

Alcohol Use and Drinking Norms among Young People in Northern Tanzania: Preliminary findings from a qualitative study


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Objectives

- 🌀 Explore the factors that led to the initiation of alcohol use among young people
- 🌀 Determine the types of alcohol consumed
- 🌀 Describe the drinking patterns and norms

Methodology

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- Conducted in three districts of Mwanza region:
- Nyamagana (Urban)
 - Sengerema (Rural)
 - Magu (Rural)

Methodology (2)

- 12 Participatory Group Discussions (PGDs)
- 18 In-depth Interviews
- 4 groups of young people (15-24 years)
 - Secondary school students
 - College students
 - In formal employment
 - In informal employment

Methodology (3)

Participatory Group Discussions incorporated:

- ☉ Free listing of types of alcohol that young people consume
 - Most consumed
 - Least consumed
- ☉ Mapping of where alcohol is available in their locality
- ☉ Data transcribed, translated and coded using NVivo

Results

- ☼ Young people consume various types of alcohol which ranged from local to industrial
 - Very few females reported consuming alcohol
 - College students and those in informal employment reported frequent consumption
- ☼ Over 50 different types of alcohol were listed/mentioned
- ☼ Hard liquor packed in plastic sachets (*Viroba*) was mentioned as most frequently consumed
 - Cheaper
 - Easy to carry
- ☼ Purchase alcohol through earnings from paid casual work and other servings

“...you drink Viroba (because) they are the cheapest, the mini packet of alcohol are sold at three hundred and fifty shillings... it is different from the beers for instance Castle or Serengeti which cost one thousand and eight hundred shillings. So then you get drunk... get drunk by spending forty thousand and I can get drunk by spending seven hundred shillings only”

[Male PGD, college students, Mwanza]

Alcohol initiation

- Age of initiation ranged from 5 years to 18 years
- Main reasons for start alcohol consumption are:
 - Influence of parents
 - Influence of peers
 - Commercial advertisements (especially on TV)
 - Hardship in life (as a way of reducing stress)
 - Lack of employment

“Another reason that makes youth to get into drinking alcohol are groups. It is the type of company, for instance us here, we have a plan, my friend, yeah, today let us go and relax somewhere, you go and really have fun. A guy there will order for Kilimanjaro, Castle, Senator and so on. I will order for a soda ... (they tell me)you are attracting the houseflies, go and sit elsewhere with your soda. And it is the company that you came with, you cannot separate from it, now you will have to agree with them....you say also bring me one so that I can try”

[Male PGD, informal sector, Mwanza]

“There is one advertisement which I have seen, it says that John is someone who has achieved so much in his life... but John is one among men who prefers a certain lager. Now that John is a young person who has changed, I don’t know what he did. Now the youth feels if you drink alcohol you will be like John, it will bring progress to your life... Now the youth starts getting that temptation and start drinking... he thinks that if I start drinking I will achieve like what is shown in this advertisement ”

[Male PGD, Katunguru secondary school]

Occasions for initiation

- 🌀 Wedding parties
- 🌀 School/college festive events
- 🌀 Religious ceremonies
- 🌀 During funerals
- 🌀 New year celebrations
- 🌀 Weekends while hanging out with friends

“most youth start drinking during weddings, that time, you may find even the one who has never tested try. It happens that day there are lots of alcohol, they just put there free of charge...you may find a youth has never tested alcohol, and when he looks at the alcohol before him, he decides to test”

[Male PGD, Male, Nsumba secondary school, Mwanza]

Alcohol and risk

- 🌀 Young people associated alcohol use with risky sexual behaviour such as:
 - Not using condoms
 - Rape
 - Casual sex

- 🌀 They mentioned consequences of such behaviour as:
 - Unintended pregnancies and Sexually Transmitted Infections
 - Accidents (hit by cars or motorcycles)

“for instance a girl has drank alcohol, she is drunk and she hardly knows what she doing, she might get raped, due to the rape she might get pregnant so she might destroy her future and she might regret why she took alcohol”

[Female PGD, Nganza secondary, Mwanza]

“he might get infected...he may have sexual intercourse with a girl who is infected...somebody who is drunk cannot use protection, how will he think of using protection while he is drunk”?

[Female Interview, informal sector , Mwanza]

Conclusions

- Alcohol consumption is common among males, college students and those in the informal sector employment
- Packaging in smaller volumes makes alcohol cheaper and affordable
- Advertisement targeting young people should be controlled

Conclusions (2)

- ⊗ Initiation is linked to social festive occasions
- ⊗ The influence of parents and peers in initiation and use of alcohol needs to be addressed
- ⊗ Effective interventions should address issues of alcohol packaging, advertisement and social drinking norms among young people

VIROBA.
MREGGE
BITUKIKU.

AINAZA POMBE
TUSHERA
BALIMI EXTRA LARGER
DOLLUS
VANZUKI
MILIMANJARO
EMPIRE
CASTLE
SAFARI LARGER
TINGISHA
GONGO
ZIED
MREGGE

- POMBE ZA KIBUYEJI
- GONGO
- WAZUKI
- TINGISHA
- NAMBAI ONE
- TANU

PLIZNA
GUINNES