



EXPLORING THE EFFECTIVENESS OF ANTI-DRUG CAMPAIGNS IN COMBATING AND PREVENTING DRUG ABUSE AMONG SOUTH-EAST NIGERIAN UNIVERSITY STUDENTS

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ABSTRACT: *This study x-rayed the effectiveness of anti-drug campaigns in combating and preventing drug abuse among south-east Nigerian university students. Objectives of the study were to identify if the South-East University students were aware of Anti-Drug Abuse Campaigns and to find out the reactions of the students on Anti-Drug Abuse Campaigns. The study was anchored on the Agenda Setting Theory which states that the theory is one of the important roles of the media. It is defined as the process whereby the media determine what we think and worry about. Lippmann (1920), who first observed this, pointed out that the public reacts not to actual events but to the picture in their head. The effect of the agenda-setting is epitomized in Cohen (1963), the press may not as much be successful in telling people what to think, but is stunningly successful in telling its readers what to think about. The methodology adopted in the study was the survey research method, and the sample size was purposively determined, sampling 120 respondents. The major findings revealed that South-East university students are much aware of Anti-Drug Abuse campaigns. It was concluded that the Anti-Drug Abuse campaigns amongst the South-East university students make them hate drug abuse and educate others about its negative effects. It was also recommended that Constant campaigns on Anti-Drug Abuse campaigns should be made in order to educate the students on the negative effects of Drug Abuse in the society as well as in their health conditions and that the use of different media platforms, such as the social media, television, radio, newspapers, magazines, handbills, billboards, as well as the school management and student's union governments in various universities in order to educate, inform and criticize the negative effects of drug abuse to the society and human health respectively.*

KEYWORDS: Anti-Drug campaigns, Drug abuse, Drug abuse prevention, South-East Nigeria, University students.



INTRODUCTION

Media organizations play pivotal roles in the creation of awareness to people on different issues that may influence the society positively or negatively. The objectives of the messages may be to educate, inform, criticize, entertain, or to set an agenda to the public in order to achieve a particular purpose. Media being the Fourth Estate of the realm after the Executive, Legislature and Judiciary go a long way in deciding norms and the standard way of living in the society. Thus, media messages are carried out to the public through jingles, announcements, advertisements, drama as well as campaigns. Campaigns are organized periodic sets of programmes or messages aimed to educate, inform, criticize, entertain or set an agenda for the people. In our society today, people are faced with different kinds of campaign messages about different topical issues among which include drug abuse (Ikpeama, 2021).

Anti-drug campaigns are those organized messages aimed at educating, informing, enlightening or entertaining the people on the need to avoid the intentional or unintentional intake of illegal drugs in the society. The campaigns may appear as jingles, announcements, dramas, or advertisements in order to pass a particular message with the required result. (Arnold-Reed, 2015). However, the issue of drug abuse cannot be overemphasized in our society because of its great importance.

It simply entails the excessive, maladaptive, or addictive use of drugs for nonmedical purposes despite social, psychological, and physical problems that may arise from such use. Abused substances include such agents as anabolic steroids, which are used by some athletes to accelerate muscular development and increase strength and which can cause heart disease, liver damage, and other physical problems; and psychotropic agents, substances that affect the user's mental state and are used to produce changes in mood, feeling, and perception. The latter category, which has a much longer history of abuse, includes opium (and such derivatives as heroin), hallucinogens, barbiturates, cocaine, amphetamines, tranquilizers, the several forms of cannabis, and alcohol (Assadi, 2021).

The history of nonmedical drug consumption is ancient. The discovery of the mood-altering qualities of fermented fruits and substances such as opium has led to their use and, often, acceptance into society. Just as alcohol has a recognized social place in the West, so many other psychotropics have been accepted in different societies.

Drug abuse, which is also seen as the intake of illegal drugs or drugs which are not supported by the professionals such as medical doctors, pharmacists, medical laboratory scientists, may lead to the following health challenges: dependence, the compulsion to use the drug despite any deterioration in health, work, or social activities. Dependence varies from drug to drug in its extent and effect; it can be physical or psychological or both. Physical dependence becomes apparent only when the drug intake is decreased or stopped and an involuntary illness called the withdrawal (or abstinence) syndrome occurs. Drugs known to produce physical dependence are the opiates (i.e., opium and its derivatives) and central-nervous-system depressants such as barbiturates and alcohol. Psychological dependence is indicated when the user relies on a drug to produce a feeling of well-being. This type of dependence varies widely with both substance and user. In its most intense form, the user becomes obsessed with the drug and focuses virtually all his interest and activity on obtaining and using it. (Assadi, 2021).



Another related phenomenon is tolerance, a gradual decrease in the effect of a certain dose as the drug is repeatedly taken; increasingly larger doses are needed to produce the desired effect. Tolerance does not always develop. It is most marked with habitual opiate users. The term addiction is often used synonymously with dependence but should probably be reserved for drugs known to cause physical dependence.

Other hazards of drug abuse include general risks, such as the danger of infection by the AIDS virus and other diseases that can be communicated by use of non-sterile needles or syringes when drugs are taken by injection. Some hazards are associated with the specific effects of the particular drug—paranoia with high doses of stimulants, for example. In addition, adverse social effects stemming from drug abuse are numerous. (Backmund, 2017).

Heroin, an opiate that is not used medically in the United States, is one of the drugs most associated with abuse and addiction in the eyes of the public. In general, opiates are called narcotics because they are used medically to relieve pain and produce sleep. Other opiates that have been abused are opium, morphine, pethidine, codeine, dipipanone, and methadone. Methadone is often used in substitution therapy as a less-addictive opiate that, theoretically at least, can be used to wean the user off heroin and eventually off opiates altogether (Barnard, 2016).

Drugs that either depress or stimulate the central nervous system have long been used for nonmedical reasons. Depressants include all sedatives and hypnotics such as barbiturates and benzodiazepines (minor tranquilizers). These are usually taken by mouth but can be injected. The main stimulants are amphetamines or their derivatives and cocaine, a natural component of the leaves of the coca plant. Amphetamines can be taken by mouth or injected; cocaine is either injected or inhaled through the nose. One form of cocaine (freebase or crack) is generally smoked (Bancroft, 2020).

Other drugs that are frequently abused include cannabis (marijuana, hashish, etc., from the hemp plant *Cannabis sativa*), PCP, and such hallucinogens, or psychedelics, as LSD and mescaline.

The purchase, sale, and nonmedical consumption of all the aforementioned drugs are illegal, and these psychotropic drugs can be obtained only on the black market. However, this is not the only route to drug abuse. Alcohol, for instance, can be legally purchased throughout the world, despite its high potential for abuse. Also, dependence on prescribed drugs is not uncommon, especially with tranquilizers and hypnotics. What was once a serious social problem of dependence on prescribed barbiturates has been overtaken largely by the widespread use of benzodiazepine tranquilizers such as diazepam (Valium), alprazolam (Xanax) and chlordiazepoxide (Librium). Millions of legal prescriptions for these drugs are issued every year.

Problems relating to drug abuse can also occur with substances not normally thought of as drugs. Solvent abuse, commonly known as “glue-sniffing,” is a growing problem, especially among teenagers and even younger children. The inhalation of volatile solvents produces temporary euphoria but can lead to death by respiratory depression, asphyxiation, or other causes.



Objectives of the Study

The objectives of this study are to:

- i. Identify if the South-East University students were aware of Anti-Drug Abuse Campaigns; and to
- ii. Find out the reactions of the students on Anti-Drug Abuse Campaigns.

Anti-Drug Abuse Campaigns

International Day against Drug Abuse and Illicit Trafficking

Hornik (2016) dissects the contributions of the United Nations on Anti-Drug Abuse Campaigns. The world drug problem is a complex issue that affects millions of people worldwide. Many people who use drugs face stigma and discrimination, which can further harm their physical and mental health and prevent them from accessing the help they need. The United Nations Office on Drugs and Crime (UNODC) recognizes the importance of taking a people-centered approach to drug policies, with a focus on human rights, compassion, and evidence-based practices.

The International Day against Drug Abuse and Illicit Trafficking, or World Drug Day, is marked on 26 June every year to strengthen action and cooperation in achieving a world free of drug abuse. The aim of this year's campaign is to raise awareness about the importance of treating people who use drugs with respect and empathy; providing evidence-based, voluntary services for all; offering alternatives to punishment; prioritizing prevention; and leading with compassion. The campaign also aims to combat stigma and discrimination against people who use drugs by promoting language and attitudes that are respectful and non-judgmental.

Every year, UNODC issues the World Drug Report, full of key statistics and factual data obtained through official sources, a science-based approach and research. UNODC continues to provide facts and practical solutions to address the current world drug problem and remains committed to attaining health for all. Health and justice sectors are under pressure and access to services and support is obstructed when we can least afford it.

For two decades, the United Nations Office on Drugs and Crime (UNODC) has helped make the world safer from drugs, organized crime, corruption and terrorism. We are committed to achieving health, security and justice for all by tackling these threats and promoting peace and sustainable well-being as deterrents to them.

The World Drug Report provides a global overview of the supply and demand of opiates, cocaine, cannabis, amphetamine-type stimulants and new psychoactive substances (NPS), as well as their impact on health. It highlights, through improved research and more precise data, that the adverse health consequences of drug use are more widespread than previously thought.

International days and weeks are occasions to educate the public on issues of concern, to mobilize political will and resources to address global problems, and to celebrate and reinforce achievements of humanity. The existence of international days predates the establishment of the United Nations, but the UN has embraced them as a powerful advocacy tool. We also mark other UN observances.



Campaigns which are usually seen as the movements, drives or crusades that push, fight or advocate for an issue. Some campaigns are useful, necessary and contribute positively to a democratic society e.g. the Mandela day campaign of 2017 is a good one for anti-drug abuse, which is a right to know about.

Initially, anti-drug campaigns were seen as political propaganda. Firstly, there was Nancy Reagan's 'Just Say No' campaign that did spark some interest. There were thousands of 'Just Say No' campaigns that sprung up across the United States. However, the majority of young advocates for anti-drugs were kids that were already averse to the idea of drugs. This meant that the campaigns were largely ineffective to children who were actually prone to addiction.

Next, infomercials had an adult explaining all of the reasons why the younger generation should not take drugs. Some advertisements were dull and eye-roll inducing. Others were as bizarre as the infamous 'scrambled eggs' advertisement, highlighting the way in which you "fry your brain" when using drugs (Fishbein, 2015).

In an enlightening interview, the behavioral psychiatrist Keith Humphreys shed some light on what went wrong in the campaign. Humphreys believes that the original campaigns did not work because they enticed the young minds: it gave rebellious teens an effective way to annoy/counter adults.

Additionally, the phrase 'Just Say No' oversimplified the situation. You can't just throw words on a billboard and expect kids to pay heed. Nor did the D.A.R.E programs help instill the aversion police officers wanted in students. Kids saw this as one more thing that adults are stopping them from doing. A simple 'no' can't save them from drugs.

In contrast to past efforts that focused only on the quantity of drugs seized, the current government's new-generation strategy should center on people—apprehending the source of drugs—as well as quantitative targets to eliminate drugs from Nigerian society. Drug-abuse prevention and control is a major battle that requires the concerted efforts of the central and local governments, and the public and private sectors. This is an appeal to governments at all levels and citizens from all walks of life to join forces, and declare war on drug abuse so that drugs will not endanger future generations (Kelder, 2020).

Major Strategic Measures to Combat Drug Abuse

According to Fishbein (2015), there are five major measures to combat drug abuse. Each of these measures has a number of actions to be taken. They are:

1. Drug monitoring: Deny entry and strengthen inspections

- i. Procure additional high-speed detection instruments; increase import spot checks and follow-up inspections for high-risk active pharmaceutical ingredients; upgrade border control measures to prevent drugs from entering Taiwan.
- ii. Expand inspection capabilities to detect emerging drugs by establishing standard analytical profiles for them, and upgrading inspection capabilities at public and private test laboratories.



2. Drug prevention: Zero tolerance for drugs in schools

- i. Have schools and district police precincts set up cooperative patrol networks covering drug “hot spots”; strengthen reporting requirements for educational units.
- ii. Make principals and schools take on more responsibility for drug prevention by incorporating such efforts into their performance evaluations.
- iii. Provide guidance, referrals and follow-up services for student drug users on an individual, case-by-case basis.

3. Drug sweeps: No place for drug dealers to hide

- i. Employ a tech-oriented anti-drug strategy, integrating cross-ministerial resources to establish a national drug database and create drug network graphics for each locale to help track drug sources and cut off supply.
- ii. Mount offensives against community-based middlemen and retail drug dealers through scheduled as well as unscheduled sweeps, and establish comprehensive reporting networks.
- iii. Establish regional joint prevention planning and supervision mechanisms.
- iv. Set up reporting networks for drug issues in remote areas and step up investigation and seizure actions targeting drug smugglers.
- v. Establish a reporting, investigation and seizure mechanism within the military.

4. Drug rehabilitation treatment: Provide comprehensive, empirical and continuous treatment services

- i. Increase coverage for medical treatment of drug and narcotic addictions.
- ii. Build four integrated medical treatment demo centers for drug and narcotic addicts, one each in the north, central, south and eastern regions.
- iii. Build additional therapeutic communities and halfway houses.
- iv. Promote regional services for methadone replacement therapy and improve the accessibility of replacement therapy in remote areas.
- v. Set up family-centered support services to encourage drug addicts to return to their families.
- vi. Provide one-stop employment services that link network resources to help patients prepare to find employment.
- vii. Transfer administrative oversight of local drug abuse prevention centers from the Ministry of Justice to the Ministry of Health and Welfare to enhance the medical rehabilitation and counseling services of those centers.



- viii. Evaluate methods to transform drug rehabilitation centers under the Ministry of Justice's Agency of Corrections, introducing a new rehabilitation model focused on services that provide medical treatment and help addicts return to society, with addict supervision as a secondary consideration.

5. Strategies for amending laws and regulations

- i. Increase criminal sentences and fines for manufacturing, transporting and trafficking in illegal drugs.
- ii. Increase punishments by half for the sale of illegal drugs to minors or pregnant women, and for the manufacture, transport or sale of hybrid drugs.
- iii. Amend criteria for possession of Category 1 and Category 2 drugs, replacing the term "pure narcotics" with "narcotics" to reduce testing costs and harmonize domestic law with regulations in other countries. Lower the sentencing threshold for possession of Category 3 and Category 4 drugs from 20 grams (pure narcotics) to 5 grams (narcotics), thereby making distribution more risky.
- iv. Employ the "administrative interventions first, with judicial sanctions thereafter" model to achieve effective prevention and deterrence. Users of Category 3 or Category 4 drugs with multiple offenses will be fined and complete workshops and counseling first. Those who fail to complete prescribe counseling, or are convicted of drug offenses four times or more within a three year period, will then be subject to criminal sanctions
- v. Introduce an expanded confiscation system to cut off money flows generated by drug trafficking.
- vi. Devise amendments to bring emerging illegal drugs and similar substances and precursors under legal supervision all at once, closing any loopholes where these substances that are not yet under legal supervision can be circulated.
- vii. Amend regulations regarding rewards and punishments in anti-drug efforts, giving equal weight to the number of suspects investigated and the amount of drugs confiscated to incentivize drug enforcement efforts and trace upstream drug sources.
- viii. Establish a reporting and tracing mechanism for military cases involving drugs.
- ix. Continue to promote legislation that holds venues of special businesses responsible for drug control to foster a safe and clean entertainment environment free of drug parties and gatherings.

Influence of Anti-Drug Campaigns on the Prevention of Drug Abuse

Benneth (2017) states that campaigns are, however, useful if targeted properly. For instance campaigns that draw attention to dangerous injecting techniques or booklets or services that can give useful information such as harm reduction, can help change people's drug using behavior. A campaign by the Study Safely campaign in London, issued booklets and posters on drugs and ways to avoid danger or getting into trouble at college. Students found the booklet informative and useful in avoiding harm or unwanted experiences.



In a nutshell, if we base our opinion purely on statistics then anti-drug campaigns have had next to no influence on the resistance of substance use. These movements have been consistently missing the mark on curbing the use of drugs in America.

Nevertheless, the steady growth of the new campaigns like ‘Above the Influence’ and ‘Be Under Your Own Influence’ give us hope that there is potential in anti-drug campaigning. We need a way to impart our knowledge without appearing too generic, fake, and authoritative to the young audiences, as these are the things that turn the kids off of the core message of these campaigns. Once we are able to do that, the hope is that more and more of the youth would actively reject the drugs they are offered (Orwin, 2019).

Ways of Preventing Drug Abuse Amongst University Students

Prevention Programmes for At-Risk Students

Teenagers and adolescents are part of the demographic that is most at risk of substance abuse. This is doubly true when it comes to children and teens, who hail from dysfunctional families or financially poorer communities. This is because individuals are impressionable and vulnerable to outside influences during their teenage years.

Without proper guidance, therefore, they are quite likely to resort to drug and alcohol abuse to deal with the stress and anxiety of day to day life. Children coming from broken or abusive homes are even more in danger of substance abuse because of the daily struggles that they have to live through on a regular basis (Backmund, 2017).

The School-Based Drug Prevention Programmes to Stem Substance Abuse in Students

For decades, governments and private organizations have been creating campaigns to warn people about the dangers and consequences of substance abuse. Some of these campaigns and programs have been more successful than others. Furthermore, different campaigns and programs are designed keeping in mind a different type of audience. Substance abuse prevention programs designed for adults need to be different from those designed for children and young adults. Likewise, different prevention programs have been designed keeping in mind the ethnic background, financial status, and other attributes of the participants (Jacobsohn, 2017).

The Need for School-Based Anti-Drug Abuse Campaigns

Ryan (2017)) states that due to some reasons like the increasing level of drug abuse among students and youths, schools and other educational institutions must organize drug prevention programs to stem substance abuse in at-risk students at the most nascent stages. School-based programs serve a number of important functions.

They provide a safe space for children and young adults to talk about their problems with their friends and peers.

They allow teachers and school administrators to identify at-risk children and take the necessary steps to help them avoid drug-related problems.

School-based programs allow for regular intervention and supervision of at-risk children, as kids spend a significant amount of time each day at school.



The need for a school-based drug prevention program arises because most children spend a significant number of their waking hours within school premises every day. Many of the children most in need of help do not have the required support system at home, as they either come from broken or dysfunctional families. Thus, the responsibility of providing them with guidance and helping them avoid self-destructive habits falls to their teachers, therapists, and school administrators.

When at school, children are ensconced within a safe space, away from the influence of toxic family members, drug-addicted peers, etc. At school, they are in the company of trusted teachers and friends. Thus, school is the best place where an effective drug prevention program can be launched to prevent drug-related experimentation in children.

Characteristics of a Good School-Based Drug Prevention Programme

Drug abuse in teenagers is a pervasive problem faced by nations around the world. This phenomenon happens for a number of reasons and there is no single factor that can prevent it. However, there are certain things that most effective drug prevention programs have in common. Hence, Ryan (2017) states thus:

Connection: A good drug prevention program must make students feel connected to their teachers, instructors, friends, and peers. Students must feel a connection to the school as a whole. A child or an adolescent who believes that his teachers and friends care about him, his education, and his well being, is less likely to resort to drugs and alcohol as a means of escape from his problems. This connection also encourages children to open up and speak their minds in class, which allows teachers to identify the at-risk students early on and take preventive steps to help them avoid addiction.

Health Education: In order to have maximum effectiveness, a drug prevention program must also provide health education that is in line with the National Health Education Standards. These are the expectations for what students must be taught so that they can help promote their own personal health, as well as that of their family and community. As part of health education, children should be taught, in developmentally appropriate ways, the proper use of certain substances and about the laws (both local and national) concerning substance abuse. Part of this health education should involve the development of decision making and self-management skills in the participating students.

Teaching Resources: In order to get the message across, the teachers and instructors involved in the drug prevention program must make use of the world-class teaching resources at their disposal. Resources created by reputable and trusted organizations such as SAMSHA (Substance Abuse and Mental Health Services Administration) and other associated establishments can be relied upon to provide favorable results for the instructors and the students alike. Some of the best teaching resources offer a full toolkit for teachers leading drug prevention programs at the school level. Such a toolkit may include lessons and material appropriate for every grade level, aligned with the National Health Education Standards.



Theoretical Framework

This study is anchored on the Agenda Setting Theory.

Agenda Setting Theory

The audience attaches importance to issues in the domain of public decision because the mass media have effectively brought them to public focus. This ability of the mass media to establish salient issues or images in the mind of the public forms the basis for the Agenda Setting Theory.

Agenda Setting Theory is one of the important roles of the media. It is defined as the process whereby the media determine what we think and worry about. Lippmann (1920) who first observed this, pointed out that the public reacts not to actual events but to the picture in their head. The effect of the Agenda-setting is epitomized in Cohen (1963), the press may not as much be successful in telling people what to think, but is stunningly successful in telling its readers what to think about.

McCombs and Shaw (1977) opine that there is abundant evidence that editors and broadcasters play an important role as they go through their tasks in deciding and publicizing news. The concept of agenda setting is for the press to selectively choose what we see or hear in the media. According to Ghorpade (1986), Agenda Setting is a relational concept that specifies a transfer of salience from agenda primers (media) to agenda adopters (consumers). The power of news media to set a nation's agenda, to focus public attention on a few key public issues is an immense and well-documented influence.

This theory was adopted in this study because of its relevance to this study. Thus, the theory tries to reveal that media plays a vital role in society in presenting issues that should be considered important to the people based on the way or the strategy adopted while presenting the message. In this case, media agenda setting theory could be adopted in order to inform and educate the university students on the need to dissociate themselves from drug abuse due to its negative effects on their health.

METHODOLOGY

The methodology adopted in the study in order to determine the sample size of the study is the survey research method. Thus, for the purpose of easy analyzing of the respondents opinion, the study adopted the purposive sampling technique in selecting the South-East University students which include the following schools:

Abia State – Michael Okpara University of Agriculture Umudike and Abia State University Uturu.

Anambra State - Nnamdi Azikiwe University Awka and Chukwuemeka Odumegwu Ojukwu University Uli.

Ebonyi State - Alex Ekwueme Federal University Ndufu-Alike Ikwo and Ebonyi State University.



Enugu State - University of Nigeria Nsukka and Enugu State University of Science and Technology Enugu.

Imo State - Federal University of Technology Owerri and Imo State University Owerri.

Thus, the research chose two universities from each from the five states in the South-East in order to represent the whole.

For easy distribution of questionnaires, 12 students were chosen from each of the universities thereby making it a total of one hundred and twenty (120) students as the sample size, shown below.

Abia State

Michael Okpara University of Agriculture Umudike - 12 students

Abia State University Uturu - 12 Students

Anambra State

Nnamdi Azikiwe University Awka - 12 students

Chukwuemeka Odumegwu Ojukwu University Uli - 12 students

Ebonyi State

Alex Ekwueme Federal University Ndufu-Alike Ikwo - 12 students

Ebonyi State University - 12 students

Enugu State

University of Nigeria Nsukka - 12 students

Enugu State University of Science and Technology Enugu - 12 students

Imo State

Federal University of Technology Owerri - 12 students

Imo State University Owerri - 12 students



Data Presentation and Analysis

A total of 120 copies of questionnaire were distributed to the respondents, 101 copies were returned and correctly filled while the other 19 copies were discarded due to wrong fillings.

Table 4.1: Demographic Distribution of Respondents

Categories	Strata	Frequency	%
Age	16-19	30	29.7
	20-24	30	29.7
	25-29	25	24.8
	30- above	16	15.8
	Total	101	100
Location	Abia	20	19.8
	Anambra	25	24.8
	Ebonyi	16	15.8
	Enugu	19	18.8
	Imo	21	20.8
	Total	101	100
Gender	Male	70	69.3
	Female	31	30.7
	Total	101	100
Marital Status	Single	90	89.1
	Married	11	10.9
	Total	101	100

From the table above, 30 respondents representing 29.7% agreed that they were between the ages of 16-19. Again, another 30 respondents representing 29.7% stated that they were between the ages of 20-24. Then, 25 respondents representing 24.8% were of the view that they were between the ages of 25-29. While the last 16 respondents representing 15.8% indicated that they were between the ages of 30 and above.

Thus, 20 respondents representing 19.8% revealed that they were from schools in Abia State. Then, 25 respondents representing 24.8% stated that they were students from Anambra State. Again, 16 respondents representing 15.8% disclosed that they were students from Ebonyi State. Meanwhile, 19 respondents representing 18.8% indicated that they were schooling in Enugu State, while 21 respondents representing 20.8% showed that they were students from universities in Imo State.

Furthermore, 70 respondents representing 69.3 indicated that they were males while 31 respondents representing 30.7% disclosed that they were females.

Finally, 90 respondents representing 89.1% revealed that they were single while 11 respondents representing 10.9% disclosed that they were married.

**Table 4.2: Students' Awareness of Anti-Drug Abuse Campaigns**

S/N	OPTIONS	FREQUENCY	%
a	Aware	40	39.6
B	Much Aware	61	60.4
C	Not Aware	0	0
	Total	101	100

From the table above, 40 respondents representing 39.6% of respondents revealed that they are aware of Anti-Drug Abuse Campaigns, 61 respondents representing 60.4% of the respondents stated that they were much aware of the anti-drug abuse campaigns, while the last option, i.e. c had no response.

Table 4.3: Reactions on Anti-Drug Abuse Campaigns

S/N	OPTIONS	FREQUENCY	%
A	Avoidance of Drug Abuse	30	29.7
B	Hate Drug Abuse	25	24.8
C	Educate others about Drug Abuse	16	15.8
D	All of the Above	30	29.7
	Total	101	100

From the table above, 30 respondents representing 29.7% of the respondents revealed that Anti-Drug Abuse Campaigns make them avoid Drug Abuse. Then, 25 respondents representing 24.8% were of the view that Anti-Drug Abuse Campaigns make them hate Drug Abuse. Again, 16 respondents representing 15.8% of respondents indicated that the campaign makes them educate others about it, while the 30 respondents representing 29.7% accepted all of the above options.

DISCUSSION OF FINDINGS

This section discusses findings made in the analysis carried out. This is done based on the objectives.

The objectives are:

Objective 1- To identify if the South-East university students were aware of Anti-Drug Abuse campaigns. Then table 4.2 answered the question. It was found that 39.6% of respondents revealed that they are aware of Anti-Drug Abuse Campaigns, 60.4% of the respondents stated that they were much aware of the anti-drug abuse campaigns, while the last option, i.e. c had no response.

The result from the findings aligns with the opinions of Barnard (2016) and Ryan (2017) which revealed that many students are much aware of anti-drug abuse campaigns due to the fact that such messages are being carried out using different media platforms, such as social media, television, radio and newspaper.



Objective 2 - To find out the reactions of the students on Anti-Drug Abuse Campaigns. Then, table 4.3 answered the question. It was revealed that 29.7% of the respondents revealed that Anti-Drug Abuse Campaigns make them avoid drug abuse. Then, 24.8% were of the view that Anti-Drug Abuse Campaigns make them hate drug abuse. Again, 15.8% of respondents indicated that the campaign makes them educate others about it, while 29.7% accepted all of the above options.

The results came from the findings in tandem with the opinion of Assadi (2021) which states that people react to media messages, especially campaigns based on how they perceive them and how they are being projected to them.

CONCLUSION

From the results obtained from the findings, the following conclusions were made.

It was concluded that South-East University Students are much aware of Anti-Drug Abuse Campaigns.

It was also concluded that Anti-Drug Abuse campaigns had caused the South-East university students to avoid the take of drug abuse.

Finally, it was also concluded that the Anti-Drug Abuse campaigns amongst the South-East university students make them hate drug abuse and educate others about its negative effects.

RECOMMENDATIONS

From the conclusion of the study, the following recommendations were made.

- i. Constant campaigns on Anti-Drug Abuse campaigns should be made in order to educate the students on the negative effects of Drug Abuse in the society as well as in their health conditions.
- ii. The use of different media platforms such as the social media, television, radio, newspapers, magazines, handbills, billboards, as well as the school management and student union governments in various universities in order to educate, inform and criticize the negative effects of drug abuse to the society and human health respectively.



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