

**IMPACT OF BEHAVIOUR MODIFICATION STRATEGIES ON ALCOHOL
ABUSERS IN PUBLIC SECONDARY SCHOOLS IN NYERI CENTRAL SUB-
COUNTY, NYERI COUNTY, KENYA**

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ABSTRACT

The purpose of this study was to explore the impact of behaviour modification strategies among alcohol abusers in public secondary schools in Nyeri Central Sub-County, Nyeri County, Kenya. The study was guided by the following objectives: to identify the causes of alcohol abuse among students in Secondary schools, to find out the most commonly abused drugs in Secondary schools, to establish which gender mostly abuses drugs and alcohol among the students in Secondary schools and to find out which counseling services and behavior modification strategies are offered by teacher counselors in Secondary schools. The study adopted the descriptive survey design which is suitable in situations where questions such as how, why and what are investigated on a certain phenomenon to give facts of the situation as it is, without interference by the researcher. The study population was drawn from all public secondary schools. The study employed descriptive statistics in analyzing. The study used questionnaires to gather data for all the objectives. The sample size was 210 students. In order to ascertain where to get the students sample from, the schools were stratified according to the school categories. The strata identified were girls boarding, mixed boarding, mixed day, boys boarding and mixed day and boarding schools. From each stratum, 42 slots were shared between the schools therein and the gender. All the 18 teachers were studied. A pilot study was conducted on twenty participants from the target population in one secondary school not included in the final sample. This was for the purpose of avoiding participant pollution. The study found that the causes of alcohol abuse were availability, peer influence, and institutional tolerance. These were mediated by gender and age. Munyiri was found to be the substance mostly abused and also used in cultural practices. The male gender was found to be more vulnerable to alcohol abuse. Guidance and counseling and behaviour modification techniques were scarcely practiced in the area. The researcher recommended that the guidance and counseling and behavioural modification sessions should be organized in the area by teacher counselors. NACADA should give seminars on the dangers of taking drugs by students.