



## MANAGEMENT OF ALCOHOL CONSUMPTION AMONG YOUNG STUDENTS

**Jangir, Sunil Kumar**

Research Scholar (Psychology), R & D Centre, Bharathiar University, Coimbatore (TN).

E-mail: [skjangir1984@gmail.com](mailto:skjangir1984@gmail.com)

### Abstract

The purpose of this survey study is to investigate the alcohol consumption behavior among young students. The alcohol use questionnaire Piccinelli M, Tessari E, Bortolomasi M, Piasere O, Semenzin M, Garzotto N & Tansella M (1997) Efficacy of the alcohol use disorders identification test as a screening tool for hazardous alcohol intake and related disorders in primary care was used in order to assess the alcohol consumption behavior among adult students. The questionnaire covers: – Frequency of alcohol consumption (question 1) , Number of drinks consumed in a typical day (question 2), Ability to control drinking (question 3), Failure to carry out expected tasks as consequence of the effects of alcohol (question 4), Whether others are concerned about the individuals drinking (question 5). The department of health guidelines for safe drinking state that regularly drinking over 3 units a day signifies an increased risk to health. The student was exposed to prevention and control intervention programme to avoid alcohol consumption behavior for the period of six weeks.

The results of the study indicate that the student experienced significantly less alcohol consumption behavior after he had been taught how to manage their alcohol consumption behavior by prevention and control programme of alcohol.

**Keywords:** Alcohol consumption, Disorders, Safe drinking, prevention and control

## Introduction

Consumption of alcohol is always a debate in college atmospheres. For this reason it is imperative to study what causes students to consume more alcohol in a social college atmosphere. A major reason college students feel the need to binge drink alcohol could be formed from the advertising geared towards college students. Alcohol consumption behavior has many determinants. Studies suggest that biological factors have a significant effect on the progression from experimentation to regular use and that social and cultural factors play a critical role in experimentation with alcohol and the development of drinking patterns over time. Given the social nature of this behavior, it is not surprising that previous work has identified interactions with friends and family members as key factors. These studies, which focused on peer influence among college students, showed inconsistent results and tended to focus just on pairs of connected persons. The study of social influences on behavior has expanded in recent years to the study of networks of linked individuals over time. Recent work in this area has shown that various health-related phenomena, ranging from sexually transmitted diseases to obesity, smoking, and even suicide, may travel along and within social networks. we analyzed the role of social networks in alcohol use, focusing on 1) whether clusters of heavy drinkers and abstainers existed within the network; 2) whether a person's alcohol consumption behavior was associated with that of his or her social contacts; 3) the extent to which such associations depended on the nature and direction of the social ties and 4) whether gender affected the spread of alcohol consumption across social ties.

### **Factors associated with consumption of alcohol**

#### **Health Problems**

While recent discoveries in neuroscience are helping us better understand why young people are predisposed to drink abusively, they also show that excessive drinking is particularly harmful to adolescents. There are few studies on adolescents' biological sensitivity to alcohol, given the ethical issues related to administering alcohol to underage subjects for research purposes. Nonetheless, a

number of animal studies reveal that the adolescent brain— particularly the hippocampus, which is the area of the brain responsible for memory is more sensitive to the effects of alcohol than the adult brain. The tremendous plasticity of the adolescent brain, and the fact that it undergoes so many changes during puberty increases the risk that young people will damage their brains more than adults who drink the same amount of alcohol.

### **Adolescent hormones are in a delicate balance**

Adolescence is associated with pronounced hormonal changes and an increase in the production of sex hormones. This, in turn, stimulates the production of growth hormones, which are essential to human development. These changes are complex and relatively synchronized, which makes drinking during this time particularly likely to disturb the hormonal balance necessary for the development of organs, muscles, bones and the reproductive system.

### **Excessive drinking can cause physical dysfunction**

Clearly, prolonged excessive drinking causes a number of health problems. And while alcohol may cause fewer problems among young people than among adults, the truth is that when adolescents gets drunk, even just once, they are at risk for serious physical dysfunction, which they ignore all too often. Excessive drinking can obviously lead to nausea, vomiting and fainting, Studies show that adolescent who drink frequently and abusively suffer secondary effects, such as changes in appetite, weight loss, eczema, headaches and sleep disturbances.

### **Incidents and accidents**

Young people report all kinds of social problems associated with their drinking, since they get drunk frequently and take a lot of risks. Abusive drinking promotes risk-taking, so it's not surprising that a disproportionately high number of adolescents report incidents and accidents caused by excessive drinking.

### **Risky sexual behavior**

Studies on the effects of alcohol on teenage sexual relations, Briefly, drinking is associated with lack of condom use in first and subsequent sexual encounters, the risk of sexual activity at a younger age, unprotected sex and unplanned pregnancy, and increased risk of sexually transmitted

disease.

### **Link between alcohol and violence**

Young drinkers are more involved in violent altercations, as both assailants and victims. As with adults, alcohol makes some young people more inclined to be aggressive. Several studies show that the link between alcohol and violence varies greatly, depending on the drinking circumstances and social values regarding the use of violence. Young people who drink must remain vigilant because alcohol probably facilitates the expression of violence among those who are predisposed to it.

### **Causes of alcohol consumption and associated factors**

Numerous research projects are concerned with identifying the causal factors and repercussions of alcohol consumption by adolescents. The aim of such work is to identify appropriate entry points for prevention. The causes and reasons for adolescent alcohol use and abuse are to be found in the interplay of various genetic, mental, social and lifestyle factors. The most important known causes and correlates are presented below.

#### **Social strata**

Among adults, alcohol consumption and abuse are frequently seen in connection with social position. The fact of being socially disadvantaged is regarded as a “trigger” for increased alcohol consumption. An increased risk of conspicuous alcohol consumption by children has been demonstrated for various characteristics of family composition. For instance, children in single-parent families, and especially in those where the parents are divorced, drink more, and more often, than those from “complete” families. The number of siblings and their consumption behavior also play a role. Where older siblings drink alcohol more frequently, this increases the likelihood of alcohol consumption by younger children.

#### **School**

Although drinking, unlike smoking, does not take place during the actual time spent at school, variables related to the school must be recognized as having a clear influence. The frequency and intensity of alcohol use are independent of adolescents’ intelligence or academic capabilities

## **Peers and subcultures**

All the predictors of alcohol consumption and misuse among adolescents mentioned above are surpassed by the normative influence on behavior and attitudes exercised by the peer group. Membership of a group in which most members consume alcohol frequently and extensively leads to a situation where the individual also tends to adopt this behavior. As a drug with social effects, alcohol is an integral part of adults' conviviality and bonding in all countries and cultures. This cultural model is imitated by adolescents in their groups.

## **Availability, advertising and legal restrictions**

National and local governments exercise influence over alcohol consumption, and not only among adolescents, at three levels: the availability of alcohol or regulations governing to whom it may be sold, where and how it is sold, and the price and taxation of alcoholic beverages. A number of studies show that high taxation – and hence a high price for alcoholic beverages – has a decisive influence on amounts consumed. Where alcohol can only be obtained in a few places, its availability is limited and less is therefore drunk. Raising the minimum age for the purchase and consumption of alcohol reduces the frequency of alcohol-related accidents and other categories of conspicuous behaviour in adolescents. Strict control over the sale of spirits, e.g. exclusively in special retail outlets, also reduces alcohol consumption.

## **Causes of alcohol consumption and associated factors**

- At public events
- in bars or restaurants
- In liquor stores

## **Conclusions for the development of promising prevention strategies**

The numerous young people who are abstainers or only occasional drinkers, a significant number of adolescents show problematic consumption patterns already at a young age. Very few young people's first experience of alcohol is at the age of 15 years or later. Promising prevention strategies is promoting the consumption of alcohol behavior.

## **DSM-IV Diagnostic Criteria for Alcohol Abuse and Dependence**

## **Alcohol Abuse**

(A) A maladaptive pattern of drinking, leading to clinically significant impairment or distress, as manifested by at least one of the following

- Recurrent use of alcohol resulting in a failure to fulfill major role obligations at work, school, or home (e.g., repeated absences or poor work performance related to alcohol use; alcohol-related absences, suspensions, or expulsions from school; neglect of children or household)
- Recurrent alcohol use in situations in which it is physically hazardous (e.g., driving an automobile or operating a machine when impaired by alcohol use)
- Recurrent alcohol-related legal problems (e.g., arrests for alcohol-related disorderly conduct)
- Continued alcohol use despite having persistent or recurrent social or interpersonal problems caused or exacerbated by the effects of alcohol (e.g., arguments with spouse about consequences of intoxication).

(B) Never met criteria for alcohol dependence.

## **Alcohol Dependence**

(A) A maladaptive pattern of drinking, leading to clinically significant impairment or distress, as manifested by three or more of the following

- Need for markedly increased amounts of alcohol to achieve intoxication or desired effect; or markedly diminished effect with continued use of
- The characteristic withdrawal syndrome for alcohol (or a closely related substance) or drinking to relieve or avoid withdrawal symptoms
- Persistent desire or one or more unsuccessful efforts to cut down or control drinking; or drinking in larger amounts or over a longer
- Important social, occupational, or recreational activities given up or reduced because of drinking
- A great deal of time spent in activities necessary to obtain, to use, or to recover from the effects of drinking

- Continued drinking despite knowledge of having a persistent or recurrent physical or psychological problem that is likely to be caused or exacerbated by drinking.

(B) No duration criterion separately specified, but several dependence criteria must occur repeatedly as specified by duration qualifiers associated with criteria (e.g., “persistent,” “continued”).

### **Strategies to prevent consumption of alcohol**

To develop effective programs to prevent alcohol use among young adolescents, it is necessary to first identify the causes of use. The identification of those causes involves effective treatment of the problem.

### **Key Components of Strategies to prevent alcohol consumption behaviour**

#### **School Strategies**

- Based on behavioural theory and knowledge of risk and protective factors
- Developmentally appropriate information about alcohol and other drugs
- Development of personal, social, and resistance skills
- Emphasis on normative education
- Structured, broader-based skills training
- Interactive teaching techniques
- Multiple sessions over multiple years
- Teacher training and support
- Active family and community involvement
- Culture sensitivity

#### **Family Strategies**

- Improvement of parent-child relations using positive reinforcement, listening and communication skills, and problem solving
- Provision of consistent discipline and rulemaking
- Monitoring of children’s activities during adolescence

- Strengthening of family bonding
- Development of skills
- Involvement of child and parents

### **Extracurricular Strategies**

- Supervision by positive adult role models
- Youth leadership
- Intensive programs
- Incorporation of skills building
- Part of a comprehensive prevention plan

### **Policy/Community Strategies**

- Excise taxes
- Minimum legal drinking age of 21
- Citizen action to reduce commercial and social availability of alcohol

## **Methodology**

The alcohol use questionnaire Piccinelli M, Tessari E, Bortolomasi M, Piasere O, Semenzin M, Garzotto N & Tansella M (1997) Efficacy of the alcohol use disorders identification test as a screening tool for hazardous alcohol intake and related disorders in primary care was used in order to assess the alcohol consumption behavior among adult students.

## **Results and Conclusion**

The purpose of this study was to conclude if there was a correlation between the consumption of alcohol and prevention and control programme. After intervening with the prevention and control programme young student shown significant less consumption of alcohol and avoidance of consumption of alcohol. They have also led to a better understanding of the

frequency of high-risk behavior among adolescents, so much of which is due to alcohol, and the effects of which can be so devastating.

### Limitations of the Study

There were a few limitations to this study. Participants were asked to be at least 21 years of age because the legal drinking age is 21. Many participants that may have been over the age of 21 choose not to drink alcohol and therefore would not qualify to take the survey.

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