

**THE EFFECTS OF ALCOHOL AMONG THE YOUTH IN NAIROBI COUNTY
A CASE OF KARIOBANGI AREA.**

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ABSTRACT

This article focused on the effects of alcohol in Kariobangi area. These are some of the major social problems that have continued to mold evil in the society today. There are various socio-cultural factors that influence the youth such as unemployment, poverty rates, poor upbringing, and peer pressure, which forms the basis of my study. After observing keenly how the future generation, that is the youths of Kariobangi languishing in the consumption of alcohol rendering them to lead miserable life's, it necessitates and set the importance and urgency of this study. By the end of this study the following objectives will be met, to identify factors influencing alcohol consumption among the youth. To examine the effects of alcohol among the youth. To examine the role played by the institutions in the community in addressing the problem of alcohol consumption among the affected group, and the adapting mechanisms observed in survey area. To find out appropriate strategies that would help reduce alcoholic consumption among youth of Kariobangi area.

The primary data was collected from the field in raw form using questionnaires and interviews. An estimated number of fifty respondents aged between fifteen to forty years were involved and the findings analyzed using social statistics while content analysis was done for qualitative data. The Study used qualitative analysis so as to determine the respondents' opinion, views and ideas concerning the effects of alcohol consumption among the youths. It also endeavor to find out the role the Society plays in curbing the vice.

It was further expected that the youth of Kenya found this study worthwhile in the quest to better their lives and abandon alcohol consumption. Some of the recommendation such as devising income generating projects in the area, creating awareness on the adverse effects of alcohol, the government channeling funds towards improving juakali and Kazi kwa Vijana industry as form of creating employment opportunities and coming up with policies that compelled all the youths to attain formal education have gone a long way in ensuring reduction of consumption of alcohol in the country.