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DETERMINANTS OF ALCOHOL CONSUMPTION AMONG IN-SCHOOL ADOLESCENTS IN OYO STATE: CONSEQUENCES FOR HEALTH AND SAFETY EDUCATION

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Abstract

Alcohol abuse among adolescents is associated with a variety of risky behaviours, as well as consequent physical and/or mental health complications with an increased likelihood of long term effects reaching into adulthood. A multi-stage sampling technique was utilized in selecting 525 students in their 5th and 6th year in 15 out of 30 secondary schools in the area studied. Data collection was through a self developed and administered questionnaire. Three null hypotheses were tested with the use of chi-square at 0.05 level of significance. The results obtained indicate that there is significant relationship between accessibility and alcohol consumption, price and alcohol consumption, media and alcohol consumption. It concludes by discussing the consequences on the adolescents and suggests some remedies for adolescent safety education.

Keywords: Alcohol Consumption, In-School, Adolescents, Health and safety education

Introduction

The use of alcohol, tobacco and other substances constitute one of the most important risk-taking behaviour among adolescents. Despite worldwide concern and education about psychoactive substances, many adolescents have limited awareness on their adverse consequences. Curiosity, social pressure and peer group influence are reported to be primary reasons for alcohol consumption. (Adenuga, 2012). Indeed the Nigerian society has acquired a special taste for increase consumption of alcohol especially among adolescents. All these suggest that the population of alcohol usage is increasing steady with new recruits from

teenagers who are anxious to experiment with alcohol, tobacco and other and other substances with the aura of being “arrived” or mature into adulthood. at the scene of adulthood. Indeed when children move out from the family setting to a larger community, they begin to form attachments, and friendships emerge through their play. They may begin to think and act like their friends and may begin to see that there are other values, opinions, and rules besides those set by their parents (Adeyemo, 2007).

Drinking alcohol in adolescence is associated with a variety of other risky behaviours, as well as with increased

likelihood of long-term problems reaching into adulthood (Johnston, O' Malley, Bachman, Schulenberg, 2012). Injuries and deaths associated with adolescents use of alcohol are perhaps the known consequences of underage drinking. In the year 2000, alcohol-related ailments, accidents, violence and suicide related deaths rank highest among the 1.8 million deaths globally (World Health Organisation (WHO), 2002) It was estimated to have caused 2.3 million premature deaths globally which in addition accounted for 4.4 per cent of global illnesses (WHO, 2012). In the same vein, it accounted for 3.7 per cent of global annual mortality and 4.6 per cent of disability in 2014. Alcohol is not an ordinary commodity but a drug consumption drink that can be addicted to. It is the only major dependence-producing psychoactive substance causing substantial harm to health, and globally it is the most often used psychoactive substance (Gureje, Degenhardt, Olley, Uwakwe, Udofia, Wakil, Adeyemi, Bohnert, Anthony, 2007).

The consequences of misuse of alcohol are severe and, therefore, the above figure can be considered a gross under-representation of global cost of alcohol use and misuse. This is so because many alcohol-related problems are not recorded in some low income countries due to cultural constraints. On the other hand, alcohol-related problems have economic, health and social costs on the user directly, at the same time have social, psychological and economic second-hand effects on non-users (Rehm, Patra, Popova, 2006). Alcohol abuse has both

short and long term effects. It is replete in available association literature that increase in alcohol consumption is directly proportional to an increased harm, disease and deaths. The most affected are the adolescents. Though moderate alcohol use may not be bad in itself, but the negative impact especially when misused outweighs the benefits.

Austin and Knaus, (2000) suggest that the earlier an adolescent starts drinking, the greater the likelihood of alcohol dependence later in life. The general pattern is that alcohol use peaks between the ages of 18 and 20. Evidence also indicates that adolescents whose parents are addicted to alcohol intake are more likely to start drinking at a young age, develop drinking problems at early age, and to become alcoholic adults. The special vulnerability of this group can be attributed to a combination of family lifestyle patterns (for example, Preference for risk taking, increased reactivity to alcohol), growing up in a household where alcohol is easy to access and heavy drinking is a common practice, and socializing with peers who also abuse alcohol (Odekina, 2007; Bjarson, Anderson, Choquet Elekes, Morgan, and Rapinett, 2002).

Clark, Lynch, Donovan and Block, (2001) report the increased risk of conduct disorder, major depressive and anxiety disorders in the children of parents with alcohol problems compared to the children of parents who have never drunk, 10% have children who drink regularly. Among parents who drink three or more times a week, 31% have children who drink frequently (Harrington, 2000). Research

also finds that a significant positive effect was found on adolescents who lived with both biological parents (intact families). These adolescents had reduced significantly of heavy drinking, when compared with single mother, single father, or blended families. Interestingly, it was stronger in societies where adolescent culture favoured heavy drinking (Bjarnason and Colleagues, 2002). Researchers (Coffey, Lynskey and Wolf 2000; William and Jeynes, (2002) also show a link between parents social-economic status and adolescent drinking. Bosari, Murphy and Barnett, (2007) find that children of alcohol approving parents experienced more negative consequences of alcohol use compared with parents with more stringent views. Also, parents who set clear limits about drinking can reduce the influence of drinking among peers.

Adolescents constitute a minority group at home, but in their peer group, their status is equal to that of others in the group, peer influence is a more dominant factor of many teenagers (Carter McGoldrick, 2005). Peer groups are important influence throughout one's life, but they are more critical during the developmental years of adolescence. There is often a controversy about the influence of a peer group versus parental influence, particularly during adolescence. The power of the peer group becomes more important when the family relationships are not close or supportive. If the parents are largely unavailable, the children may turn to their peer group for emotional support. Prevailing cultural norms regarding adolescent alcohol use appear to exert a powerful influence and show

another determinant of alcohol consumption. Ayanniyi, (2004) states that there are occasions when some adolescents in Nigeria drink. Such occasion may be during festival, holidays or birthdays. It could also be during ceremonials, wedding toasts, professional graduation ceremonies such as; tailoring, photography, trading, and so on. In such situations, drinking is part of the regular practices of adolescents in Nigeria. These occasions are celebrated with drinks of beer, wine, whisky brandy and other types of alcoholic products. In most Nigerian communities people buy alcohol freely, despite its ill effects on health and this trend of alcohol consumption among young people may have contributed to Nigeria's ranking among thirty countries with the highest per capita consumption of alcohol globally (World Health Organisation, 2004).

There are extensive evidences to suggest that factors that influence the availability and accessibility of teenagers to alcohol play an important role in the development of alcohol use and misuse among this group. The factors include: (i) the price of alcohol; (ii) the legal drinking age; (iii) the availability of liquor outlets; (iv) Licensing hours (v) the enforcement of alcohol laws; and (vi) advertising. This research makes it abundantly clear that the way in which the access of young people to alcohol is regulated, can play an important role in influencing rates of alcohol use and misuse in this context. (Farke, and Anderson, 2000), (Chishol, Rehm, Vanommeren, and Monteiro, 2004) and Babor, 2010).

Accessibility is linked to low price of alcoholic drinks that constitute teen's

high rate of alcoholic consumption, Chalouka, Grossman, and saffer, (2001). They stated that increases in the prices of alcoholic beverages will lead to reductions in drinking and heavy drinking as well as in the consequences of alcoholic use and abuse. Wechster, (2001). submits that much of the drinking are among college students.

Booth, (2008) opines that alcohol advertising and marketing may have modest effects on drinking in young people. Adolescents decisions to drink alcohol are influenced, in part, by direct promotion through the marketing strategies of alcoholic beverage companies, and the way drinking is depicted in movies and television (Journal of Adolescent Health, 2012). Adolescents who see more alcohol advertising tend to drink more, as adolescents live in areas where advertisers of alcoholic beverages spend more money to advertise, (Snyder, Milici, Slater, Sun, and Strizhakova, 2006). Some evidences abound reveal that adolescence between ages ten to fourteen who are exposed to watching movie where characters drink are more likely to embrace drinking alcoholic drinks. The Center on Alcohol Marketing and Youth, (2002) states that there are often greater concentration of alcohol in advertisements in media targeting the youths than adults.

Statement of the problem

Despite all the public awareness campaign against the consumption of alcohol among underage adolescents, the menace of alcohol abuse has persisted and has caused irreparable damage to the youths. The potential danger in alcohol abuse, especially, among adolescents

maybe aided by recent patterns such as parental influence, price, accessibility and media. Parents, teachers, the school management and others are getting really worried at the rate with which adolescents access and use alcohol. In particular, it has been observed that the usage and abuse of alcohol has more implications on the health status of students. It is the cause of many social and health problems, such as increase in crime rate and high proportion of accidental injury. Therefore, the researcher is motivated by these implications to carry out a study which investigates the determinants of alcohol consumption among secondary school students in Akinyele Local Government.

Research Hypotheses

The following hypotheses were tested:

1. Accessibility of alcohol will not be a significant determinant of alcohol consumption among in-school adolescents in Akinyele Local Government area of Oyo State.
2. The price of alcohol will not be a significant determinant of alcohol consumption among in-school adolescents in Akinyele Local Government area of Oyo State
3. The media will not be a significant determinant of alcohol consumption among in-school adolescents in Akinyele Local Government area of Oyo State.

Methodology

The descriptive survey research design is adopted for this study and the population of the study comprised of the total number of public secondary school students in Akinyele Local Government area of Oyo

State. Five hundred and twenty – five (525) students were used as sample for this study. A multi-stage sampling method was utilized and in stage one, simple random sampling with replacement was used to select 15 (50%) public secondary schools out of 30 public secondary schools in Akinyele Local Government Area of Oyo State. In stage two, simple random sampling was used to pick the level (junior and senior) and the senior level was picked. Stratified sampling was used to select 10% of the respondents from 4th, 5th, and 6th year. In the last stage, simple random sampling was used to pick the number of 50% of classes from each year. A self developed questionnaire titled “Determinants of Alcohol Consumption Questionnaire” with reliability of 0.74 was

used for data collection. The instruments were distributed and collected on the spot by the researcher and four research assistants. The completed questionnaires were coded and analyzed using both descriptive and inferential statistics of Chi-square at 0.05 alpha level.

Results

Hypotheses were tested and the following findings were made and presented in tables below.

Hypothesis 1

Accessibility of alcohol will not be a significant determinant of alcohol consumption among in school adolescents in Akinyele Local Government area of Oyo State.

Table 1: Chi-square table showing responses to Accessibility as a determinant of alcohol consumption

Factors	Alcohol Consumption					X ² Cal	Crit.	df	P	R	
Accessibility to Alcohol	SD	D	A	SA	Total	2661.5	101.9	3	0.000	Sig.*	
	Strongly Disagree	219	25	0	0						244
	Disagree	43.8	5.0	0.0	0.0						48.8
		17	50	6	0						73
		3.4	20.0	1.2	0.0						14.6
	Agree	0	2	50	15						67
	0.0	0.4	10.0	3.0	13.4						
	Strongly Agree	0	0	12	104	116					
		0.0	0.0	2.4	20.8	23.2					
Total		236	77	68	119	500					

Decision = 0.05 level of significance

The calculated value (2661.5) was greater than the Critical value (101.9) at $P=0.000 < 0.05$. The null hypothesis is, therefore, rejected. It is concluded that, accessibility of alcohol was a significant determinant of alcohol consumption among in-school adolescents in the Local

Government. This implies that efforts aimed at reducing or totally eradicating alcohol consumption among students in Akinyele Local Government Area must be targeted at addressing the issue of accessibility among other factors.

Hypothesis 2

The price at which alcohol is sold will not be a significant determinant of alcohol

consumption among in school adolescents in Akinyele Local Government area of Oyo State.

Table 2: Chi-square table showing alcohol price as a determinant of alcohol consumption

Factors	Alcohol Consumption						X ² Cal	Crit.	df	P	R
Price of Alcohol	SD	D	A	SA	Total	2528.7	101.9	3	0.000	Sig.*	
	Strongly Disagree	218	10	0	0	228					
	Disagree	43.6	2.0	0.0	0.0	45.6					
	Disagree	14	61	6	0	75					
		2.8	12.2	0.0	0.0	15.0					
	Agree	4	6	45	21	76					
		0.8	1.2	9.0	4.2	15.2					
	Strongly Agree	0	0	23	98	121					
	0.0	0.0	4.6	19.6	24.2						
Total	236	77	68	119	500						

Decision = 0.05 level of significant

The calculated value (2528.7) was greater than the Critical value (101.9) at $P=0.000 < 0.05$. The null hypothesis is, therefore, rejected. It is concluded that the price of alcohol being sold was a significant determinant of alcohol consumption among in-school adolescents in the Akinyele Local Government area of Oyo State. Since the relatively cheap price encourages alcohol consumption

government might consider increasing the tax on alcohol production and importation so as to increase the unit price of alcohol which might, therefore, be out of reach for some young people, thereby, reducing consumption among them.

Hypothesis 3

The media will not be a significant determinant of alcohol consumption among in school adolescents in Akinyele Local Government area of Oyo State.

Table 3: Chi-square table showing media influence as a determinant of alcohol consumption

Factors	Alcohol Consumption						χ^2 Cal	Crit.	df	P	R
Media Influence		SD	D	A	SA	Total	2578.3	101.9	3	0.000	Sig.*
	Strongly Disagree	213	14	3	0	230					
	Disagree	42.6	2.80	0.6	0.0	46.0					
		23	46	0	0	69					
		4.6	9.2	0.0	0.0	13.8					
	Agree	0	5	42	12	59					
		0.0	1.0	8.4	2.4	11.8					
Strongly Agree	0	12	23	107	142						
	0.0	2.4	4.6	21.4	28.4						
Total		236	77	68	119	500					

Decision = 0.05 level of significant

The calculated value (2578.3) was greater than the critical value (101.9) at $P=0.000 < 0.05$. The null hypothesis is, therefore, rejected. The media found was to be a significant determinant of alcohol consumption among in-school adolescents in the Akinyele Local Government area of Oyo State.

The implication of this finding to the study is the need for a strong regulation of social advertising in the media as well as the broadcast of certain programmes and movies that can predispose young people to cravings for alcohol.

Discussion of findings

The chi-square analysis for hypothesis one shows that accessibility to alcohol is a significant determinant to alcohol consumption among in-school adolescents of Akinyele Local Government area of Oyo State. The findings of previous studies of this nature made it abundantly clear that access to alcohol will increase alcohol intake. But if access to alcohol is regulated, it will play

an important role in influencing the rates of alcohol consumption and abuse among the adolescent population (Chishol, Van-Ommeren and Monteriro, 2004; Babor, 2010). Indeed most schools in Akinyele Local Government area are located in communities where alcohol is sold without restriction and available to students anytime.

This has great implication for safety education as the ability to access alcohol all the time comes with its resultant effect on health and personal safety. Students are reported to have been intoxicated while drinking outside school and this often results to arguments leading to fighting among adolescents.

This study also shows that the price of alcohol is also a significant determinant of alcohol consumption among in-school adolescents in Akinyele Local Government area of Oyo State. This finding confirms earlier studies which show that accessibility is linked to low price of alcoholic drinks which motivate teens high rate of alcoholic consumption (Chaloupka, Grossman, and Saffer, 2001).

Indeed increases in the prices of alcoholic beverages will lead to reductions in drinking and heavy drinking as well as in the consequences of alcohol consumption and abuse. This could explain why so much drinking takes place among secondary school students. Particularly, binge drinking, takes place at parties where alcohol is available at no charge or at the road side on the way to students school where alcohol is sold at discounted prices to attract students and low income earners. Nearly every teenager has friends who claim to be experts in various recreational activities, and they are happy to assure each other that the risks of drinking are minimal. The trend of dispensing alcohol in cans, small sachets, and take home bottles has made alcohol handy and very cheap to buy. It is now easy to buy and drink brandy, gin and other forms of alcohol if drinks without patronising a bar.

The influence of media on alcohol consumption among in-school adolescent in Akinyele Local Government area of Oyo State was significant. It shows that advertisement of alcoholic products plays an important role in adolescents' alcohol consumption directly or indirectly. Information from the Nigerian Law Intellectual property watch explains that advertising of alcoholic beverages, near schools, hospitals, sports arenas or places of worship is prohibited. The extent to which this law is being enforced however calls for serious concern since alcohol are sold almost within the confines of some schools due to the proximity of the school to market places and other public places. In addition, the Nigerian Code of

Advertising Practice and Sales Promotion, the Spirit Drinks Regulation (2005) and the Wine Regulation (2005) all provide that radio, television or print media advertisements of beverages should not be permitted in children's and sportsmen's programme, (Akpotaire, 2013). These laws are usually not implemented and this exposes our adolescents to imitating the risky behaviours they watch and hear through the media.

Moreover, the findings of the study that linked media influence to alcohol consumption among the respondents confirmed other studies which have investigated the roles of media advertising on alcohol consumption among young people. For instance, Booth, (2008) discovers out that alcohol advertising and marketing may have modest effects on drinking among young people. Adolescents' decisions to drink alcohol are influenced, in part, by direct promotion through the marketing strategies of alcoholic beverage companies, and the way drinking is depicted in movies and television programmes. Adolescents who watch more alcohol adverts tend to drink more, as do adolescents who live in areas where advertisers of alcoholic beverages spend more money in alcoholic beverages (Synder, Milici, Slater, Sun and Strizhakova, 2006). Some evidences show that young adolescents (ages 10-14) who are exposed to more drinking in the movies they watch are more likely to start drinking, (Sergeant, Wills, Stoolmiller, Gibson, and Gibbons, 2006). Young adolescents who own products (such as T-shirts, tote-bags, and caps) that are branded with alcoholic beverage

companies' labels are also likely to try alcoholic drinks (McClure, Stoolmiller, Tanski, Worth, and Sargent, 2009). In Nigeria, recent marketing trend that contributes to underage drinking is the promotion of flavored and sweetened alcohol drinks and caffeinated alcoholic beverages. Both types of drinking can lead adolescents to consume more alcohol than they otherwise would.

Conclusion

Adolescents are the future of any nation. Nations that place a lot of value on this population must do everything possible to keep them safe from alcoholic related harm way. Making alcohol accessible, cheap and sensational due to media advertisement is not a way of safeguarding our adolescents. The findings of this study show that accessibility of alcohol, price of alcohol and media are important determinants of alcohol consumption among in-school adolescents in Akinyele Local Government area of Oyo State. The use and abuse of alcohol come with lots of negative implications for safety concerns among adolescents. They may range from depression to severe accidents. Having information concerning how adolescents access alcoholic beverages will help to design age appropriate programmes that will alert adolescents about the side effects of alcohol consumption so as to produce a change of behaviour that will lead to positive lifestyle.

Recommendations

Based on the findings of this study the following recommendations should be

implemented to the letter. First and foremost, school administrators should organize adolescent friendly school-based programmes that will keep the minds of adolescents occupied in positive activities such as sports, games, creative arts, school clubs and other innovative strategies that will show the negative effects of alcohol and the need to prevent underage drinking. In the same vein, schools should collaborate with non-governmental organization (NGOs) to organize community town hall programmes that will educate members of the school communities on the dangers of selling alcohol near the school vicinity and to students.

Attitudinal change towards negative responses to media advertisement and awareness of alcohol-promoting media messages should be encouraged.

It is also important to empower young people with the requisite social skills needed to withstand the pressures to engage in alcohol consumption which are ever present in their environment. Therefore, building skills related to refusing alcohol, as well as broader life skills, such as communication and decision making should be encouraged.

The Ministry of Education and members of the school boards of governors should use the findings of this study to make guidelines and formulate policies that will help students become more responsible and by setting rules and safety guidelines prohibiting the use of any form of alcohol in and out of the school premises. Moreover, government should discourage the distribution of free gifts with alcohol

advertises to children and adolescents as well as students at schools.

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