spirits in small affordable nylon containers, which are not as advertised as beer. Majority of the participants (both boys and girls across the groups) insisted that students take more of spirits than beer and wine for various reasons. However, a few students who can afford the cost still take beer because it is highly valued among the adolescents. According to few of the boys in the senior class, alcohol advertisement of beer is highly appreciated among the in-school adolescents partly for the quality of the beer and advertisement that attracts a lot of attention. The support, promotional activities and sponsorship of youth friendly programmes by breweries and other manufacturers of alcoholic beverages are highly valued by the young people. Majority of the participants, both boys and girls in the senior class gave various reasons for adolescents' preference for consumption of spirits than beer and wines. While the beer brands are packaged in big bottles of about 60 centilitres which is not convenient for the students, and sold at not less than one hundred and twenty Naira (N120.00), most spirits have convenient nylon packages which are sold at an affordable price of twenty Naira only (N20.00). The convenient packaging and affordability allows the students to buy it from anywhere, keep it and drink it unnoticed by teachers, parents or fellow students. In addition, the society too frowns at underage drinking from the beer bottle. Another reason is that spirits are sweet and highly concentrated. It intoxicates easily when compared to beer which is bitter and has a sour taste. A few of the boys in the senior classes also said that beer smells after consumption unlike spirits and wines. Even if spirits smell, a few tablets of peppermint licked easily drives the smell away. The wines are similar to the spirits except that they are less concentrated in terms of alcohol. Some unique comments by the boys mostly in the senior classes in three groups emphasize the desire of the adolescents to consume beer because they appreciate the product. They are only limited financially. Some of their comments relating to why students prefer spirits to beer include the following:



- Even though beer product is well respected and attracts a lot of attention because it is the most advertised, other factors such as cost of beer, its size and its taste discourage students from taking it like spirits. But, some of us who have plenty of money still take beer. Any student taking spirits will still take beer any time he/she is given (JSS boy).
- Yes, they advertise beer more than Regal. It shows the quality of the beer product, it is not as if the quality of Regal is low, but they want people to know about the quality, that is why they are advertising it. If students have money, they will drink beer more than Regal or spirits. Most of the students depend on Regal because they do not have money. For those of them that have money and they know the value, they still take beer (JSS boy).
- Advertisement makes student to drink Guinness and Star Lager Beer. It is true that they drink gin more than beer, but advertisement makes them to drink it. Even when they do not have money, they will look for it. They can lie to their friends, parents, and even steal to get money to buy it. It is true that beer is not very popular among the students (SSS boy).
- Advertisement of Star Lager Beer which talks of action can make one to think of tasting it so as to see the action being advertised. If the students have money, and they can carry the bottle without anybody questioning them they will drink the advertised product. Even though students drink more of gin, they still drink beer that is well advertised (JSS boy).

#### Some unique comments by three boys in SSS

- All of us that drink spirit still drink beer. If the money is there, it is beer that I will like to drink. Beer shows class and quality. That is why they are advertising it more than others. The smell of beer and because it doesn't "shack" (intoxicate) like spirit doesn't mean anything. If you drink plenty of beer, it will shack you.
- Yes, it is true that spirit is sweet and it appeals to young people, especially those who are just learning how to drink. They will like spirit very well. Because, it intoxicates easily, those who do not have money and want to do something can easily buy it from their "pocket money" (daily stipend).

Table 4.20 shows characteristics of advertisements which ever attracted or influenced participants to drink. Such features/characteristics in order of preference by the participants included use of good looking actors - 216 (67.3%), music - 215 (67.0%), portrayal of alcohol use as best way to socialize and make friends - 162 (50.5%) and portrayal of alcohol use as a substance for celebrating success - 132 (41.1%) (See table 4.21 for details).

Table 4.21 shows mass media and programmes which contained alcohol advertisement that ever made participants to drink. Alcohol advertisement through the television (83.8%) topped the list. This was followed by alcohol advertisement through the radio (65.4%). Music shows presented on television which were sponsored by alcohol companies influenced 71.2% to drink. The other mass media with alcohol advertisements that ever influenced participants to drink included billboards (55.8%), newspapers (54.0%) and posters (49.2%) (See table 4.22 for more information).



**Table 4.20: Characteristics of advertisements which ever attracted or influenced participants to drink**

Features/characteristics of alcoholic advertisement that ever attracted participants to drink *	Yes (%)	No (%)	Total
Use of good looking actors	216 (67.3)	105 (32.7)	321
Music that accompanied advertisement	215 (67.0)	106 (33.0)	321
Portrayal of alcohol use as the best way to socialize and make friends.	162 (50.5)	159 (49.5)	321
Portrayal of alcohol use as a substance for celebrating success.	132 (41.1)	189 (58.9)	321
Portrayal of alcohol as substance for celebrating.	118 (36.8)	203 (63.2)	321
Portrayal of alcohol drinks as necessary at parties or ceremonies	102 (31.8)	219 (68.2)	321
Portrayal of alcohol use as a means of relaxation.	99 (30.8)	222 (69.2)	321
Portrayal of alcohol drinks as good for everyone	62 (19.3)	259 (80.7)	321

**Key**

- There were multiple responses

**Table 4.21: Mass media advertisement of alcoholic beverage which ever made participants to drink**

Media	Ever influenced to drink		Total
	Yes (%)	No (%)	
Television	269 (83.8)	52 (16.2)	321
Musical show on TV sponsored by alcoholic company.	230 (71.2)	93 (28.8)	323
Radio	210 (65.4)	111 (34.6)	321
Billboard	173 (55.8)	147 (47.4)	310
Newspaper	174 (54.0)	148 (46.0)	322
Promotion of alcoholic products in sponsored parties.	166 (52.0)	153 (48.0)	319
Posters	158 (49.2)	163 (50.8)	321
Promotion of football match sponsored by an alcoholic company with their logo.	122 (37.9)	200 (62.1)	322
Magazine	108 (33.8)	212 (66.2)	320
Internet	78 (24.8)	236 (75.2)	314



Table 4.22 shows the perceived kinds of message received from alcohol advertisement by participants. Alcohol advertisements usually contain carefully crafted messages designed for promoting alcohol use among the adolescents. So participants were asked to state the kinds of message received from alcohol beverage advertisement. The messages listed by them are shown in table 4.24. Messages which convey the information that alcohol is needed for facilitating relaxation (52.4%) and that alcohol use is acceptable to our culture (51.4%) topped the list. The other important perceived messages inherent in alcohol advertisement included that friendship is promoted with the aid of alcohol (45.9%), alcohol use promotes happiness (45.8%) and that alcohol use is not a bad habit after all (40.9%) (See the table for other details).

During the FGD, the participants were asked to discuss the various messages which young people like them often hear or get about alcohol drinks from the way they are advertised. They were to specifically discuss what they think the advertisers were saying about alcohol from their presentations.

Majority of the participants across all the groups were of the opinion that alcoholic beverage advertisements portrayed alcohol to be good for relaxation, promotes friendship and happiness, and is a sign of good living and maturity. In addition, others said advertisements portray alcohol to be good for promoting our culture. They noted for instance, that Schnapp is used for prayers by elders and that it is not bad after all.

Typical responses were:

- *The actions in advertisements encourage young people like students to want to taste and later drink. They are saying, go and take this alcohol, go and taste it, go and feel how it is. Most time they want to know if all that is said in the advertisement such as making them happy, successful and active is true (JSS boy).*
- *Like Star Lager Beer's advertisement, they are saying, after work, go and relax with some drinks (SSS boy)*
- *For example in the Gulder Ultimate Search programme, since winners always emerge after searching for a hidden treasure, some students through this programme on television may feel, "let me drink Gulder very well, maybe as the best customer, I may be chosen to go for ultimate search and I too will win" (JSS girl).*
- *In another Star Lager Beer's advertisement during the 2008 Africa Cup of Nations held in Ghana, the message was "if*

*you drink Star Lager Beer, you will be bright, sharp, shining and so you should be drinking it" (JSS boy).*

- *What the advertisements are saying is that when you drink Guinness, you will have more strength than your mates to take action or fight and that is why the newspaper advertisements/T-Shirt inscription from Guinness says "Have you had your Guinness today?" (SSS boy).*
- *One of them said that it is like Gulder Beer makes one wise to make the right choice from the Ultimate Search promotion programme on television (JSS girl).*
- *Some of them tell you that Harp beer can make you happy, and you will be free and cheered up when you drink it (SSS girl).*
- *Fine cars and money are what drinkers will have if they drink and continue to drink. Advertisements make one to be determined in whatever one wants to do, and makes one to be active (SSS boy).*



**Table 4.22: Perceived kinds of message received from alcohol advertisement by participants**

Kind of message *	Yes (%)	No (%)	Total
For relaxation	267 (52.4)	243 (47.6)	510
Acceptable in our culture	260 (51.4)	246 (48.6)	506
Promotes friendship	235 (45.9)	277 (54.1)	512
Promotes happiness	232 (45.8)	275 (54.2)	507
Not bad after all	208 (40.9)	300 (59.1)	508
Sign of success	198 (38.7)	313 (61.3)	511
Sign of good living	201 (39.4)	309 (60.6)	510
Makes one mature fast	181 (35.7)	326 (64.3)	507
Good for everyone	174 (34.1)	337 (65.9)	511

**Key**

- Multiple responses present

#### 4.06: Perceptions of participants about alcoholic drinks and alcoholic beverage advertisement

Table 4.23 shows participants' view about alcoholic drinks. The participants were presented with a set of statements which reflect positive views or opinions about alcohol use. They were requested to indicate whether they agree, disagree or were not sure in respect of each of the statements. The distributions of their views or opinion are presented in table 30. The positive views which topped the list include the one which states that alcohol use makes people bold enough to do certain things (41.5%). The proportion of participants who disagreed with the view was 40.7%. That alcohol use enhances ones confidence to do or say certain things were agreeable to 38.1% of the participants (See table 4.23 for details).

Another issue discussed during the FGD was to find out participants' personal opinions about the effect of alcohol advertisement on an individual. The actual question was "Do the messages from the advertisements alcohol brands bring happiness, spark up your life, brighten you up, make you active and successful?"

Majority of the participants disagreed with the messages from alcohol advertisements. They felt the messages were misleading, false and were only targeted towards increasing brand sales, especially among youths or students who are easily deceived. Few of the participants (boys only) felt that as long as you do not get drunk, the messages from alcohol advertisements are correct. Some of these students referred to the message "Drink Responsibly" on most alcoholic beverage packaging to justify their claim and the fact that spirits are socially acceptable and also popularly used for prayers in line with traditional culture. Others also spoke on the health benefits of alcohol during cold or when mixed with local herbs popularly called "agunmu" or "paraga" to support their acceptance of advertisement content.

Typical comments of the discussants:

- *What they are saying about alcohol is misleading. For example, Harp Beer does not bring happiness, students only feel they are happy when they are misbehaving. Fighting, raping girls, sleeping on the floor, poor performance in school, and suspension from the school is not happiness. Even though some claim it makes them forget their problem, it brings other problems later. What is the benefit of taking it? If you drink it, it will destroy your kidney later. For example, the actions that alcohols bring are wrong actions. A male student who toasted a girl having become drunk would not*



get the cooperation of the girl if she ever knows that he was drunk before talking to her (JSS boy).

- In my own point of view, what they are saying is not right. They only sell their product and make a lot of money from us. They are always saying good things about their own products, so that students like us can buy their products (SSS girl).
- Once the students do not drink more than their capacity, the messages are true. Alcohol can make one happy, friendly, active and successful (SSS boy).
- Yes, alcohol is good because if you listen to the advertisement, it is not for you to drink more than your capacity, if you listen to the instruction, you will achieve your aim. For example, those girls normally get strength to do well (having sex) while the boys get strength to dance all night, make friends, and they can be happy (SSS boy).

One female student commented on the health benefits of alcohol as portrayed in advertisement:

- There is nothing wrong in what God created; it is drinking or eating too much of it that is bad. This is why alcohol beverage advertisement says "Drink Responsibly", and if you do not drink too much of alcohol, you will be strong the following day as it is advertised. Alcohol is useful as drug or for preparing medicine. Palm wine is good for malaria and a mixture of alcohol and local herb popularly called "agunnn" is useful for curing various types of diseases. During cold weather, spirits are good for taking care of cold.

**Table 4.23: Participants' opinions or views about alcoholic drinks**

Participants opinion or view about alcoholic drinks	Frequency			
	Agree (%)	Disagree (%)	Not sure (%)	Total
Drinking alcohol makes people bold enough to do certain things	213 (41.5)	209 (40.7)	91 (17.7)	513
Drinking alcohol gives one confidence to do or say some things	196 (38.1)	234 (45.5)	84 (16.3)	514
Alcohol is good for celebrating success	176 (34.2)	263 (51.2)	75 (14.6)	514
Drinking alcohol is fun and it makes people feel happy and good	163 (31.8)	251 (48.9)	99 (19.3)	513
Alcohol is necessary after a day of hard work	132 (25.9)	296 (58.2)	81 (15.9)	509
Alcohol gives strength to students	96 (18.8)	330 (64.6)	85 (16.6)	511
Any man who does not drink alcohol should be feared.	77 (15.0)	342 (66.8)	93 (18.2)	512
Any man who does not drink alcohol is no man	73 (14.3)	359 (70.4)	78 (15.3)	510
Alcohol makes people to drive well	62 (12.2)	376 (74.2)	69 (13.6)	507



## Participants' opinion relating to mass media advertisements of alcoholic drinks

Table 4.24 shows participants' opinion relating to mass media advertisements of alcoholic beverage. The participants were also presented with a set of statements relating to alcohol advertisement in the mass media. They were requested to agree or disagree with each of the statements and if they were in doubt, they could say that they were not sure. Many participants (47.6%) agreed with the views that advertising alcoholic drinks on TV can make young people initiate alcohol use. However, 46.9% of participants were of the views that advertising alcoholic beverages in any way should be banned. Almost the same proportions of participants (45.7%) were of the opinion that there is nothing wrong about advertising alcoholic drinks in newspapers. (See table 4.24 for details.)

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**Table 4.24: Participants' opinion relating to mass media advertisements of alcoholic drinks**

Participants view about advertising of alcoholic drinks *	Frequency			
	Agree (%)	Disagree (%)	Not sure (%)	Total
Advertising alcoholic drinks on the television can make young people like us to start drinking.	243 (47.6)	179 (35.0)	89 (17.4)	511
Advertising alcoholic drinks in any way should be banned	240 (46.9)	161 (31.4)	111 (21.7)	512
There is nothing wrong about advertising alcoholic drinks in newspapers.	235 (45.7)	199 (38.7)	80 (15.6)	514
Watching movies and seeing actors taking alcoholic drinks can encourage young people like us that it is okay to drink	227 (44.6)	187 (36.7)	95 (18.7)	509
Advertising alcoholic drinks on posters can make young people like us to start drinking.	218 (42.7)	202 (39.6)	90 (17.7)	510
There is nothing wrong about advertising alcoholic drinks in magazines.	202 (39.4)	223 (43.5)	88 (17.1)	513
Advertising alcoholic drinks over the radio cannot make young people like us to start drinking.	177 (34.8)	225 (44.2)	107 (21.0)	509
Advertising alcoholic drinks on billboards cannot make young people like us to start drinking.	163 (31.7)	239 (46.6)	111 (21.6)	513

**Key**

\* Multiple responses present

#### 4.07: Test of hypothesis

##### Hypothesis One

There is no association between in-school adolescents' knowledge and awareness of alcoholic beverage and their alcohol use in Ibadan North Local Government Area.

A significant relationship ( $p < 0.05$ ) was found between in-school adolescents' knowledge and awareness of alcoholic beverage and their alcohol use in Ibadan North Local Government Area as shown in table 4.27. Two hundred and forty seven-seven participants who no longer take alcohol have a mean knowledge score of  $8.56 \pm 2.56$  while 254 participants who are current alcohol users have a lower mean knowledge score of  $8.00 \pm 2.55$  (See Table 4.27 for details).

The data above seems to be consistent with the alternate hypothesis. This is because  $p < 0.05$ . There is a significant difference in mean knowledge scores between current users and non users of alcohol. Therefore there is association between adolescents' knowledge and awareness of alcohol beverage and adolescents alcohol use among in-school adolescents' users of alcohol and non users in IBNLGA.



Table 4.25: Comparison of participants' mean knowledge scores by current use of alcohol.

Current Use of Alcohol	Number of Student	Mean Knowledge Score	t - value	P -value	Level significance
YES	254	8.00 ± 2.55	2.46	0.01	* p<0.05
NO	247	8.56 ± 2.56			
TOTAL	511				

## Hypothesis Two

There is no association between in-school adolescents self reported exposure to alcohol advertisements and adolescents' alcohol use in Ibadan North Local Government Area.

There is no significant relationship ( $p > 0.05$ ) between in-school adolescents' self reported exposure to alcohol advertisements and adolescents' alcohol use in Ibadan North Local Government Area. The mean exposure score of 254 current alcohol users is  $19.91 \pm 5.97$  while that of non users is  $18.98 \pm 6.60$  (See Table 4.26 for details).

The data in Table 4.26 seems to be consistent with the null hypothesis which states that 'there is no association between the self reported exposure to alcohol advertisement and adolescents' alcohol use' among current alcohol users and non users. This is because  $p > 0.05$ . Therefore, there is no significant difference in mean exposure scores to alcohol advertisement between current users and non users of alcohol. This result shows that there is no association between in-school adolescents' exposure to alcohol advertisements and adolescents' alcohol use among users and non users.



Table 4.26: Comparison of participants' Mean Exposure Scores by Current Use of alcohol.

Current Use of Alcohol	Number of Student	Mean Exposure Score	t – value	P –value	Level significance
YES	254	19.91±5.97	1.65	0.09	* p>0.05
NO	247	18.98±6.60			
TOTAL	511				

## CHAPTER FIVE

### DISCUSSION

This chapter focuses on the findings of the study. It is organized into the following subsections: socio-demographic information; awareness and knowledge relating to alcohol; exposure to alcoholic beverages in the study area; pattern of alcohol use; mass media availability, media habit and media preference; alcohol advertisement; and perceptions of participants about alcoholic drinks and alcoholic beverage. Other sub-sections are the implications of the findings for health education and social policy, conclusion, recommendations and suggestion for further research.

#### 5.01: Socio demographic characteristics of the participants

In Nigeria, the normal age for starting primary school education is six years while the normal age for starting secondary school education is twelve years. By age fifteen, a secondary school child is expected to be in the senior secondary school (SSS). The age distribution of the participants (10 to 19 years) thus reflects the normal secondary school (JSS and SSS) age range in Nigeria. The duration of JSS programme is three years and this is usually followed by another three years of senior secondary school education (Federal Ministry of Education, 2006).

The schools studied were co-educational institutions. Efforts were made to ensure that there was equitable representation of respondents by sex and level of education. This accounts for why there were almost equal proportions of males and females and almost equal number of students by class. Clearly, nearly all the study participants were underaged with respect to alcohol exposure and should not be allowed to abuse alcohol.

#### 5.02: Participants' awareness and knowledge relating to alcohol

Nearly all the participants were aware that alcohol abuse can cause some health problems. Many of them were able to state some of the consequences of alcohol abuse. Parents, school/school teacher, doctors/health care providers and the mass media were the four topmost sources of information about the consequences of alcohol abuse among the participants. In this study parents constituted the most influential sources of information about the consequences of alcohol abuse. This is in line with the observations made by previous investigators that the home



is a major source of information about the consequences of alcohol use among young people (Halpern-Felsher and Biehl, 2004; Adeyemo, 2007).

The participants' level of awareness about the laws regulating alcohol advertisement was low. For instance, majority of the participants were of the opinion that there is nothing wrong in placing signboard and posters of alcoholic beverages in or near mosques, churches and sport centres. Similarly, a majority of the participants were not aware that radio advertisements which promote alcoholic beverages should not be aired before 6.00 p. m. daily. With respect to laws regulating access of the under-aged to alcoholic beverages, about half of the participants were unaware that under-aged persons in Nigeria are not allowed under the law to have access to alcohol from retail outlets.

It has been reported (Akingbade, 1994; WHO, 2004; Odejide, Onigbodun, Ajuwon, Makanjuola, Bamgboye and Oshinane, 2008; Wikipedia, 2009) that in Nigeria, the stipulated age limit for the purchase and use of alcoholic beverages in or outside the retail outlet is 18 years. Currently, most beer bottles and their advertisements materials have the figure "18+" inscribed on them indicating that it is only been taken by people of 18 years and above. Many legal authorities consulted in Ibadan however were not aware of the legal provisions which restrict alcohol use to people aged 18 years and above and therefore could be part of the industries' self regulation. Research has shown that early onset of alcohol use is associated with continued alcohol use and progression to illicit drug use (Kandel and Logan, 1984; Yamaguchi and Kandel, 1984; Grant and Dawson, 1997). This accounts for why early alcohol use is discouraged by many nations or governments. The setting of the minimum legal age limit for the purchase and consumption of alcoholic beverages by countries is a measure designed for preventing easy access to alcoholic beverages by persons below certain ages (WHO, 2004). The inadequate level of awareness among participants relating to alcohol related laws could be attributed to many factors such as lack of education and enforcement of relevant laws or regulations relating to distribution, advertisement and restriction of under aged persons' access to alcohol (Ench and Stanley, 2004).

In Nigeria, the key stakeholders in the education of young people about alcoholic beverages and promotion of compliance with the relevant legal provisions relating to alcohol and alcoholic beverage advertisement include the National Agency on Food and Drug Administration Control (NAFDAC), National Drug Law Enforcement Agency (NDLEA) and educational

authorities at the Local, State and Federal levels. Unfortunately, drug and alcohol use education is not promoted in Nigerian schools and NAFDAC, NDLEA and The Police do not enforce alcohol-related laws and regulations effectively. It was noted in this study that participants' level of awareness of the laws regulating access to alcoholic beverage by the under-aged was higher than their awareness about the legal provisions relating to alcohol advertisement. This could be due to socio-cultural and religious factors. The two major religions practised by the participants are Islam and Christianity. The two religions discourage alcohol abuse in varying degrees. In some parts of Northern Nigeria, Islamic laws (Sharia) forbid the sale and consumption of alcohol in some designated areas (Heap, 1998, Dey, 2007). So in sharia-government states of Nigeria, many people including young persons are aware of the strict control or restriction of alcohol use because violation of alcohol-related laws attract severe sanctions. The Christian religion is however more permissive of alcohol use compared with the Islamic religion (Odejide, 2006). The Bible only restricts abuse of alcoholic beverages. Ephesians chapter 5 Verse 17 of the Bible says that "Don't be drunk with wine, because that will ruin your life. Instead be filled with the Holy Spirit" (The Bible League, 2006). This injunction stresses rational or responsible alcohol use.

The consumption of alcoholic beverages in South Western Nigeria is socially acceptable and so alcohol control/regulations are hardly contemplated by most people. In the southern part of Nigeria, where the study area is located, people are not likely to be knowledgeable about the policies, regulations and laws designed for regulating alcohol availability because their enforcement is weak, the attendant sanctions are mild and there is no public enlightenment about their existence (Eneh and Stanley, 2004; Odejide, 2006). This accounts for why alcoholic beverages are readily available.

A critical analysis of the results and informal discussions with some of the students revealed that their perception of alcohol as a drug is from medicinal perspective. Alcohol is perceived by some people in the study area as having medicinal properties, especially when taken with some herbal preparations. It is not uncommon to find roots, barks, leaves and various plant parts in bottles filled with spirits and sold for the management of one ailment or the other (Ajayi, 2003; Ukpaukure, 2003). According to Obot and Ibanga (2002), several alcoholic beverages such as Bacchus Tonic Wine, Guinness Stout, and Legend Extra Stout are presented as having tonic properties by marketers. The adolescents' knowledge of alcohol as a drug need to



be broadened to include the fact that it is a highly potent psycho-active drug with far reaching physical, psychological and social consequences especially on young persons. Lack of awareness of this creates the opportunity for the students to be easily lured in to alcohol abuse through peer influence and misleading alcohol advertisement.

The respondents' mean knowledge score relating to alcohol measured using a 16-point scale was  $8.3 \pm 2.6$ . Clearly, this result further affirms that there were gaps in the knowledge of undergraduates about the Nigerian legal provisions which regulate the advertisements of alcohol through the use of the mass media. Even though it is not specifically stated in the law establishing Advertising Practitioners Council of Nigeria (APCON) that the populace including adolescents should be educated about what constitute the legal and acceptable alcoholic beverage advertisement, it is still part of their primary oversight functions to do so. APCON expect individuals and corporate bodies to be reporting offensive or unacceptable advertisement to its registrar, but how will people do this when they are not aware of the acceptable alcohol advertisement standards and expectations?

Other agencies that are statutorily mandated by law to be part of the regulatory framework for the control of drug abuse are NAFDAC and NDLEA. These bodies should be involved in the alcohol education of the populace as well. NAFDAC has pre-occupied itself over the years with the control of fake and/or adulterated drugs with little attention paid to drug education with special focus on alcohol. The National Agency for Food and Drug Administration and Control has a history of elaborate public enlightenment activities geared towards the control of the use of adulterated drugs targeted at the different populations (Alabi, 2006). The drug education functions of NAFDAC should be intensified to include abuse of alcohol and this should be targeted at various segments of the public including those in schools, motor parks and markets, clinics and hospitals (Alabi, 2006). In order to be more effective and save cost, alcohol demand reduction programmes should be integrated with cigarette smoking prevention programme. This is more so because the use of the two substances often go hand in hand or one leads to the other. According to Ifeudu, (2006), NAFDAC's Consumer Safety Clubs educational function in schools should of course include a focus on the physical, psychological, psychiatric and social complications of the abuse of alcohol and other substances. Because NDLEA or any of the collaborating agencies or institutions cannot arrest anyone for drinking or being in

possession of alcohol because of social acceptability, special laws are needed to regulate access, purchase, handling and use of alcohol by the underaged.

### 5.03: Participants' exposure to alcoholic beverages in the study area

The results have shown quite clearly that the students were exposed to alcoholic beverages from a myriad of sources. These sources of exposure include their homes, *beer parlours*, *Pepper soup centres*, hotels, restaurants, motor parks and supermarkets. Underaged adolescents usually get exposed to alcoholic beverages in their homes if their parents are alcohol users (Ilayes, Smart, Toubmourou, Sanson, 2004) and/or when parents buy alcoholic beverages for visitors. In most cases it is the underaged adolescents that are sent to the alcohol retail outlets to buy alcoholic beverages for the entertainment of visitors (Odekin, 2007). This is a common experience or phenomenon in most parts of Nigeria where alcohol availability is not restricted.

Some studies have, however, shown that much of drug use among young people in secondary schools takes place outside the homes (Fatoye, 2003; Ench and Stanley, 2004). Alcohol consumption among young people could be within or outside the neighbourhood (Ilayes, Smart, Toubmourou, Sanson, 2004). The participants' residential area is parker-dotted with alcohol retail outlets. The preponderance of these outlets is due, in part to the lack of or weak enforcement of the municipal public health-related laws or regulations. Under aged adolescents raised in neighbourhoods or environments such as where participants in this study live are prone to the cultivation of habits of using alcohol and other drugs as has been noted elsewhere by Halpern-Felsher and Bichl, 2004.

In Oyo (Olowofoyeku, 2000) and Jigawa (Abdullahi, Shuaibu and Hassan, 1998) states, it is the Local Government Environmental Health Officers (EHOs') that are responsible for the issuance of licenses for operating beer parlours and other alcohol retail outlets. When contacted by the investigator, the EHOs in Ibadan North Local Government Area where the study took place could not produce copies of the rules and regulations guiding the citing of alcohol retail outlets. Even informal discussions by the investigator with some of the alcohol retail outlet owner revealed that their premises were not duly licensed or approved for the sale of alcoholic beverages. All these developments are indicative of the weak enforcement of compliance with alcohol sale guidelines or policies in the study area.



The study participants were also exposed to alcoholic beverages from the alcohol retail outlets located along participants routes to and from school. The participants' vulnerability is further enhanced by the activities of itinerant petty traders who sell alcoholic beverages in small nylon packages in fixed locations and the local 'oniparagas' who sell traditional herbal medicines which are mixed with spirit of high alcohol concentration in bottles.

Under aged adolescents are allowed to have direct access to alcohol in many of the alcohol retail outlets in the study areas unlike in some countries such as Britain and USA, (WHO, 2004). This phenomenon of the physical exposure of the under-aged to alcohol which has been observed in the study cuts across the country (Obot, Kanuri and Ibanga, 2003; Odekina, 2007) except in areas where the sharia laws (Islamic legal code) are in force (Heap, 1998; Obot, 2006; Odejide, 2006; Dey, 2007; Odejide, Omigbodun, Ajuwon, Makanjuola, Bamgboye and Oshiname, 2008).

The results showed that alcohol retail outlets are by far more in residential areas compared with the vicinity of their schools. This is still a source of concern with respect to the health of the in-school adolescents. It is a source of concern because seeing people buying and/or drinking alcoholic beverages in the alcoholic retail outlets located in the community has potential for influencing them to start experimenting with alcohol use while those who have started consuming alcohol could progress to alcohol abuse (Odekina, 2007). Adolescents spend more of their time at home than in-school. They are therefore more exposed to alcoholic beverage in their neighbourhoods with ubiquitous alcohol retail outlets than in their schools.

#### **5.04: Pattern of alcohol use among the participants**

A majority of the participants in this study had consumed alcohol at least once, while about half of them were current users. A majority of the current users of alcohol were however occasional drinkers. This has confirmed what has been documented in previous studies in Nigeria. Previous studies among young people of similar characteristics also showed that majority of them had ever used alcohol (Adelekan, Abiodun, Obayan, Oni and Ogunremi, 1992; Lawoyin, Ajumobi, Abdul, Abudul Malik, Adegoke and Agbedeyi, 2005) and that about half or more (Adelekan, Abiodun, Obayan, Oni and Ogunremi, 1992) are still stuck to alcohol use. Studies conducted in Nigeria (Adelekan, Abiodun, Obayan, Oni and Ogunremi, 1992, Adelekan, Makanyiola, Ndom, Fayeye, Adegoke, Amusan and Idowu, 2001) also revealed that many



adolescents are occasional users of alcohol. Even studies carried out during the 1980s revealed a similar pattern of alcohol use among young people in Nigeria (Odejide, Ohaeri, Adelekan and Ikuesan, 1987). This pattern of alcohol use tends to be characteristic of adolescents in many cultures.

One of the interesting findings of this study was that there were slightly more females currently using alcohol than the males. Adu-Mireku (2003) had a similar experience in his study conducted among young Ghanaians. He noted that boys were significantly more likely than the girls to be lifetime users of alcohol but not as current users. Jernigan, (2001), had a different experience in his work. He observed that, males were more likely to drink than young females and in both gender the use of alcohol increases with age. However, recent study carried out among senior secondary school students in Ilorin, Kwara State, Nigeria, revealed that no gender difference was recorded for current alcohol use (Adelekan et al, 2001). Fatoye, (2003) observed in his study that current alcohol use was associated with being a male, polygamous family background, living alone or with friends, not being religious and self-rated poor school performance. The lack of consistency in the pattern of alcohol use among young people is due to several factors which could be social, economic and cultural in nature.

Qualitative results have revealed an emerging pattern of drinking among adolescents. Many in-school adolescents are consuming fruity flavoured spirits packaged in small 30 mls nylon containers with alcohol concentration as high as 43%. These alcohol packages are cheap, with a sachet costing only twenty naira (N20.00). The finding from the FGDs revealed that most of the adolescents can afford to buy them from their daily stipend. The products are portable and could be taken to school in school bags/pockets and can be used unnoticed within the school premises. This is an emerging phenomenon that requires indepth study with a view to understanding the scope, magnitude and or of frequency of use of the packages.

The overall mean age of onset of alcohol use among the participants in this study was  $11.05 \pm 3.7$  years. Similar results have been obtained elsewhere in Nigeria. The mean age of onset of alcohol use among adolescents in central Nigeria was for instance found to be 13.2 years (Obot, 1999) and an age range of first alcohol use observed to be between 11- 13 years in southwestern Nigeria during the late 1980s (Odejide, Ohaeri, Adelekan and Ikuesan, 1987). In this study, the age range of onset of alcohol use for males (7.1 to 14.9 years) and females (7.2 to 14.6 years) are also in consonance with previous studies (Obot, 1999; Odejide, Omighodun,

Ajuwon, Makanjuola, Bamgboye and Oshiname, 2008). The results from this study suggest that there is a drop in age of onset of alcohol use. This and previous studies on pattern of alcohol use with respect to age of onset are sentinel studies. Large cross-sectional studies of Local Government Area, States, Sub-national and National levels are needed to establish a definite pattern.

An important revelation in this study is that the parents of many of the participants in this study drink alcohol and several of their peers use/abuse alcohol. Over a quarter of the students in this study who drank decided to let their friends drink also. A recent study conducted by Odejide, Omigbodun, Ajuwon, Makanjuola, Bamgboye and Oshiname (2008) similarly showed that parents and friends play key roles in young peoples' first taste and experimentation with alcohol use. These significant others (parents and peers) (Green and Kreuter, 1991) have either positive or negative influence on adolescents' pattern of alcohol use. The works of Austin and Chen (2003), Halpern-Felsher and Biehl (2004), Hayes, Smart, Toubourou and Sanson (2004) Lawoyin et al (2005), Egbochukwu (2006) attest to this. A recent study conducted by Adeyemo, (2007) similarly showed that parents and friends play pivotal roles in young peoples' first taste and experimentation with alcohol use. Sentinel study by Adeyemo (2007) has shown that alcohol use practices among students whose parents were drinkers were significantly higher than those whose parents were non-drinkers.

It is necessary to discuss the mechanism by which peers influence one another to use alcohol. According to Adeyemo (2007), the compelling need to fit into and belong to a group of friends is a potential motivating factor in alcohol use. Peer influence can take the form of direct offers or even pressure to drink; it can be subtle such as the use of persuasion and the disclosure that "everyone is drinking". Adolescents spend a greater amount of time with their peers than with their family or other adults (Halpern-Felsher, and Biehl, 2004). This makes the influence of peers more potent than other influencing factors. Qualitative results of this study reveal that the fear of being ridiculed, branded a deviant, a non-conformist or an immature person by peers (especially among males) constitute the powerful driving force which make adolescents who do not drink to yield to the pressure of their peers who drink or to adopt the alcohol use culture.

A unique feature of the pattern of alcohol use among participants in this study is that adolescent' males who drink have more of their male friends who also drink, while the females who drink have fewer female friends who drink. A possible reason accounting for why males



tend to have more friends/peers who drink may be that they have more social network compared with their female counterparts. It is a reflection of the differential process of socialization for boys and girls. Culturally, the autonomy given to boys is always by far more than the autonomy granted to girls. Boys are culturally allowed to move out with their friends to conquer their social and physical environments than the girls. Girls are brought up to be lonely and to only have friends of same sex from homes perceived to be good. It was noted, in addition, that females who drink have more of their parents currently on alcohol than the parents of the males who drink. These gender differences in the drinking habit or practises should be acknowledged while designing alcohol reduction programmes for adolescents.

#### **5.05: Mass media availability, media habit and media preference**

The availability of mass media facilities in participants' home was investigated and it was noted that participants were exposed to a variety of them with television, radio and VCD/DVD player constituting the top three mass media. Newspaper, Video Recorder player and magazine constituted the mass media not commonly found in participants' homes. Relatively few people buy and keep newspapers and magazines at home. This is because most Nigerians read newspapers and magazine in their office or at the newspaper stand daily. Video players for recorders have become out of vogue in Nigeria following the introduction of VCD/DVDs. It is not therefore surprising that they are not common in respondents' home. The ready availability of the television and radio sets probably account for why alcohol advertising agencies use them more than other mass media. It is advantageous using them because it can reach millions at a time and alcohol advertisement can be repeated over and over within a given period.

According to Strasburger and Donnerstein (1999), more families in the United States own a television sets than a telephone. In Nigeria, experience has shown that one of the basic things a family would want to have in their living room is either a radio or television or both. This is more so in urban areas such as Ibadan. Most couples frown at seeing their children going to their neighbors' houses to watch television because they do not have. The alcoholic beverage promotional media available in the area where participants live were listed as posters and billboards. However, watching alcohol being advertised or used on the television was the most regular media habit among the participants compared with exposure to alcohol promotional media in these neighbourhoods. This is often not deliberate. Television viewers or radio listeners



are usually exposed incessantly to alcohol advertisement as they watch or listen to some favourite programmes. Much of the habit may not be planned but incidental. Participants probably got exposed to alcohol advertisement as they watch or listen to favourable programmes on television, radio and other media. The other regular alcohol-related media habit among the participants included listening to alcohol advertisement on radio and listening/watching alcohol being used or advertised through VCD/DVD.

The forms of exposure to alcohol advertisement among adolescents in this study included both direct exposure to advertisement using broadcast and print media which are regulated, and indirect methods (unregulated) such as exposure to alcohol promotion in stores and other commercial centres and portrayal of alcohol drinking in films, music videos and TV programmes. According to APCON, television commercials for all alcoholic beverages shall not be aired before 8:00 p.m. Similarly, no commercial for alcoholic products shall be aired on radio before 6:00 p.m. However, alcohol advertisements are allowed to continue till midnight (APCON, 2005). There is dearth of scientific evidence that constitute the rationale for fixing the periods for airing alcoholic advertisement in media and TV in Nigeria. During this period, most in-school adolescents are awakened and many of them are therefore watching or listening to them. It has been observed that young people aged 12 to 20 years are the most likely group to be watching television, cable television, video films on television, and listening to radio from 7 p.m. to midnight. These views were expressed by some of the focus group discussants. This therefore renders the decision to adopt the stipulated time periods unjustifiable.

The mass media in which participants were exposed to alcoholic beverage advertisements within the 3 month preceding the study were examined. The result showed the effectiveness of television and radio sources in delivering alcoholic beverage advertisement to the adolescents than other sources. Magazines and Internet were the least sources of exposure to alcoholic beverage advertisement to the participants within the 3 months preceding this study. It has been observed that internet accessibility is low among most Nigerian in-school adolescents for some socio-economic reasons, level of education, knowledge and awareness of the importance of the internet.

Another issue investigated in this study is the mass media preference from which participants have ever been exposed to alcoholic beverage advertisement. Television sources such as jingles, commercials and video films topped the list. This is followed by gift items such

as key holders, radio commercials and billboard of alcoholic beverages advertisements respectively. Newspapers, football match relayed on the television with alcoholic beverage logo and emblem displayed as sponsors and magazine sources were the least sources of alcoholic beverage advertisements exposure to the adolescents. Television jingles and other commercials for advertising alcohol are always packaged with good and captivating music and actions that reflects the values of adolescents. Isom (1988) observed that no mass medium captivates like television. In Ibadan, alcohol billboards are usually very imposing, attention-grabbing and strategically placed in locations along adolescents' routes to school.

Alcoholic beverage advertisers exploit the specific element that appeals to young people in alcohol commercials and these are the characters displayed during alcoholic beverage advertisements. Such elements in alcoholic beverage advertisements include humour, celebrity endorsers, animated characters, animals, youth-oriented characters and captivating (Institute of Alcohol Studies, 2008; Jones and Gregory, 2007). Adolescents rated the production quality (visual effects, acting, music, communication, appeal and fun) of alcohol advertisements on television more positively than pro-social advertisements.

According to Strasburger and Donnerstein (1999), young people spend an average 16 to 17 hours viewing television weekly, beginning as early as age 2. When video game and video cassette usage are added, some teenagers may spend as many as 35 to 55 hours a week in front of the television set (Strasburger and Donnerstein, 1999). Even though there is paucity of the actual number of parents who own television sets in Nigeria, the situation might not be different especially where electricity is readily available.

Radio on the other hand can reach both literate and illiterate audiences with messages in various languages but lack visibility. Radios are relatively in-expensive and are available to people more than television. Radio can also use batteries and is not restricted in areas where there is no electricity (Family Health international, undated). Even though there are advertisements of alcoholic beverage in the newspapers and magazines, they are not as captivating or glamorous as the ones from the television (Hetherman, 2004).

One of the issues investigated was the mass media and programmes which contain alcohol advertisement that ever made participants to drink. Advertisement of alcoholic beverage on television/musical shows on television sponsored by alcoholic beverage companies, radio and billboards were the three that topped the list. According to Caswell (2004b), television and music



video contains high prevalence of alcohol portrayals. Therefore, greater television and music video exposures were associated with increased risk of alcohol use. The strength of the association between television and music video exposures and subsequent onset of alcohol use was also found to be high (Synder, Millici, Slater, Sun, Strizhakova, 2006). Another study showed that for each additional hour of TV viewing per day, the risk of starting to drink increased by 9% during the following 18 months (Robinson, Chen and Killen, 1998). Yet another showed that exposure to in-store beer displays significantly predicted drinking onset two years later.

#### 5.06: Alcohol advertisement

Participants in this study were asked about the brands of alcoholic beverages whose advertisement they had ever been exposed to. The most advertised alcoholic beverages brand listed in order of preference included *Guinness, Gulder, Star and 33 - Lager beers*. The other alcoholic beverages brand whose advertisement they are often exposed to include *Seaman Schnap, Calypso* and *Gulder max*. It has been observed that the mass media are potential sources through which young people learn about alcohol and thus have potential influence on young people's drinking and drinking problems (Marins and Synder et al, 2002; Collins, Schell, Ellickson and McCraffrey, 2003; Synder, Millici, Slater, Sun and Strizhakova, 2006). Nigeria Distilleries Limited, manufacturers of the spirit beverages (20 – 65% alcohol by volume) have come up strongly in terms of product development, improved marketing and alcohol advertisement (Wills, 2006). Spirits marketers are increasingly copying the techniques of the beer companies with respect to aggressive advertising through billboards, print media as well as the electronic media. The makers of *Aromatic Schnap* are currently sponsoring a programme that projects the history of major Yoruba towns in Yoruba language (a major language spoken by the Yorubas in Southwestern Nigeria) in one of the radio station in Ibadan. Adolescents in Ibadan cannot be prevented from listening to the programme. Recourse to aggressive advertisement of products may be a strategy to counter the falling consumption among their older consumers (Obot and Ibanga, 2002).

A majority of the participants in this study were able to recall the details or elements of the advertisement associated with the most preferred alcoholic beverage brands. The listed cherished elements of alcohol advertisement included music and dancing, entertainment, use of



respected models, sports and various creative and educative programmes. The advertisement technique used by the alcohol industries seem to be evidenced-based and take into consideration the developmental psychology, needs and preferences of adolescents. The study has revealed the importance of advertisement in adolescents' choices of alcoholic beverages. For instance, the study showed that the three most preferred alcoholic beverages were also the ones perceived to be the most advertised. The beverages were *Guinness, Gulder and Star Lager beer*. This finding is in agreement with Obot's observation that lager beer is the most preferred alcoholic drink in Nigeria because it is the most advertised (Obot, 2006).

The adolescents in this study were able to recall alcohol advertisement preferred by them. A number of previous studies have established a correlation between recalls of alcohol advertisements and positive belief about alcohol use, onset of alcohol use as well as future intention to use (Grube and Wallack, 1994). Exposure to alcohol advertisement directly and positively predicts alcohol consumption for secondary school students (Connolly, Casswell, Zhang, & Silva, 1994; Casswell & Zhang, 1998; Collins, Schell, Ellickson and McCaffrey, 2003). The experiences from this study and those derived from the reviewed studies as well as observations by authorities in alcohol advertisement and use, call for a strong need to initiate actions aimed at regulating alcohol advertisement and formulating policies aimed at shielding the under aged persons from alcohol advertisement and consequent illicit alcohol use.

The frequency of seeing actors taking alcoholic beverages while watching films was documented in this study. Majority of the participants were of the view that they only saw actors taking alcoholic beverages while watching film occasionally. This result is consistent with the work of Casswell, (2004) in the United States of America. Casswell's work focused on videos in video cassette recorders (VCR) or films. It was noted that these media contain relatively low frequencies of alcohol use by actors or models. Therefore adolescents who spend time watching videos in a VCR may be at lower risk of starting to drink compared with those who watch television. However, a research on indigenous films in video tapes acted in English or "Yoruba" in Lagos area showed that alcohol was portrayed to be used in 41% of the video film examined. The communication effect of watching alcohol being used in all the media could be great on underaged adolescents. Given the potential role of alcohol advertisement in alcohol use among young people, this study investigated the influence of alcoholic beverage advertisements on adolescents' alcohol use behaviour and the elements of advertisement that contributed to this

One of the major findings was that majority of the participants were of the opinion that alcoholic beverage advertisement had ever influenced them to drink. A growing body of research indicates a positive association between alcohol advertisement and alcohol use among young people (Ellickson, Collins, Hanibarsoomians, and McCaffrey 2005; Synder, Millic, Slater, Sun, Suizhakova, 2006).

#### 5.07: Perceptions of participants about alcoholic drinks and alcoholic beverage advertisement

Participants' positive views or opinions about alcoholic beverages were examined. There were some indications that some respondents see several social benefits inherent in consuming alcohol. Over a third of the participants enumerated the perceived psycho-social benefits of alcohol use. The perceived benefits include that alcohol makes people bold enough to do or say certain things and that alcohol is good for celebrating success. These perceived benefit which reflects participants' beliefs and attitudes related to alcohol could be the product of combination of many factors including culture (ICAP, 2001; Odekina, 2007), the influence of alcohol advertisement (Grant, and Dawson, 1997; Martins and Synder et al, 2002; WHO, 2004) and perceived feelings of having come of age (Nander, 2003; Halpern-Felsher and Biehl, 2004). Some medical researchers and columnists have contributed towards the positive image of alcohol among consumers. Some of them for instance advocated that alcohol use in small quantities could contribute towards the promotion of the health of the heart (Wannamethee and Shaper, 1996; Doll, 1998; Oguntola, 2008). A good number of herbal medicine sellers in the study area mix their products with alcohol for the management of some ailments. Advertisers are not left out of the subtle marketing of the health related benefits of alcohol (Obot and Ibanga, 2002; Ajayi, 2003). Some participants in this study made reference to this in their justification of the health benefits of alcohol beverages.

Alcoholic beverages are perceived by some people to be part of the cultural heritage of their people (ICAP, 2001; Wills, 2006). In Nigeria, including the study area, it is not uncommon to see advertisements in which Schnap is used by elders for offering prayers in print and electronic media. Little wonder alcoholic beverages are perceived by participants to be socially acceptable for adults. This may have accounted for why some of them said that people could drink as they are getting older. Among some senior high school students, it was revealed that anyone who does not drink is taunted by peers as a misfit, social deviant and a small boy.



Alcohol use is perceived to be a normal regular habit and that all one needs to do is to “*drink responsibly*” as inscribed on some beer bottles such as *Star. Gulder*. The question is what constitutes responsible drinking?

The works of Jones and Gregory, (2007) and Adeyemo, (2007) have thrown some light on the perceived benefits of alcohol. They noted that there were no significant differences between the perceptions of those who were over and under the age of 18. The perceived social benefits related to alcohol included the following – drinking alcoholic beverages make people more sociable and outgoing; alcohol makes people have a great time; alcohol helps people to fit in; alcohol helps people to feel more confident; alcohol helps people feel less nervous; alcohol helps people to win over the opposite sex. The perceptions of alcohol among many participants in the study are similar to those documented by these researchers.

Participants were asked about the kind of messages they receive from alcohol advertisement in the mass media. Majority of them were of the opinion that the messages packaged attractively in the mass media were aimed at making them purchase alcohol or take to drinking. It is the view of majority of them that alcohol advertisement over the television, radio and posters can influence young people to take to drinking. The perception should be taken seriously in the design of educational programmes aimed at countering the misleading effects of alcoholic advertisement among underaged persons.

The television has been singled out as the most powerful channel for the advertisement of alcohol. The influential nature of the TV makes it so. Television is the most awesome means of communication devised by man (Hetherman, 2004). The technology combines both sound and visual effect which can easily motivate people including adolescents to adopt innovations including initiation of alcohol use, experimentation with alcoholic beverages or sustenance of alcohol use among those who have been experimenting with it. In view of the captivating, glamorising and potent behaviour modifying effects of television advertisements of alcohol, it is necessary to heed the advice that policies regulating alcohol advertisement in Nigeria need to be reviewed (Odejide, Omigbodun, Ajuwon, Mukanjuola, Borngboye and Oshiname, 2008). A more effective mechanism should be put in place to enforce alcohol media advertisement guidelines in Nigeria with special reference to the use of television and the radio.



### 5.08: Implication for health education and social policy

Health education is therefore any planned combination of learning experiences designed to predispose, enable, and reinforce voluntary behavior conducive to health in individuals, groups or communities (Green and Kreuter, 1991). Health education encourages behaviors that promotes health, prevents illness, cure disease and facilitates rehabilitation. The needs and interests of individuals, families, groups, organizations and communities are at the heart of health education programmes (WHO, 1988). Plianbangchang (2007) stated that a coordinated multi-sectoral approach is needed to address the complex issues of prevention of harm from alcohol use. The implications of the results of this study should therefore be discussed within the context of the definition, strategies and goals of health education.

Results of the study suggest that there is a need for adolescents' knowledge of alcohol as a drug to be broadened to include the fact that it is a psycho-active substance with far reaching health and social consequences especially on young people. Similarly, efforts need to be made to increase the knowledge of the students about the laws regulating alcohol advertisement and access of the under-aged to alcoholic beverages. The gaps in adolescents' knowledge related to alcohol creates opportunities for misconceptions relating to the consequences of alcohol use, the cultural uses of alcohol and perceived psycho-social benefits of alcohol use. The misconceptions are often compounded by misleading advertisement.

Training and peer education are some of the strategies that can be used to achieve this. Management of alcohol use and abuse in present-day Nigerian secondary schools demands a more modern and practical approach and the only practical long-range "cure" is prevention. Participatory drug education programmes which actively involve the school administrators, teachers, students and even the community members, are among such practical approaches. In order to contribute to instructional effectiveness of drug education programmes, educational administrators and teachers must be especially knowledgeable, exert leadership in this area and be able to recognize the symptoms of drug or alcohol use (Okorie, 2006). It is part of their responsibilities to initiate, implement and supervise school based drug education programmes and ensure that the programmes are in line with the psychology of learning and child development.

The teachers and parents should be trained with respect to the effect of alcoholic beverages on adolescents' alcohol use, laws regulating alcohol advertisement, access of the under-aged to alcoholic beverages and consequences of alcohol use. In the design of any training programme for teachers, efforts should be made to involve them in the spirit of community participation. The in-service training programs could be in form of seminars, conferences and similar continuing education programmes. The results of this study are useful in the design of curriculum of training programmes for teachers. It is necessary to re-appraise the teacher training school health curriculum component with a view to modifying it to enable teachers cope with the alcohol-related challenges involving adolescents which have been revealed in the study. Training has been proven to be effective as a health education strategy (Ekeh, Adeniyi, 1988; Oshinami and Brieger, 1992; Ajuwon, Oladapo, Sati and Oloide, 1996).

Peer education which is a veritable tool for modifying the behavior of adolescents has been used with respect to adolescents reproductive in several intervention programmes (Fawole, Asuzu, Oduntan and Brieger, 1999; Ajuwon, 2006a; Ajuwon, 2006b). Peer education can be used to upgrade students knowledge about the consequences of alcohol use, alcohol related laws with special respect to their rights and the dangers of adopting the values inherent in alcohol media advertisement. The results of this study will be useful in the design of drug education programme which use peer education approach.

The results of this study reveal the need to incorporate elements of drug education with special reference to alcohol in the co-curricula activities of primary and secondary schools. Co-curricula activities in schools are creative opportunities for upgrading adolescents' knowledge about the conflicting and misleading messages inherent in alcohol media advertisement and the regulations in place for regulating alcohol use of advertisement (Suleiman, 2003). Students should be encouraged to join the "anti-drug-use club" with the supervision of the school authorities.

Relevant statutory government agencies and Non Governmental Organizations such as NDLEA and NAFDAC's National Consumer Safety Club (NCSC) need to collaborate to initiate alcohol education programmes for in-school adolescents. A partnership of this nature is a veritable strategy for health promotion (Japhet and Hulme, 2004).

Evidence from this research abound that there is poor enforcement of the relevant laws against the access of underaged to alcohol, indiscriminate citing of beer parlours, the activity of



the mobile vendors and influence advertisement on alcohol use by the in-school adolescents. According to Wagenaar, Murray and Toomey (2000), potential benefits from drinking age laws are maximized if the laws are enforced through frequent and consistent checking by sales assistant, bar staff for age of customers, for both off and on-premise. The implications of this phenomenon is that the enforcement of alcohol regulatory guidelines cannot be effectively done without the involvement of community based organizations and opinion leaders. Community organization of development principles are needed for regulating alcohol availability in the residential areas. According to Plianbangchang (2007), unless the community owns the intervention, their sustainability is in doubt.

Advocacy is a health education strategy that can be used to motivate relevant agencies in enforcing the laws related to restriction of underaged persons' access to alcohol and against indiscriminate citing of beer parlours and activities of mobile vendors. Advocacy for the regulation availability of alcohol advertisement using existing laws and policies should be targeted at the following: The Police, Local Government Environmental Health Officers, APCON and NDLEA, the local legislative assembly, the national legislature and NAFDAC (Chapman, 2004).

The various stakeholders in alcohol advertisement control should be sensitized to collaborate with APCON by reporting unwholesome advertisement to APCON Registrar. Public health practitioners and personnel are expected to regularly appraise alcoholic beverage advertisements through research and report anyone that is conveying unwholesome information to the young ones to the Registrar of APCON as stipulated in the act establishing it (APCON, 2005). This is the practise in Britain and it has led to the sanctioning of the companies involved and review of the advertisement codes (IAS, 2008).

## 5.09: CONCLUSION

It can be deduced from the results that the participants are within the context of the Nigerian alcohol-related laws, underaged persons who should not be allowed to consume alcohol. This is derived from the fact that the socio-demographic profile of the participants reveals that a majority of them were aged less than 18 years. The preponderance of alcohol retail outlets has potential for motivating the adolescents to be involved in illicit alcohol use.

A critical analysis of the result of this research shows that there were yawning gaps in adolescents' knowledge relating to some of the consequences of alcohol use and the legal provision relating to alcohol use and advertisement. The participants' gaps in knowledge suggest that they might not perceive themselves to be at risk of the consequences of alcohol use. In addition, they may not be aware that their rights are being violated through their exposure to alcoholic beverages and alcoholic advertisements.

Several predisposing factors are obviously responsible for why a majority of the participants had ever used alcohol and why slightly above half of them are currently consuming alcohol at the time of the study. They may include, based on the nature of the results the following: the ubiquitous distribution of the alcohol retail outlets in residential areas, parents' involvement in alcohol use, advertisements of alcohol, the emerging trend involving sale of cheap and concealable spirits (a sachet costs only twenty five or thirty naira) of high alcohol concentration and uncontrolled alcohol advertisement. From all indications, alcohol use among the participants is a hidden culture which cuts across sexes, all age groups as well as class. The observed trend in which the prevalence of alcohol use increased as they transit to the higher classes (SSS1 – SSS3) indicates that the adolescents are not different from what had been observed elsewhere (Jemigan, 2001). The Focus Group Discussion results have shown that many participants perceived alcohol consumption as a symbol of adulthood or rite of passage into adulthood and independence. The reasons adduced by the adolescents for why some of their peers consume alcohol are a reflection of their values, most of which are characteristics of their developmental psychology.

The exposure of the underaged to alcoholic beverage advertisement especially TV and radio makes the alcoholic situation a double tragedy. The cumulative effects of their exposure to alcohol advertisement in the electronic media and their exposure to alcohol advertisement from various other sources in their residential areas, along their way to and from school, and in the vicinity of their schools have potential for creating a culture of alcohol abuse and dependence among them. Therefore, any intervention aimed to discourage the underaged in-school adolescents from consuming alcohol should take this situation into consideration with a proportionately greater attention paid to the television and the radio. Some of the print alcohol advertisement media were too close to school in contravention of the Special provisions on advertisement of alcoholic beverages of APCON (APCON, 2005). This development, in addition



to the indiscriminate location of alcoholic beverage retail outlets in residential areas indicates that the enforcement of alcohol-related laws and regulations with special reference to the study area is weak.

#### 5.10: Recommendations

The recommendations made based on the findings of this study are as follows:

1. In view of the fact that the underaged adolescents were found to be physically exposed to alcoholic beverages in a multiplicity of social settings, multiple educational intervention strategies are needed for protecting them from contact with alcoholic beverages or reducing their degree of exposure.
2. Alcohol servers in various alcohol retail outlets should be involved as collaborators in the prevention of alcohol abuse among underaged adolescents. They need training to enhance their capacity to be requesting adolescents to prove that they are not under aged persons, before selling alcoholic beverages to them as is effectively done in Britain.
3. A training programme for the underaged with the broad objectives of upgrading the under aged adolescents' knowledge and skills for preventing indulgence in alcohol use which relies on the results of this study as baseline is needed. It includes the following: critical thinking, value clarification, decision making, and effective communication and alcohol refusal skills. This could also be achieved through peer education and promotion of alcohol abuse prevention educational programme as co-curricular activities and the design and distribution of alcoholic beverage fact – sheets which are in line with the adolescents' chronological and intellectual maturity.
4. It is also necessary to formulate alcohol advertisement media-specific policies, enforce existing alcohol advertisement legal provisions and involve media organizations especially the radio, and television in protecting underaged adolescents from alcohol advertisements as part of their corporate social responsibilities.

#### 5.11 Suggestion for further research

A cross-sectional survey involving combined use of appropriate qualitative and quantitative research methodologies is needed to determine the prevalence of the emerging practice of using small and cheap packets of spirits with high alcohol concentration

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## Appendix I

### Restriction on advertising of alcoholic beverages advertisement in four media, by country

Country	National TV			National Radio			Print media			Billboards		
	BE	WE	SP	BE	WE	SP	BE	WE	SP	BE	WE	SP
Algeria	+	+	+	+	+	+	+	+	+	+	+	+
Benin	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
Egypt	+	+	+	+	+	+	NO	++	+	+	+	+
Ghana	++	++	++	++	++	++	++	++	++	++	++	++
Kenya	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
Nigeria	++ +	+++	++ +	++ +	++ +	++ +	NO	NO	NO	NO	NO	NO
S/Africa	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
Argentina	++ +	+++	++ +	++ +	++ +	++ +	++ +	++ +	++ +	++ +	++ +	++ +
Canada	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
U. S.	++	++	++	++	++	++	++	++	++	++ +	++ +	++ +
France	+	+	+	++ +	++ +	++ +	++ +	++ +	++ +	NO	NO	NO
U. K.	++	++	++	++	++	++	++	++	++	++	++	++
India	+	+	+	+	+	+	+	+	+	+	+	+
Malta	++	++	++	++	++	++	++	++	++	++	++	++

Source: WHO (Global status report: Alcohol policy), 2004

#### Key

§ Ban - +

§ Voluntary Restriction - ++

## Appendix II

### Restrictions on sponsorships, health warnings, enforcement of advertising and sponsorship by country

Country	Sports Events			Youth Events			Health warning on advertisement	Enforcement of advertising & sponsorship restrictions
	Beer	Wine			Wine	Spirit		
Algeria	+	+	+	+	+	+		Fully
Benin	NO	NO	NO	NO	NO	NO	Yes	N.A.
Ghana	++	++	++	++	++	++	NO	N.A.
Nigeria	NO	NO	NO	NO	NO	NO	NO	+++
U.S.	NO	NO	NO	++	++	++	NO	RARELY
U.K.	NO	NO	NO	++	++	++	NO	N.A.
India	+	+	+	+	+	+	YES	+++

#### KEY

¶ Ban - +      ¶ Voluntary Restriction - ++

¶ Partial Restriction - +++

¶ NO - No Restriction (Not even Voluntary agreement)



## Appendix III

### Restrictions on alcohol consumption in various environments by country

Country	HC Estab.	EDUC Buildings	GOVT Offices	Public Transpor t	Parks, Streets	Sporting Events	Leisure Events	Work- Places
Nigeria	+++	+++	+++	NO	NO	+	NO	+
Benin	+	+	+	+	NO	+	NO	+
Egypt	+	+	+	+	+	+	+	+
Ghana	+++	+++	+++	++	++	+++	+++	+++
SAfrica	NO	NO	NO	NO	++	NO	NO	++
U.S.A.	++	+++	++	+++	+++	++	+++	+++
France	+++	+++	+++	+++	NO	++	++	+++
U.K.	++	++	++	+++	++	+++	++	+++

Source - WHO Global status report: alcohol policy, 2004

#### KEY

† Ban - †

† NO - No Restriction (Not even Voluntary agreement) Voluntary Restriction - ++

† Partial Restriction - +++

† HC Estab - Healthcare Establishment.

† EDUC Buildings - Educational buildings

## Appendix IV

### Policies on alcohol advertising restrictions in some countries

Country	Self Regulation	Statutory legislations	Combination	Banned	Some controls	No control
Benin						X
Ghana	X					
Egypt				X		
Israel						X
Kenya	X					
Nigeria			B			
S/Africa	X					
France						
Britain	X					
USA			B			

Source: International Centre for Alcohol Policies, 2001

#### Key

- X - The heading in the column (such as Self Regulation, Statutory Regulation, Banned etc) is the policy thrust for regulating alcohol advertisement that applies to the country.
- B - Both Self Regulation and Statutory Legislation is used in regulating alcohol advertisement.
- - Blank box means the heading in the column does not apply for regulating exposure to alcohol.



## Appendix V

### Knowledge scale

Question	Variable tested	Score assigned
5	Awareness and knowledge about laws regulating alcohol advertisement	7
6	Awareness that any alcoholic beverage is a drug	1
7	Awareness of that any alcoholic beverage can cause some health problem	1
9	Participants' knowledge of the health effects of use of alcoholic beverages	7
	Maximum score obtainable	16

**APPENDIX VI**  
**QUESTIONNAIRE**  
**RESEARCH PROPOSAL TO EXAMINE PERCEIVED INFLUENCE OF MASS**  
**MEDIA ADVERTISEMENT ON ALCOHOL USE AMONG IN-SCHOOL**  
**ADOLESCENT**

Good day my dear students. I hope you are fine? My name is Durodola Ayodele from the Department of Health Promotion and Education, Faculty of Public Health, College of Medicine, University of Ibadan.

I am carrying out a study on alcohol advertisement and alcohol use among secondary school students in Ibadan North L.G.A.

The information obtained from students from students like you will be useful in future for organizing useful educational programmes for in-school young people.

It is not compulsory to take part in this study. One can decide not to be involved. If one wishes, one can also withdraw at anytime. If you decide to participate, we will like to inform you that, whatever you tell us will be kept secret. It will not be revealed to your teachers, parents, friends or the school authorities.

Thank you

I understand all that has been explained above and I am willing to participate in this study.

(a) \_\_\_\_\_  
Sign

OR

(b) \_\_\_\_\_  
Thumb print

(c) not want to sign or thumbprint but want to participate in the study. Please tick ( ☒ ) the space provided (    )

Kindly state the reason for not willing to sign or thumbprint before participating.

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**NOTE: DO NOT WRITE YOUR NAME**  
**OR**  
**THE NAME OF YOUR SCHOOL**  
**ON THIS QUESTIONNAIRE**

**(A) SOCIAL DEMOGRAPHIC CHARACTERISTICS.**



Please tick (✓) the boxes or write in the spaces provided.

(1) Age: (in years) .....

(2) Sex: Male ( ) Female ( )

3) Which class are you? Go through the table below and tick (✓) your own.

Class	Tick ✓ your own class
J. S. S. I	
J. S. S. II	
J. S. S. III	
S. S. S. I	
S. S. S. II	
S. S. S. III	

(4) Which is your religion? Go through the table below and tick (✓) your own.

Religion	Tick ✓ your own religion.
Christianity	
Islam	
Traditional	
Others, specify in writing	

## (B) AWARENESS AND KNOWLEDGE ABOUT ALCOHOLIC DRINKS.

(5) The table below contains a list of statements about alcohol drinks. For each statement, tick (✓) whether you have heard about it or you have NEVER.

	Statements related to alcoholic drinks	I have heard about it.	I have never heard about it
A	It is against the law or Oyo State policy, to put billboards posters etc which contain messages that promote the drinking of alcoholic drink either in or near schools.		
B	It is against the law or Oyo State to put billboards, posters etc which contain messages which promotes the drinking of alcoholic drinks either in or near churches or mosques.		
C	It is against the law or Oyo State Policy, to put billboards, posters etc which contains messages		

	which promotes the drinking of alcoholic drinks either near or in motor parks.		
D	It is against the law or Oyo State Policy, to put billboards, posters etc which contains messages which promotes the drinking of alcoholic drinks either near or in sports centers, sport grounds, or stadium.		
E	It is against the law to air messages which promote the drinking of alcoholics on radio before 6.00 P.M. any day.		
F	It is the law for any one to sell alcoholic drinks to children who are below 18 years of age.		
G	It is against the law for parents to send their children to go and buy alcoholic drinks for them		

(6) Any alcoholic drink is a "drug".

(a) Yes ( )

(b) No ( )

(7) Have you ever heard that any alcoholic drink can be dangerous to health?

(a) Yes ( )

(b) No ( )

(8) If Yes to question 7, who told you (state here).....

(9) Where did you hear about it, (state here) .....

(10) The table below contains a list of statements about alcoholic beverages such as beer, (e.g Gulder, Star, Guinness, Harp), wine, (e.g Palm Wine, Bacchus, Yago, Otiika) and spirit (e.g. Ogogoro, Schnapps, Whisky, Brandy, Chelsea, Squadron).

Go through each statement carefully and tick (✓) to indicate whether it is True or False. If you are not sure, tick (✓) don't know.

	Statements about alcohol	True	False	Don't know
A	It is not possible for alcohol use to lead to the damage of one's liver.			
B	It is not possible for alcohol use to worsen the health of someone with hypertension, because alcohol and hypertension are not related.			
C	Alcohol use can cause cancer of the esophagus or throat.			
D	Alcohol use can cause Diabetic Mellitus.			
E	Alcohol use promotes the health of people who			



	are diabetic.			
F	Alcohol use makes one to get "hooked" on to it so that without it one will not be able to function normally.			
G	Alcohol use overtime can make people not to remember things easily.			
H	Alcohol use cannot affect students' performance at school in any way.			

### (C) PATTERN OF ALCOHOL USE

(11) Have you ever taken any alcoholic drink?

(a) Yes ( ) (b) No ( )

(12) If YES, How old were you when you first had an alcoholic drink?

(a) \_\_\_\_\_ years old (b) Forgotten how old I was ( )

(13) Do you still take alcoholic drinks?

(a) Yes ( ) (b) No ( )

(14) If Yes, how often do you drink?

(a) Never ( ) (b) occasionally/sometimes/once a week ( )

(c) Always/regularly ( ) (d) every weekend ( )

(e) Every day ( )

(15) Do you have friends who drink?

(a) Yes ( ) (b) No ( )

(16) Do any of your parents drink?

(a) Yes ( ) (b) No ( )

### (D) EXPOSURE TO ALCOHOLIC DRINKS.

(17) The table below contains a list of places. For each of the places tick (✓) "YES" if beer, wine, spirit, is sold in the area where you live in Ibadan OR "NO" if it is not in the area where you live.

	Place	Yes	No
a	Beer pallor/bar		
b	Restaurant/Canteen/Bukka where beer, wine, gin, or palm wine are sold		
c	A hotel /motel where beer, gin ,wine etc are sold		
d	Pepper soup joint		

	are diabetic.			
F	Alcohol use makes one to get "hooked" on to it so that without it one will not be able to function normally.			
G	Alcohol use overtime can make people not to remember things easily.			
H	Alcohol use cannot affect students' performance at school in any way.			

### (C) PATTERN OF ALCOHOL USE

(11) Have you ever taken any alcoholic drink?

(a) Yes ( ) (b) No ( )

(12) If YES, How old were you when you first had an alcoholic drink?

(a) \_\_\_\_\_ years old (b) Forgotten how old I was ( )

(13) Do you still take alcoholic drinks?

(a) Yes ( ) (b) No ( )

(14) If Yes, how often do you drink?

(a) Never ( ) (b) occasionally/sometimes/once a week ( )

(c) Always/regularly ( ) (d) every weekend ( )

(e) Every day ( )

(15) Do you have friends who drink?

(a) Yes ( ) (b) No ( )

(16) Do any of your parents drink?

(a) Yes ( ) (b) No ( )

### (D) EXPOSURE TO ALCOHOLIC DRINKS.

(17) The table below contains a list of places. For each of the places tick (✓) "YES" if beer, wine, spirit, is sold in the area where you live in Ibadan OR "NO" if it is not in the area where you live.

	Place	Yes	No
a	Beer pallor/bar		
b	Restaurant/Conteen/Bukka where beer, wine, gin, or palm wine are sold		
c	A hotel /motel where beer, gin ,wine etc are sold		
d	Pepper soup joint		



- (18) The table below contains a list of places where alcoholic beverages could be obtained. For each of the places, Tick (✓) "Yes" if it is found near your school or "No" if it is not found near your school.

	Place	Yes	No
a	Beer Palour/bar		
b	Pepper Soup joint		
c	Restaurant/Canteen/Bukka where beer, gin, wine, palm wine etc are sold		
d	A hotel/motel where beer, gin, wine, etc are sold.		

### (E) EXPOSURE TO ALCOHOL ADVERTISEMENT.

Tick (✓) the appropriate options.

- (19). Which of the following things do you have or use in your house?

- |               |     |                           |     |
|---------------|-----|---------------------------|-----|
| (a) Radio     | ( ) | (b) Newspaper             | ( ) |
| (b) Magazines | ( ) | (c) Television            | ( ) |
| (d) VCD       | ( ) | (e) Video Recorder/Player | ( ) |

- (20). How often do you use or read the following?

	Media	Regularly	Once a while or Occasionally or Sometimes	Never
a	Radio			
b	Television			
c	Newspaper			
d	Magazine			
e	VCD			
f	Video player/Recorder			

- (21) Which of the following things can one see or are available in the area where you live?

	Things in the area where you live	Yes	No
a	A bill board which promotes an alcoholic drink e.g Star, Gulder, Schnapps, and wines.		
b	Posters which promote an alcoholic drink e.g. Guinness, Emu, Schnapps, and wine.		
c	A banner which promotes an alcoholic drink.		
d	A promotional banner of event such as sports, music jam etc with alcoholic drink advertisement on it.		

(22) From which of the following media or activities have you ever heard about an alcoholic drinks advert or use such as beers (Star, Gulder, Gordon Spark, Stout) Spirit (Schnapps, Whisky, Brandy, Squadron) and wine (Palm Wine, Bacchus, Yago, ).

	Media or sources	Yes	No
a	Newspaper which contain a page or pages where alcoholic drinks is ( or are) advertised		
b	A magazine which contain a page where alcoholic drinks is (or are) advertised.		
c	A radio commercial which promote or advertises an alcoholic beverage.		
d	A television commercial which promotes or advertises an alcoholic beverage		
e	A play on T.V. where some of the actors are drinking beer o gin or wine.		
f	A video film, VCD or movie where some of the actors is (or are) drinking beer, gin or wine.		
g	A football match relayed on TV in which there are alcoholic logo displacements as sponsors.		
h	Internet		
i	Address e,g .shirt .singlet jersey, cap e.t.c. which contain the picture or drawing of an alcoholic drink.		
j	Key holders with a label which contain information about one alcoholic label or the other.		
k	A cup which contain information or picture about an alcoholic drink.		
l	A cup or glass covers which contain information or picture of an alcoholic drink.		

(23) Have you ever heard about or watched any advertisement of an alcoholic beverage such as beers (Star, Gulder, Gordon Spark, Stout) Spirit (Schnapps, Whisky, Brandy, Squadron) and wine (Palm Wine, Bacchus, Yago, ) etc from the sources contained in the table below.

	Media or Sources	Tick (✓)	
		Yes	No
a	Newspaper		
b	Magazine		
c	Posters		
d	Bill board		
e	Radio		
f	A television commercial which promotes or advertises		



	an alcoholic beverage		
G	T.V movie in. which some actors are drinking.		
h	A football match relayed on TV in which there are alcoholic logo displacements as sponsors.		
i	Internet		

(24) From which of the media or sources in the table below have you heard, watched or read an alcohol advertisement in the last in the last 3 months.

	Media or Sources	Tick (✓)	
		Yes	No
a	Newspaper		
b	Magazine		
c	Posters		
d	Bill board		
e	Radio		
f	A television commercial which promotes or advertises an alcoholic beverage		
g	T.V movie in. which some actors are drinking.		
h	A football match relayed on TV in which there are alcoholic logo displacements as sponsors.		
i	Internet		

(25) How often in the last 4 weeks have you heard, seen, or watched alcohol advertisement in the media or sources contained in the table below.

Note: For each sources or media, tick (✓) whether it is Every time, Many time, A few times or None/Never.

	Media or sources that advertised alcohol in which I saw, watched, or read in the last 4 weeks.	Tick (✓)			
		Every time.	Many times	A few times.	None or Never
a	Newspaper				
b	Magazine.				
c	Posters.				
d	Bill board				
e	Radio				
f	A television commercial which promotes or advertises an alcoholic beverage				

g	T.V movie in. which some actors are drinking.				
h	A football match relayed on TV in which there are alcoholic logo displacements as sponsors.				
i	Internet				

(26) Tell me about the advertisement of a brand of alcohol that you like most \_\_\_\_\_

(27) Why do you like it most \_\_\_\_\_

(28) How often do you watch actors drinking in a film?

- (a) Occasionally/Sometimes ( ) (b) Always ( )  
(c) Rarely ( ) (d) Never ( )

(29) Which advertisement about the following alcoholic drinks have you ever seen, read or watched .Use the table below.

	Alcoholic drinks	Ever heard, seen or read advert about it. Tick (✓)	
		Yes	No
a	Guinness		
b	Guilder		
c	Star		
d	Gordon Spark		
e	Palm Wine		
f	Bacchus		
g	Yago		
h	Otiika		
i	Whisky		
j	Schnapps		
k	Brandy		
l	Ogogoro		
m	Squadron		

(30) Have you ever been attracted to drinking as a result of the advertisement of any alcoholic drink?



(a) Yes ( ) (b) No ( )

(31) If Yes to question, which of the following contains the advertisement or relayed the advert print about alcohol that has ever made you to drink?

	Media adverts that contain adverts that has ever made you to drink	Tick (✓)	
		Yes	No
a	Newspaper		
b	Magazine		
c	Posters		
d	Bill boards		
e	Radio		
g	Television		
h	Musical shows TV sponsored by alcoholic manufacturing company such as Prime time jam.		
i	Alcoholic product promotional sponsored parties.		
j	Internet		
k	Promotion of football match sponsored by an alcoholic company with their logo.		

(32) Which of the following promotes your intention to drink most?

- (a) Advertisement on T V ( ) (b) Advertisement on Radio ( )  
(c) Alcohol use in movies ( ) (d) Alcohol use in videos ( )  
(e) Alcohol use by friends ( ) (f) Alcohol use at Parties ( )

(33) What kind of message or meaning or meaning do you usually get in an alcohol beverage advertisement?

	Message	Tick (✓)	
		Yes	No
A	Drinking alcohol is a sign of success.		
B	Drinking of alcohol is a sign of good living		
C	Alcohol is good for every one.		
D	Alcohol promotes friendship.		
E	Alcohol promotes happiness.		
F	Alcohol is acceptable in our culture.		
G	Alcohol is not bad after all.		
H	Alcohol makes one mature fast		
I	Alcohol is for relaxation.		

# **(F) PERCEPTIONS OF ALCOHOL DRINKS AND ALCOHOL ADVERTISING.**

People have different opinions or views about alcoholic drinks. For each of the opinions or views in the table below which some people have about alcohol drinks, tick (✓)

	Opinion or view about alcoholic drinks	Tick (✓)		
		Agree with it.	Disagree with it.	Not sure.
A	Alcohol is fun, it makes people feel good or happy			
B	Alcohol drinks make people bold enough to do certain things.			
C	Alcohol drinks helps one to have some confidence to do or say certain things in the public.			
D	Alcohol is good for celebrating success.			
E	Alcohol drinks are necessary after a day's hard work			
F	Alcohol drinks help to strengthen.....			
G	Any man who does not drink is no man.			
H	Any man who does not drink should be feared			
I	Alcohol drinks make people to drive well.			



## APPENDIX VII

### THE FOCUS GROUP DISCUSSION (FGD) GUIDE

#### SECONDARY SCHOOL STUDENTS ADOLESCENTS' KNOWLEDGE, PERCEPTIONS AND EXPOSURE TO ALCOHOL ADVERTISEMENT IN THE MASS-MEDIA IN IBADAN NORTH LOCAL GOVERNMENT OF OYO STATE

##### INTRODUCTION

- Good day. My name is Durodola Ayodele. I am a student in the department of Health Promotion and Education, Faculty of Public Health, University of Ibadan.
- I am carrying out a study on "Alcohol advertisement and alcohol use among secondary schools students" within Ibadan metropolis. My colleagues are .....
- We are happy to have you participate in this discussion.
- We will like to inform you that, in this discussion, we are not interested in what is right or wrong. Rather, we are interested in your personal opinion about the issues to be discussed.
- Please feel free to express your opinion about any issue that will be tabled for discussion.
- Your comments either in support or against what someone has said will be highly appreciated.
- The information obtained from students like you will be useful in future for organizing useful educational programmes for in-school young people.
- We will keep all that you say here in secret; your parents, teachers and school authority will not be informed at all.
- Participation in this discussion is voluntary and one can decide to withdraw at anytime without any punishment.
- However, we appeal to you to allow us use a tape recorder so that we will not forget all the important things you will tell us. Please, do not mention your names as the discussion progresses so that it would not be recorded by the tape recorder.





		<p>spreading messages about alcohol?</p> <ul style="list-style-type: none"> <li>• What are other materials used to spread messages about alcoholic drinks?</li> </ul>
5.	What makes some young people like you take to drinking of alcohol?	<ul style="list-style-type: none"> <li>• Do parents, friends, and alcohol advertisement and any other also influence students like you to drink.</li> <li>• Which ones influences most and least among these?</li> <li>• For those who do not drink, what are those factors that can make you to start drinking e.g. friends, advertisement of alcohol, parents and any other?</li> <li>• Which of these ones influences most and least?</li> <li>• What do they benefit or like about drinking alcohol?</li> <li>• What prompt or make them feel like drinking?</li> </ul>
6.	What are the different messages which young people like you often hear or get about alcohol drinks from the way they are advertised?	<ul style="list-style-type: none"> <li>• What do they say about alcohol?</li> <li>• What do you think they are saying about alcohol from their presentations i.e. music, actors, organization e.g.</li> </ul>
7.	What is your opinion about the messages you hear about alcoholic drinks in various advertisements?	<ul style="list-style-type: none"> <li>• How correct is what manufacturers or sellers say about alcohol? E.g. actions, happiness, love of</li> </ul>

	Do you think this messages in anyway encourages young people like you to drink?	<p>beer, spark up your life, brightness of star.</p> <ul style="list-style-type: none"> <li>• Would you say what they said about alcohol is misleading? If so, how?</li> </ul>
8.	How common is it for one to hear or see messages about alcohol from the following sources: Radio? Television? Newspapers? Magazines? Face caps or clothes? Let us ask each one by one in detail.	<ul style="list-style-type: none"> <li>• Which of the sources or media are most commonly used?</li> </ul>
9.	What are the effects of alcohol advertising on students like you?	<ul style="list-style-type: none"> <li>• Effects on use. (promote/discourage)</li> <li>• Effects on type use? Whether wine, beer, or "hot"</li> <li>• Effects on number of times alcohol is taken?</li> <li>• Type or occasions which require someone to drink</li> </ul>
10.	What is your opinion about the advertisement of alcohol generally?	

Thank you for your cooperation

Once again, thank you for agreeing to participate in this discussion.



## Appendix VIII

### Zones and wards in IBNLGA

Zones	Ward No.	Wards
Innecore	1	Beere Kenike, Agbadagbudu, Oke Arc, Odo Oye
	2	Ode Oolo, Inalende, Oniyenrin, Oke Oloro
	3	Adeoyo, Yemetu, Oke Arcmo, Isale Alfa
	4	Itutaba, Idi Omo, Oje-Igosun, Kube, Oke Apon, Abenla, Miwo/Total Garden and NTA Area
Transitional	6	Sabo Area
	7	Oke Itunu, Cocacola and Oremoji Areas
	8	Sango, Ijokodo
	12	Agbowo, Bodija Market, Oju Irin, Barika, iso Potako, Logos badan Express
Peripheral	5	Bashorun, Oluwo, Ashi, Akingbola, Ikolaba and Gate
	9	Mokola, Ago Tapa and Premier hotel Areas
	10	Bodija, Secretariat, Awolowo, Obasa, Sanusi
	11	Samonda, Polytechnic, University of Ibadan

## Appendix IX

### Population of students in IBNLGA public schools by gender

Class	J.S.S. Population by Sex		S.S.S. Population by Sex.	
	BOYS	GIRLS	BOYS	GIRLS
I	4454	4399	3834	3899
II	4331	4348	3830	4295
III	3410	3706	2999	3130
Total	12195	12453	10663	11324
Total	24,648		21987	
Total (Boys)	22,858			
Total (Girls)	23,777			
Overall Total	46,635			



## Appendix X

### Stratification and distribution of the public schools

Type Of School	Inner core Area	Peripheral Area	Transitional Area
J. S. S.	2	32	10
S. S. S		13	7

Appendix XI

Selected schools for the study

School	Peripheral	Transitional
J.S.S.	1. Chesire High School	4.Oba Akinbiyi II High School I Oremeji
	2. Ikolaba High School I	
	3. Poly High School I	
S.S.S.	1. Chesire High School	4.Oba Akinbiyi II High School I Oremeji
	2. Ikolaba High School I	
	3. Poly High School I	



## Appendix XII

### The distribution of the FGD sessions

characteristics of the schools	Location of school							
	Peripheral		Peripheral		Peripheral		Transitional	
Name of School	Ikolaba High School		Polytechnic High School		Cheshire High School		Oba Akinbiyi II High School I	
Sex	Male	Female	Male	Female	Male	Female	Male	Female
J. S. S.		√	√			√	√	
S. S. S.	√			√	√			√

#### Key

√ - FGD Group

TELEGRAMS.....

TELEPHONE.....



# MINISTRY OF HEALTH

DEPARTMENT OF PLANNING, RESEARCH &amp; STATISTICS DIVISION

PRIVATE MAIL BAG NO. 5027, OYO STATE OF NIGERIA

Your Ref. No. ....

All communications should be addressed to

the Honorable Health Commissioner

Our Ref. No: AD 13/479/72

Date 6th July, 2009

The Principal Investigator  
 Department of Health promotion and education  
 Faculty of Public Health College of Medicine  
 University of Ibadan

Attention: Durodola Ayodele

## Ethical Approval for the Implementation of Your Research Proposal in Oyo State

This acknowledges the receipt of the corrected version of your Research Proposal titled, *Research proposal to document secondary school students adolescents knowledge, perceptions and exposure to alcohol advertisement in the mass media in Ibadan North Local Government of Oyo State*.

The Committee has noted your compliance with all the ethical concerns raised in the initial review of the proposal. In the light of this, I am pleased to convey, to you, the approval of the committee for the implementation of the Research Proposal in Oyo State, Nigeria.

Please, note that the committee will monitor, closely, and follow up the implementation of the research study. However, the Ministry of Health would like to have a copy of the results and conclusions of the findings as this will help in policy making in the health sector.

Wishing you all the best

Mrs V.A. Adepoju

Director, Planning, Research & Statistics  
 Secretary, Oyo State, Research Ethical Review