

**ASSESSMENT OF PREVENTION MEASURES MITIGATING ALCOHOL  
ABUSE AMONG YOUTHS IN MOTOR BIKE OPERATOR INFORMAL  
SECTOR IN KIAMAINA AND KABATINI WARDS OF BAHATI SUB-  
COUNTY, NAKURU COUNTY, KENYA**

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**MCP/113/03646**

**Research Project Report Submitted to the School of Social Science, Department  
of Counseling Psychology in Partial Fulfillment of the Requirement for the  
Award of Master of Art Degree in Counseling Psychology of Mt Kenya  
University**

**NOVEMBER 2014**

## ABSTRACT

The study has investigated prevention measures that mitigate alcohol abuse among youths in motorbike operators' informal sector in Kiamaina and Kabatini wards of Bahati Sub-county, Nakuru County. Most of the past studies focused either in general population or youths in learning institutions neglecting their counterparts in the informal sector. Social learning theory has guided this study. The study population has constituted the 200 members of the motorbike operator informal sector groups in Kiamaina and Kabatini wards as at April 2014, aged between 20-35. The sample size has comprised of 20 youth group leaders, 10 community leaders, and 134 members of the registered youth groups. Descriptive survey design was used. Purposive and Simple random sampling technique was used to select participants. Quantitative data was collected through questionnaires which was administered to respondent in two wards within Bahati-Sub County, namely Kiamaina and Kabatini. A pilot study was done prior to the main study to determine the reliability and validity of data collection instrument. Cronbach alpha tested reliability after the pilot study. The data was edited, coded, classified, tabulated and analyzed using Statistical Package for Social Sciences (SPSS) version. Descriptive statistics like frequency and percentage was used to describe, analyze, and summarize data. The key findings from the study was investigated on preventive priority areas, current and alternative prevention measures the mitigate alcohol abuse among youths in motor bike operator informal sector, Kiamaina and Kabatini wards of Bahati Sub-county, Nakuru County. A total of 164 respondents at(96.8% male and 3.2% female ) responded to questionnaires where the majority were from Kiamaina at (59%). Prevalence of alcohol use among 17 or younger had moderate and low at (41.2% and 52.2%).Binge drinking for 21-35 was high at (45.2%) while illicit alcohol had a high prevalence at (51.6%). Packaged or legal alcohol use was low at (54.8%) and traditional alcohol use was low at (49,7%). The consumption of illicit alcohol brew was high at (54.8%) for youth aged 21- 30. while the production, distribution and sales of illicit were rampant at (67.5%).The tread of alcohol consumption behaviors in the past five years decreased at (48.5%),binge drinking remained the same at (78.5%),,packaged or legal alcohol remained the same at (15.5%) while illicit alcohol increased at (83.2%) .