

CHAPTER – I

INTRODUCTION

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CHAPTER – I

EFFICACY OF PSYCHOSOCIAL EDUCATION IN ALCOHOL RELATED PROBLEMS AMONG COLLEGE STUDENTS

1.1. INTRODUCTION

The common belief is that Alcohol means celebration

Celebration without alcohol is unthinkable in today's youth life. **Alcohol consumption among college students is increasing at an alarming rate.** The most prone ones to alcohol are the college students. In spite of knowing the side effects and addiction to alcohol, it is one thing that they are easily pulled into by peer groups. There is a list of problems identifies with alcoholism like, poor attendance and academic performance, involvement in unwanted sex, accidents and suicides. Its severe health hazards and psychosocial problems are what the students are unaware of.

Several surveys have been conducted in this field to find out the causes behind the alcohol consumption among college students. It is seen that youngsters aged 18 to 24 lists the highest alcohol users among all age groups fall prey to alcohol related problems. If we read **Wechsler et al.'s 2002¹** article we can find that about forty percent students were risk drinkers which means more than 5 drink for male students and more than 4 drink for female students in one sitting. They drank often, (one time within two weeks) prior to survey.

Years of experience in counseling has made the researcher realize that people are open to making changes in their drinking pattern. So why not help them?

Counseling plays an important role in making a drastic change in the life of the drunkards or even addicts.

Recent Indian surveys revealed that a steep increase in alcohol consumption in India. Adolescence and women are more in number; diseases are on an increase, drinking becomes a serious issue to deal with. If we look at the **fact sheet of 2008²**.prepared by Alcohol related harm

in India, It explains that around 63 million people use alcohol in India and the per capita income increased by 107% in fifteen years time in alcohol drinking.

It also showed a sharp increase of sale at the rate of 8% per year. Every year around 270.000 people dies and many of the family issues are related to alcohol use among family members.

1.2 STATEMENT OF THE PROBLEM

The statement of the Problem is



entitled as

”EFFICACY OF PSYCHOSOCIAL EDUCATION IN ALCOHOL RELATED PROBLEMS AMONG COLLEGE STUDENTS”.

This study is the outcome of an urgent need to extend help to college students in India, especially of the cosmopolitan city colleges. The cosmopolitan life of the city has created a false mask to our youth particularly the college goers, who think that consumption of alcohol in social gatherings shows a modernized and rich life style.

A study by **Ingvar Midthun 2006**³ showed 20% of students from professional colleges meet with accidents due to alcohol drinking. In developed countries a lot of research is being done in this particular area. Many of these studies have yielded good results of brief interventions in controlling alcohol intake among college students. This research study is aimed at students associated with drinking and this leads to failure in exams, fights among students, accidents, sexual assault, and violence. Students are unaware of the harmful side of drinking and they just habituated to drink as they like.

An appropriate psychosocial education was designed to sensitize students, more alcohol drinking can cause severe setbacks in life. So they will be careful about their drinking. The approach is empathetic and it is not confrontational or judgmental, making it most appropriate to suit the college students.

This work provides the student community that alcohol misuse is harmful and avoids such situations, which leads them to problematic drinking and equips them to control drinking for their social, mental and physical well being. The psycho sociological approach aims at sensitizing the students in an empathetic manner on the ill effects of alcohol. The drinking of alcohol has an impact on their social, mental and physical well being.

. The style adopted is conciliatory and assuaging, thereby assuring them health, security, safety and happiness in their lives.



The unacceptable habit of drinking puts the students at risk of many serious problems. Years of heavy drinking mostly leads to cirrhosis and cancer. Alcoholism leads to tolerance, withdrawal etc. **Excessive drinking harms and ruins the lives of students.** The student risks his life by excessive drinking habits. It starts from rash driving leading to accidents and deaths; unprotected and unwanted sex in an intoxicated state, addiction and its physical discomforts pushes one to even suicide.

Alcohol use disorders among college students call for serious study. This would pave way for diagnosis of alcohol dependence and alcohol abuse.

College students harm others by their drinking habits. The present scenario and latest findings are a matter of great concern and serious study. Students assault other members of their peer group leading to clashes and violence. Many casualties recorded in college campuses across the country have been due to group clashes and violence under the influence of alcohol. The other problems include non- attendance in classes, malingering, indolent temperament, failure in exams, low grades, under performance.

Drinking and driving by the people are a threat to public life Very often there are detained by police or campus security. They are arrested for violation of rules, assaults, violence and offensive behavior. (**College drinking prevention strategies 2002**).⁴

The purpose of Psycho -social education for college students intends to create awareness about alcohol related problems and preventive methods .This attempt will facilitate college students quit undesirable drinking habits. Most of the students and others are unaware about the amount of alcohol they should take in one time and how often they can take.

The common belief is that drinking once in a while or drinking in moderation is not going to encumber their life and health. People have a belief that moderate drinking can offer a healthy and happy life for normal people. But it depends on how much and how often people drink. Many think that they can control their drinking habit. Unfortunately this remains a dream and they turn alcohol addicts. That is the irony of alcohol drinking.

As the younger generation is in the high risk group of drinking habit it is imminent to create awareness on alcohol related problems and find preventive methods, which can be achieved through Psycho-Social education. The idea that alcohol drinking in moderation is good need to be shattered as it is in no way a health drink.



The psychosocial education discusses all the issues related to alcoholism, so that students become conscious about their drinking habits and will enable students adopt a healthy life style. It will act as a well informed consciousness that would check their heavy drinking and alert them to understand that it is specially prepared for their **health and happy future**. This will help them to remain wakeful and alert to the dangers of drinking.

The researcher feels that advice is of no use, instead guidance can do a lot of good. If we advise them not to drink, then they may have the curiosity to try at least once. Some even presume that drink gives them pleasure and trying once may often lead to more and more drinking. The work experience in this field has encouraged the researcher to do some basic and simple form of education about alcohol and its effects.

She feels that it may help the students to choose, whether to drink moderately or why to drink and get into trouble. People usually enjoy drinking, especially college students. Like the internet that will reign, drinking for fun as part of college life is here to stay. The student's ignorance to the drinking related problems like social, psychological and economic are all a reason to form the habit. All which started as a curiosity before becomes a habit can only be stopped with the right value, guidance and awareness at the right time.

The Scope of the Problem

The researcher having reviewed more than one hundred research work on this issue found that the college students are still victims of this problem. The researcher with her genuine effort as a trained counselor has addressed this problem and found the result to be positive. Like any other problem, this thorny problem also needs to be addressed seriously. This kind of study is possible in every college and universities by student counselors. Student counselors are professionally trained to handle the existing situation and a great level of alcohol misuse can be prevented in Indian colleges.

“EFFICACY OF PSYCHOSOCIAL EDUCATION IN ALCOHOL RELATED PROBLEMS AMONG COLLEGE STUDENTS”.

1.3 DEFINITIONS OF THE KEY WORDS

As this study concentrates only on efficacy of psychosocial education to under graduates students, the researcher is putting down basic information about alcohol and the related problems to create awareness.

ALCOHOL

- Distilled Spirits (whisky, brandy, rum) - 45.55%
- Arrack - 35-75%
- Wine - 10-12%

Alcohol has different names like ethyl alcohol or grain alcohol or ethanol. It is a flammable liquid (C_2H_5OH), produced by yeast fermentation of carbohydrates, mainly used as a solvent in beverages and medicines.



The calories in alcohol are said to be “empty”, because alcohol contains no nutrients such as vitamins and minerals

Alcohol is absorbed in to the



blood

stream. It is a myth that taking bath or drinking coffee can remove the effect of alcohol. People just drink alcohol, they never think about the harmful effects. Even one drink of alcohol takes almost an hour for the liver to breaks it down. Most of the drinkers develop dependence on alcohol. Alcoholism can be treated and completely curable, if recognized earlier.

PSYCHOSOCIAL EDUCATION

Psychosocial education disseminates information and creates alcohol awareness program. Psychosocial education is designed to assess the level of alcohol use, and how drinking may be affecting life (including health, relationships, work, and finances). This Psychosocial education is designed as an individualized program to help people set realistic goals in reducing alcohol related harm and also to prevent them from alcohol misuse. Psychosocial education is non-judgmental and here it is an individualized program, because the reason for drinking differs from person to person. One or two sessions about alcohol harm helps the students to change their attitude towards drinking. Mostly the students are not aware of the dangers of alcohol misuse. This education can help modify drinking behavior and reduce the potential for harm.

Any festival or social gatherings alcohol serving is common. Whatever the reason “drink safe” is the objective of this psychosocial education. Education concentrates on changing behaviours and transforming them into good health.

COLLEGE STUDENTS

The age and the environmental factors put the college students at risk. College students are the most vulnerable group involved in alcohol misuse. They are unaware of the facts that alcohol intake in most of the time goes out of control that may leads to accidents, abuse, insults etc. The young people like to engage in high risk behaviours and these behaviours most often leads to problems. Researchers found that some families have a history of drinking can leads to harmful drinking behaviours of young people. The college students are the most vulnerable group who's alcohol intake most of the time goes out of control leading to accidents, abuse, insults etc. **(Haber Paul et al 2009)⁵**

1.4 IMPORTNACE OF ALCOHOL KNOWLEDGE FOR STUDENTS

If students are monitored and informed to track their drinking levels that to not exceed from the standard drinking levels, then it may be possible that no harm occurs from alcohol use.

The **NHS** (National health services- a publicly funded health care system in UK)

Explained about safe drinking and the amount of drinking differ for men and women. Alcohol measured in units and it is clearly given how much alcohol contained in a drink. Men who drink 3 or 4 units and women who drink 1 or 2 units per day may face low risk and more this units always dangerous to health and other social issues.

A standard drink in United States is around 14 grams of pure alcohol; it is found in beer, wine, distilled spirit etc. but the percentage is different in each one.(College drinking, NIH 2012).⁶

Many researchers are convinced with the concept of Moderately Drinking

Researchers' opinion is that moderate drinking is not harmful for normal people.

As per health guide lines two drinks (one drink contains 14 grams of pure alcohol) for men and one drink for women in a day is recommended. But it is difficult to define a drink because alcohol content in beverages is not similar. Still moderate drinking is considered to be beneficial to health especially wine. Again pregnant women, children, adolescents, drivers, people working with machinery , people who cannot control drinking, people who take medicines, and people who are undergoing treatment for alcoholism recovery are not suppose to drink. Regular drinkers who exceed the limit face health and other problems.. (Dufour et al 1993).⁷

Dufour 1999⁸ published an article about what is moderate drinking and defining drinks etc.clearly explained about the challenges faced in developing effective moderate drinking guidelines. Every country differs in their moderate drinking guidelines. There are many reasons for “no” to drink but not a single good reason for “yes” to drink. But still researchers in medical and science mostly referred alcohol intake in moderation is good for health. In this research work the researcher is interested to investigate the college student's awareness is good enough or not. If not make them aware of the dangers behind alcohol use. Usually people never realize that how alcohol addiction happens. Once they have proper knowledge about the myths and facts about alcohol use, they may understand the gravity of the matter.

1.5 DEFINITIONS OF ALCOHOLISM



WHO(World Health Organization) defines alcoholism as
"a term of long-standing use and variable meaning".

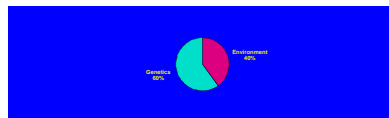
According to AMA (American Medical Association)

“Alcoholism is a primary, chronic disease with genetic, psychosocial, and environmental factors influencing its development and manifestations”.

Diagnostic and Statistical Manual of Mental Disorders (DSM-IV): defines “Alcoholism as a maladaptive pattern of alcohol use, leading to clinically significant impairment or distress.”

It says that a maladaptive pattern of behavior occurs in an years’ time with tolerance, withdrawal, drinking large amounts for long period, inability to cut down, or control the misuse of drinking, preoccupied with drinking, work and other social activities hampered because of drinking, consciously drinking not bothering about physical or psychological problems
(Definitions by the-alcoholism-guide.org/)⁹

1.6 CAUSES OF ALCOHOLISM



There are many reasons for drinking.

Each person's gender environment, age, health conditions, physique all matters on drunkenness. The severity of the effects of alcohol depends mainly on the quantity and frequency of drinking for a long period. The more and more drinking causes difficulties in walking, difficulties in talking, not able to stand and also faces communication problems.

It may be noted that the effect of alcohol on people varies from one person to another. Some appear normal after alcohol intake, whereas others display strange mannerisms. Alcohol misuse for a long time can cause inability to sleep, gastric problems, damage to liver, heart, and pancreas, deterioration in nervous system, forgetfulness, cancer, impairment in sexual function. **(Smith, Jacqueline J.; Graden, Janet L Phelps, LeAdelle (1998)¹⁰**

. Heavy drinking leads to changes in onces behaviour, aggressiveness, arguments, violence, dépression, nervousness, cancer in throat and mouth, increase in infections, social, financial and psychological problems. **(Babor F. Thomas and Higgins-Biddle C. John 2001)¹¹**

1.7. ALCOHOLIC

A person is not able to control his alcohol drinking is an alcoholic, It means he is addicted to alcohol. Alcoholism is a disorder; it is chronic, progressive and fatal. For pregnant women it is harmful for the fetus. Alcoholism destroys normal life of people.. **(Gifford Maria (2010)¹²**

Clear understanding of alcohol use and abuse is very necessary for people to follow safe drinking habits - Parsons Tetyana explained about how family relationships are broken because of alcoholics in the family. **(Tetyana Parsons 2003)¹³**

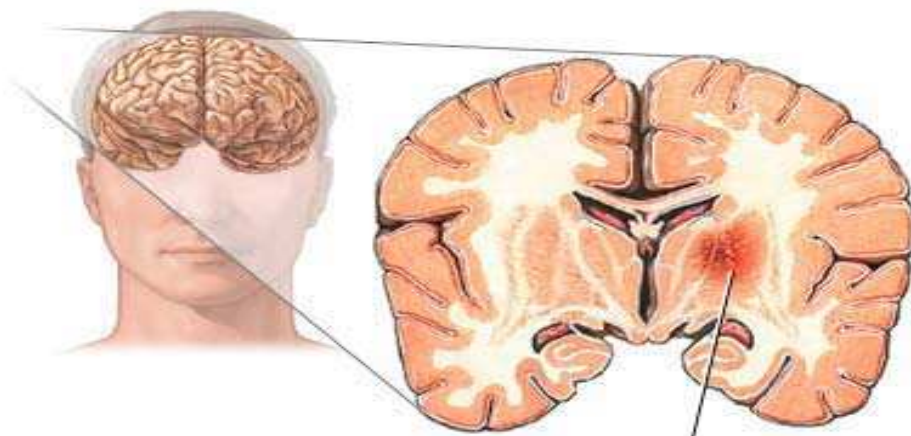
1.8. CAUSES OF ADDICTION

The causes are mostly depends on genetic, environmental, friends pressure, curiosity, Experimentation, culture, to cope with stress.

Effects of Alcohol (more alcohol more harm)

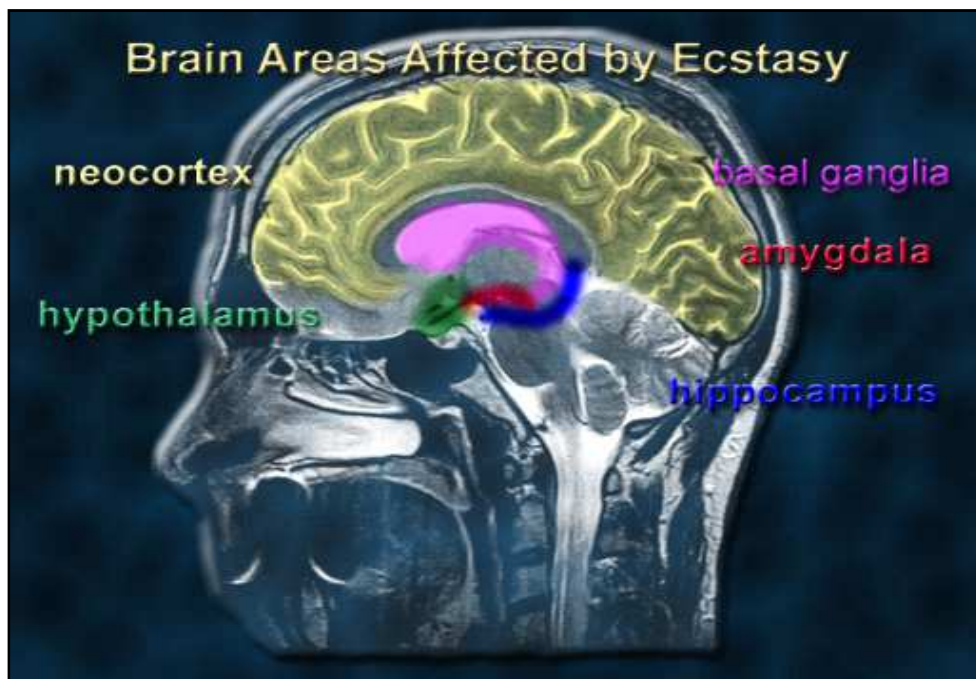
People never wanted to be addicted to alcohol. But it happens when people drink often for one or the other reason. Every day drinking in large quantity can increase the tolerance which in turn causes addiction and this impairs the central nervous system functions.

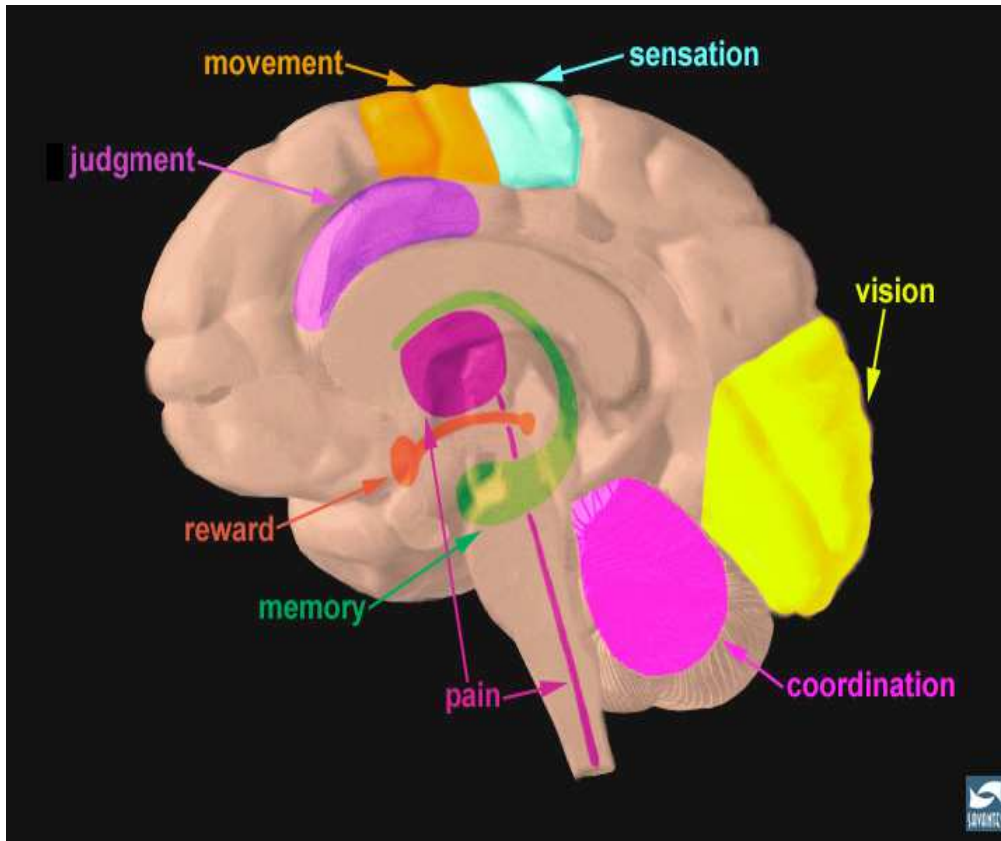




Intracerebral hemorrhage

ADAM.

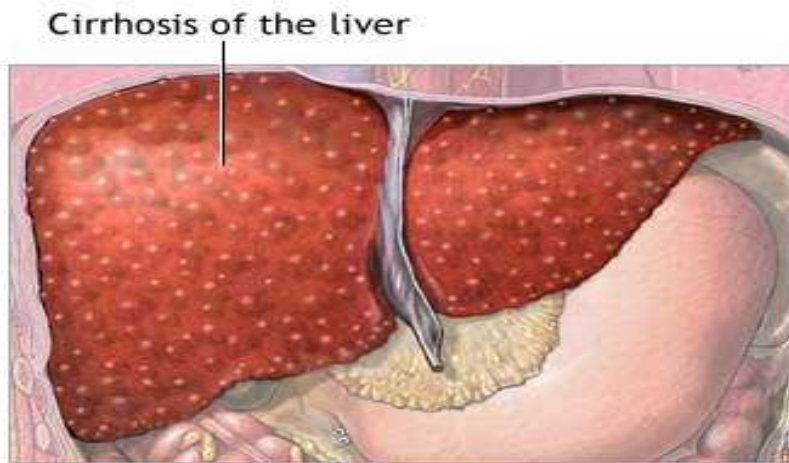
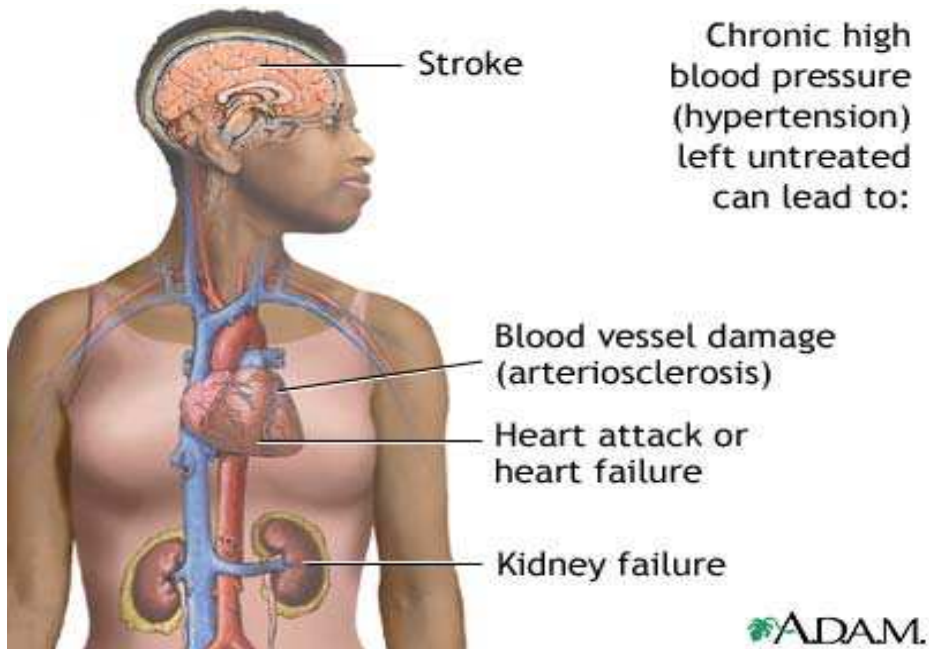




[\(http://adameducation.com/\)](http://adameducation.com/) ¹⁴

Years of heavy drinking can damage the brain and its functions

When a person drinks alcohol, it enters the bloodstream very quickly. If people drink and eat food along with their drinks then alcohol may take time to enter into the small intestine. Small intestine has the tendency to absorb alcohol than the stomach. If people have awareness about how to drink and how much to drink then damages from drinking can be avoided. **(Gifford Maria 2010)**¹⁵



(adameducation.com) ¹⁶

People suffer from stroke, chronic high blood pressure, heart failure, kidney failure, cirrhosis of the liver etc. if they don't recognize the misuse of alcohol in the beginning.

1.9 TYPES OF ALCOHOL PROBLEMS:

- Alcohol misuse (drinking more than the standard level)

- **Alcoholism (No control over drinking)**
- **Alcohol dependence (depending on alcohol drinking)**
- **Alcohol abuse (significant problems with alcohol drinking)**
- **Risk drinking (drinking more than moderate level)**

How to identify misuse

- a) Urge of reducing the drinking habits
- b) Noticed by others and advised to control drinking
- c) Feeling bad or guilty of drinking
- d) To get rid of morning hangovers, first thing needed a drink. . **(Gordis E.1998)** ¹⁶

Alcohol misuse are classified into 3 types

Harmful,

Dependent and

Hazardous or heavy drinking

Harmful drinking

More than the recommended amount of alcohol drinking leads to many harmful effects directly. Some of the directly related to harmful drinking are accidents, depression, and injuries or impairments of organs. Harmful drinking causes family problems, inability to work

Dependent drinking

Alcohol causes physical and psychological addiction and makes a person feel that he is unable to function without alcohol, called as dependent drinking. Withdrawal symptoms are identified in severely dependent drinkers.

Hazardous or heavy drinking

Heavy drinking which includes binge drinking for a short period causes accidents, arguments, fights, bad behaviours, drunk driving, using abusive language, sexual assaults

Binge drinking among college students are common and it increases the blood alcohol level, this poses danger to health and safety of students. Frequently drinking this way damages all the organs of the body in a short period of time.

1.10 FACTS ABOUT ALCOHOL POISONING

When counseling the students they admitted that if they knew about alcohol poisoning they never would have lost many of their family members or friends. Many college students had regrets that they could have helped themselves or their friends if they have sought medical treatments. They could have been avoided many alcohol related tragedies. General knowledge about alcohol poisoning is very important for students.

What is Alcohol Poisoning?

When a person drinks alcohol heavily, it depresses the nervous system and stops the functions of the nervous system. Some people vomit when they drink heavily and choking can happen while vomiting. Sometimes people die because of these conditions.

. Drinking at a younger stage develop many physical and mental problems later on in their life. If heavy drinking happens often then their life span also become shorter. Heavy drinking in the adolescence stage can hamper the mental development of an individual. **(National Highway Traffic Safety Administration 1994)¹⁷**



Risk drinking behavior of young people can be very dangerous. They may not have the patience to listen to other people's advice. They never try to understand the meaning of moderate levels of

drinking. For them it's just fun to drink. This leads to severe injuries or loss life. (**College drinking, NIH 2012**)¹⁸

1.11 Blood Alcohol Concentration (BAC) or Blood Alcohol Level (BAL)

Alcohol content in blood is called BAC or BAL. It is important to check for verification of whether a person is drinking under the legal limits when they are at work especially driving.

Factors effecting blood alcohol levels

Weight

Sex

Number of drinking and

Rate of drinking

Alcoholics' can be of any age, background, income level, social, or ethnic group. It has also become a family disease when everyone in the family drinks. The worst is if the pregnant women drink the unborn baby is also affected.

1.12 ALCOHOLISM IS A CHRONIC DISEASE, BUT TREATABLE

"Addiction is a disease — a treatable disease — and it needs to be understood."

. With nearly one in ten Americans over the age of twelve were identified with substance abuse or dependence, a clear indication of how addiction takes an emotional, psychological, and social toll on the country.

The economic costs owing to health care expenditure, less productivity, and crime due to addiction in substance abuse. "The National Institute of Health" also educates Americans about the consequences due to addiction," "The National Institute of Health (NIH) Director **Dr. Elias** says "We especially appreciate the opportunity to inform the public about the scientific research

that is transforming our understanding and treatment of addictive disorders." (**College Drinking April 2012**).¹⁹

Medical Effects of Drinking Alcohol

- Drinking alcohol is harm to the fetus
- Increases blood pressure
- Damages heart muscles
- Increases thiamine deficiency
- Impairing immune system
- Impairing abilities of learning
- Chronic pancreatitis

According to Grant, children of alcoholics (CAO) are more prone to develop drinking than those of non-COAs. It is certainly a great concern about children of alcoholics. (**Grant F Bridget and Dawson A Deborah 2006**)²⁰.

1.13. GETTING HELP OR TREATMENT PROCESS

After the identification of the disease the process of treatments as follows

- **Chart out intervention strategies**
- **Detoxification**
- **And rehabilitation of the person.**

In these three processes includes psychological counselling or psychotherapy, if necessary medications and supportive environment.

There will be hard times and bizarre situations to deal with. Joining the self help group may help to stop drinking gradually.

How to reduce or stop drinking

Many people have mini bar on their homes itself. If they are heavy drinkers they have to forget about keeping alcohol at homes. People should gain knowledge about moderate drinking and should keep that level whenever they drink. Some people may not able to control once they start drinking. They need to stop their drinking habits with other alternative methods.

Keeping healthy life style.



Doing exercise regularly, Spending time with family, keeping hobbies takes the time away from drinking.

Keep away from temptations

There are some friends or some places may influence drinking, staying away or avoiding may help to stop drinking

Measuring and counting

Making sure about how much is the standard level of drinking

Setting goals for drinking alcohol

It is always good if a person can abstain some days from drinking. Drink limited and decide how many days a week and how many drinks in one time. So abuse or dependence never occurs.

Take time to drink (Pacing and spacing)

If a person sips slowly and drinks one drink in an hour, definitely eliminates health and other issues.

Do not drink in empty stomach

It is necessary to eat food with drinks. So that alcohol can be absorbed slowly into the system.

Avoid triggers

Always avoid the triggers for urge to drink alcohol. Sometimes some people or some places may make situations to drink. Make sure that these situations never arise. Do not drink when something goes wrong and feeling of sad, bad. There are many reasons for drinking but once a person decide to change drinking habits then it is possible to build up healthy habits.

Learn to control urges

People should be able to handle their urge for drinking.

- Opt out for other constructive engagements like talking to friends, playing the interested games, engaging in good hobbies like reading
- Building up thoughts that without alcohol life can just be right
- Involvements in other healthy activities.

Legal limit of drinking

Every state has its own legal limit under the law. The law is applicable to all the people who are the above age of 21. Below this age are not allowed to drink alcohol. (**Alcohol education module 1: 2005**)²¹

1.14.CONCLUSION

Our national pride are our college students—hope of good citizens to bring the nation to the highest position in moral values and Indian culture of Ahimsa our Gandhian thoughts

“THE CHOICE IS YOURS”

In India very little has been done in this area of study and research. Being the need of the hour and very little being done on this area of study and research, this research emphasizes on psychosocial education in colleges. Firstly it would be on alcohol, its effects and hidden dangers. Secondly what is moderate drinking limits and how to control alcohol intake.

1.1 5. CHAPTERIZATION

The report is given in five chapters. The first chapter deals with problem in general and discusses the rationale for the studies. The second chapter gives a survey of the related literature in the field. The third chapter deals with methodology employed, tools used, nature of the sample, administration of the tool, collection of data and the nature of statistical treatments given. The fourth chapter gives analysis and interpretation of the data. The fifth chapter gives conclusion and recommendations. This is followed by the summary of the report, Bibliography and Appendices.

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