

**IMPACT OF BROADCASTING MEDIA IN FIGHTING AGAINST DRUG ABUSE
IN UGANDA. ACASE STUDY OF UBC WEST.**

BY

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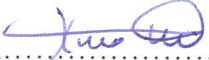
**ARESEARCH PROPOSAL SUBMITTED TO THE COLLEGE OF HUMANITIES
AND SOCIAL SCIENCES IN PARTIAL FULFILMENT OF THE
REQUIREMENTS FOR THE AWARD OF BACHELORS
DEGREE IN MASS COMMUNICATION OF
KAMPALA INTERNATIONAL**

UGANDAN

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DECLARATION

I **Kiiza Isha** declare to the best of my knowledge that this dissertation is my personal and original work and has never been presented by any one in any university for the award of certificate, Diploma, Degree in mass communication.

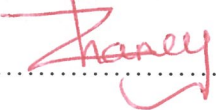
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DATE.....5th/09/2017.....

APPROVAL

I hereby certify that this work entitled impact of broadcast media in fighting against drug abuse in Uganda has been submitted with my approval for examination as university supervisor

Signature  Date th5-04-2017

Madam Nanyondo Janet

ACKNOWLEDGEMENT

I thank the lord who has endowed me with the knowledge that enabled me to go through my studies.

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I would like to thank my beloved mama Ziripah Balyesima for love and support towards my life. More so, I would like to thank my beloved Aunt Eva and brother Asaba Andrew for the love and their financial support towards my studies.

Lastly, I am grateful towards any other one who has, either directly or indirectly, contributed to the effective completion of my studies:

I thank GOD for the good health and other blessings.

May his name be glorified.

ABSTRACT

The study was to establish the impact of broadcast media in fighting against drug abuse in Uganda. With special attention to UBC Radio located in Kampala Central. It was guided by the researcher objectives that included investigating on the effect of broadcast media in fighting against drug abuse among the Ugandans, examining the role of broadcast media in educating and enlightening the Ugandans on drug abuse, to examine the challenges facing broadcast media in creating awareness on drug abuse and devising the strategies of improving broadcast media's role in fighting against drug abuse among Ugandans. The study used an investigative design that incorporated a sample of 50 respondents who specifically were the management of UBC staff especially radio presenters, journalists, News editors engaged through a research questionnaire. This was to provide parameters of investigation such as the significant of the study and challenges faced by broadcast media in fighting against drug abuse in Uganda. The study findings indicated that broadcast media has impact in fighting against drug abuse among Ugandans; by addressing specific substances with the aim of reducing use and raising awareness about the associated problems, enhancing personal and social skills that promote positive lifestyle choices as well as resistance to drug use, addressing the existing knowledge and beliefs of the target audience that impede adoption of the desired behavior, proper addressing risks associated with drug abuse will improve students discipline to be acceptable in society and academic performance will improve as well. Broadcast media campaigns should increase public awareness of the broader social context in which chronic substance abuse occurs and promote debate on the cost, availability, and promotion of alcohol and tobacco; policy changes that might discourage substance use by adolescents; and the development and funding of clinical and social programs that provide direct interventions. This will discourage the drug sellers and will eventually close their businesses and hence solving the problem of drug abuse. The researcher made recommendations to broadcast media, universities, government and policy makers. The universities were urged to use approaches that incorporate drug resistance skills into a broader set of essential personal and social skills. The government through the ministry of education and sports was urged to implement effective school programs that teach young people to resist drugs by developing personal and social skills and the policy makers were urged formulate strict policies on drugs which are not useful to human life and those that are deemed to be useful, measures must be stipulated on who should import.

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CHAPTER ONE

INTRODUCTION

1.0 Introduction.

This chapter looks at the background of the study, statement of the problem, purpose of the study, specific objectives, research questions, scope of the study and the significance of the study.

1.2 Background to the Study

Uganda like any other country in East African region is increasingly faced with the drug and substance abuse problem. The consumption of these drugs is gaining prominence especially by the youth throughout the country leading to increase in Drug Related Crimes. Drug and substance abuse is on increase particularly among out of school youths and juveniles due to peer pressure, desire to cope with pressures of surviving in a homeless situation, lack of food, unemployment, wanting to socialize with peers and gaining courage to engage in crime. The relationship between drug and substance abuse and juvenile crime, dropping out of school, depression, suicide, and violence are evident in Drug abuse is on the rise world over and here in Uganda we are facing the same problem. We have had to put some patients on the waiting list for admission because the bed capacity is not enough," Dr. Basangwa (2010), say most drug abusers start while at school or university, they get messed up, drop out of school and usually form the highest percentage of gangsters.

Mr. Bennett Alinda (2008), the executive director of the United Initiative Alliance for Youth, an organization that educates youth against using and abusing drugs, said most students engage in the vice because it has become 'the new cool' in schools. Mr. Alinda himself a student, said during his time at school, most students started taking drugs because they wanted to keep up with peer groups, feel good and appear bold.

many studies. Drug and substance abuse is one of the major drivers of the HIV/AIDS pandemic because drugs impair judgment leading to irresponsible

sexual behavior hence other sexually transmitted diseases commonly seen among street children and homeless young people in urban areas.

Broadcast media is the channel that aims at distributing of audio and/or video content or other messages to a dispersed audience via any electronic mass communications medium, but typically one using the electromagnetic spectrum (radio waves), in a one-to-many model (Mbungane, 2011). Russell, (2005) define broadcast media as the medium that help to communicate or transmit a signal, a message, or content, such as audio or video programming, to numerous recipients simultaneously over a communication network (Russell, 2005).

A drug abuse is situation that happens when excess of a drug has been swallowed to the person. Therefore, any substance which, when introduced into the body will alter the normal biological and psychological functioning of the body especially the central nervous system (Myers, 2006) is called a drug. Drug abuse has been considered a global epidemic, (McCabe, Boyd & Teter, 2009). Studies and statistics show that globally more preadolescence and teenage children are using drugs and alcohol Australian Drug Foundation (ADF, 2009). Drug abuse most often begins in early adolescence because of social economic problems and cultural practices of this age group (Kandel & Chen, 2005). Drug abuse affect people at all levels of development; has a negative impact on the education of students; overall health of the abuser is affected and negative behavior associated with the vice predisposes the abuser to crime (Kyalo & Mbugua, 2011).

Globally, broadcast media has been a major agent of socialization and a tool for social change especially now that people depend on message from broadcast media. As in other countries, drug abuse in the USA often starts with the innocent use of addictive substances, which is seen by society as acceptable behavior. Individuals start to become addictive to substances such as alcohol by using it on a regular basis and the smoking of cigarettes, which is available

and acceptable 21 to buy and use. In the USA about 79.1% of teenage students drink. The USA and Japan have the highest percentage of smokers in the world. A disturbing trend recently is the increasing number of teenage girls who smoke (DeJong and Russell, 2005). In the USA, marijuana is the most widely used illicit drug among America's youth and the number of teens using marijuana doubled between 1991 and 2001 from 1 in 10 to 1 in 5. Among the youth who use drugs, approximately 60% use only marijuana. The marijuana users also tend to become younger and two-thirds of new marijuana users in the USA each year are between 12 and 17. It is not surprising, then, that prevention advocates would look to the broadcast media as an important aid in addressing the problem of drug abuse among Ugandans (DeJong and Russell, 2005).

In Africa, broadcast media are made up of television, radios and other communication methods that transfer their voice to people. However, Radio was our focus on this work. Radio is a medium of communication which is established for the promotion of economic development with a maximum coverage (Harerakwa, R. 2006). Radio is also established for enhancement of educational development, stimulation of political participation and arousing National security. Most media campaigns focused on Ugandans drinking and other drug abusers have been campus based, using a mix of posters, flyers, electronic mail messages and college newspaper advertisements. More recently, a few regional, state and national media campaigns have begun to address this issue as well (Piesse, A. and Kalton, G. 2008). The campaigns are intended to raise awareness of the problem, usually with the intent of motivating students to avoid high-risk drug use. Second, social norms marketing campaigns have been used to correct misperceptions of current drug abuse norms, based on the idea that if students no longer have an exaggerated view of how much drugs their peers are consuming, fewer of them will be led to engage in high-risk drug abuse. Third, advocacy campaigns attempt to stimulate support for

institutional, community or public policy change. Unfortunately, evaluation data for all three types of campaigns are still very limited.

Uganda has many serious problems, which have very serious health, social and economic implications on the society. According to (Arincitwe 2004), a higher percentage of our youths within the age arrange of eighteen (18) and youth between the age of twenty five (25) and twenty eight years (28) have tried one drug or the other and are tied to drugs. A high percentage of those admitted of mental related problems also come from the same group. Thus the drug epidemic is gradually eroding the manpower base and future of Ugandans and the “hardest” drugs used by Ugandans are a mixture of heroin, cannabis (marijuana) and Of the youth at Ugandans level, 89.6% use a mixture of heroin and mandrax, and Shisha 82.9%, especially females, use a cannabis/mandrax mixture. The persistence of drug abuse and its related problems are due to relaxation of broadcast media which would play a role of informing people about the dangers of drug abuse such as school dropout, loss of credibility and poor academic performance among students.

All over the country, parents, teachers, religious leaders, and others are struggling to compete with the volume of misleading messages and negative influences that Ugandan are exposed to through Uganda broadcasting service UBC that reaches all corners of the country especially when it comes to drug use (Mwenda 2007). Anti-Drug Media Campaigns are used as the effective way to push back against these negative messages and “unsell” the idea of drug use to Ugandans.

1.3 Statement of the Problem

Despite the government’s concern and education about the dangers of drug abuse, the prevalence of drug abuse continues to be felt at an alarming level in Universities in Uganda (Mayojo, 2006). Therefore, drug abuse must be solved with immediate effect and if not, social problems such as school dropout, poor academic performance, sexual immorality, stress and destruction of school and

Ugandan property will remain the order of the day. It's upon this background the research investigated the influence of broadcast media on fight against drug abuse among Ugandans.

The Government of Uganda recognizes the dangers/problems the society is experiencing due to large number of its population being drug abusers especially the youth between the age of 15 and 30 years. The government has initiated initiatives such as media campaigns aimed at addressing the problem of drug abuse among adolescents in and out of school but the number has continued to increase especially in Universities and colleges where at least 25% abuse drugs in form of alcohol and 14% abuse drugs in form of marijuana, cocaine, cigarettes and tobacco (Mwebesa 2009).

1.4 Purpose of the study

The purpose of the study was to investigate on the effect of broadcast media in fight against drug abuse among the Ugandans.

1.5 Objectives of the Study

- i. To examine the role of broadcast media in educating and enlightening the Ugandans on drug abuse.
- ii. To examine the challenges facing broadcast media in creating awareness on drug abuse.
- iii. To assess policies in place that are designed to fight drug abuse in Uganda

1.5 Research Questions

- i. What are the roles played by broadcast media in educating and enlightening the Ugandans on drug abuse?
- ii. What are the challenges facing broadcast media in creating awareness on drug abuse?
- iii. What are policies in place that are designed to fight drug abuse in Uganda?

1.6 Scope of the study

1.6.1 Subject scope

The study mainly focused on the role of broadcast media on fight against drug abuse among Ugandans and was based on the objectives of the study.

1.6.2 Geographical scope

The study will be carried out at plot 17-19 Nile Avenue, where UBC is located due to convenience and accessibility by the researcher

1.6.3 Time scope

The study will cover a period of 2 years ranging from May 2015 to 2017. This period was considered because it was appropriate enough for the researcher to complete his report and due to the fact that it was within the academic calendar of the Ugandans before the end of the semester.

1.7 Significance of the Study

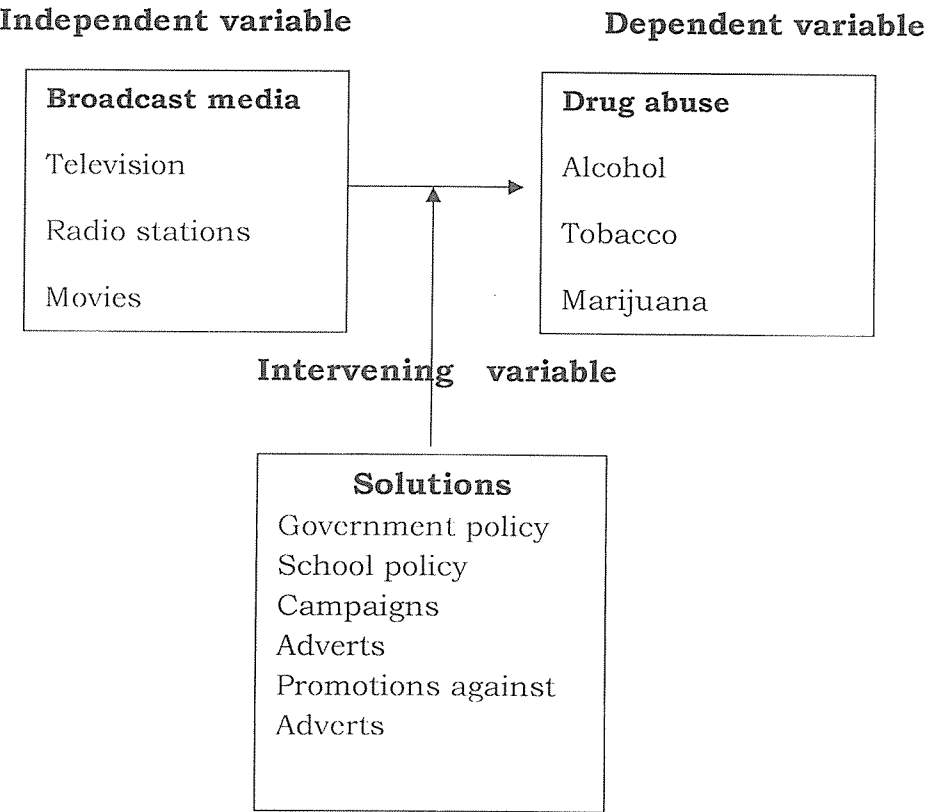
The research will benefit different people, organization, and government and other agencies especially youth. This study has important contribution to make in the education of drug abuse among our youths in our national network stations. Drug abuse has a debilitation effect on the health of the nation, irresponsible, unemployable; indeed, there is a danger of the waste of Ugandans next generation if the best of Ugandan youths will be consumed by an addiction that will leave trappable of productive employment or social reductions.

The study will also help policy makers in devising the appropriate policies that can help solve the problem of drug abuse since the effects caused will be explored deeper in this research.

The study will help the management of Kampala International to understand the extent to which their students consume drugs, the effects and the strategies that can be devised to solve the problem of drug abuse.

The research will also help future academicians who will be interested in investigating either similar or related studies. The information generated in this research will help in reviewing the related literature.

1.8 Conceptual frame work



Source: Author 2017

Figure 1.1 showed the interrelationship between independent variable (Broadcast media), and the dependent variable (drug abuse). The independent variable had been broken into sub-variables namely; television, radios and movies as the major determinants or elements of broadcast media, the intervening variable shows it clearly that government policy and school policy may give a chance or prevent students and other groups of people from indulging themselves in drug abuse and the dependent variable which was the drug abuse a case in point being alcohol, tobacco and marijuana etc.

1.9 Definition of the Terms

Impact: This is synonymous to the function or contribution of something or somebody.

Broadcast Media: These are means of communication that transfer their voice to people. These are represented by radio, television and movies.

Drug: Drug is a substance which may have medicinal, intoxicating or enhancing performance or other effect in human body.

Drug Abuse: Is the use of drugs or substances in which the user consumes the substance in amount or with methods neither approved or nor supervised by medical professionals.

Student: A group of undergraduates acquiring knowledge for their first degree programme.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter helped to review the related literature on impact of broadcast media on fight against drug abuse. The research was based on the research objectives and information was obtained from books, journals, internet and newspapers.

2.1 The Role of Broadcast Media in Fight against Drug Abuse

Broadcast media especially radio is the one of the most dramatic medium with a high audience reach both in the urban and rural areas respectively. Radio coverage is no less than 90 percent effective, the use of vernacular language to convey message makes radios a very flexible, portable and available medium, it is also inexpensive and every government, no matter its policy recognizes role of the media in combating drug abuse (Kelly, K. J., Edwards 2006). Undoubtedly radio makes a greater contribution towards societal improvements, so with this in mind and the features already mentioned above, it can rightly be said that radio is the hub that holds the wheel of society together and it has a role to play in combating the various scourge that afflicts man today and one of such problem that has threatened the existence of man is drug abuse.

Broadcast media especially radio stations like UBC invite the youths to the broadcast media to discuss on the crimes affecting their society, they also give their opinions on how to curb these illicit crimes in the society, such as crimes include drug abuse, human trafficking, child abuse/labour, kidnapping, robbery and so on (Wakefield, M. A. 2010),. So the programmes help youths to desist from drugs and other social vices in the society. Youth train reveals the implications of indulging in such crimes and urges and trains our youths out there to avoid these crimes and focus on being the future leaders of tomorrow and good citizens of the country.

Media campaigns have been successfully applied to the reduction of tobacco use and the promotion of road safety, and have shown moderately positive results in a number of areas including: the promotion of healthier nutrition, physical activity, participation in screening for breast and cervical cancer, organ donation and pre-hospital response times for potential heart attack symptoms

(Wakefield et al., 2010). Media campaigns have been widely used for the prevention of illicit drug use in young people. They often address specific substances with the aim of reducing use and raising awareness about the associated problems. These types of campaign typically target young people because evidence shows that drug use often starts during adolescence, a time in life when young people may experiment with cigarettes, alcohol and illicit drugs. Relatively few drug prevention media campaigns have been formally evaluated, however, and most of the evaluations have solely focused on assessing whether people understood and retained the main messages, and if they liked them. Where stronger evidence is available, it is rarely conclusive.

Health matters are another programme presented in UBC radio. The programme is based on the health of people. This programme emphasizes that the condition of one's bad health can be caused by the constant intake of drugs which is detrimental to the health (Cappella, J. N. 2003). The programmes producer encourages individuals on air to be conscious of the intake of substances into the body as such substances can lead to after effects later in life. This programme also spreads information for individuals to keep their health fit and to avoid the intake of drugs. For example, someone who constantly indulges in the intake of cocaine, cigarette, Indian hemp, cannabis, marijuana, and alcohol is prone to health problems and is also liable to die at a young age. Therefore the programme advises all individuals to avoid drugs, addiction to drugs in order to avoid health complications (Barbour, William 2004). More over in this programmes, individuals are equally informed that instead of taking drugs into their system, people should rather take good food

that will improve the system, such food include vitamins and minerals, protein fruits and a complete balanced diet will help nourish and sustain the body system as well as fight against sickness and diseases.

Otieno (2005) observed that parents need to play a more active role in the fight against drug abuse since many students in Kenya are exposed to drugs through advertisements in mass media which glorify smoking and alcohol abuse as indicators of success and stardom. The media has also been perceived to be a stumbling block to the war against youth drug abuse. Often teachers have felt that mass media is responsible for indirectly promoting liberal and permissive social values combined with promotion of a sensation-seeking culture which is instrumental in increasing drug abuse among students. This is perceived to be in contrast to the moral values emphasized by the community and society in general. In addition, alcohol and cigarettes are legally advertised through the media while attached warning labels are too small to be read by many people (Shaw, 2007). Otieno (2005)

According to (Czitrom, Daniel 3. 2003) crime watch is another programme done in radios Crime watch informs people of the different crimes in the society and the implication of such crimes. The media goes further to say that one of such crimes is drug abuse, drug addiction and the importation of illegal substances. This programme in the media informs people that if someone is high and addicted to drugs, it leads to violence, such as rape, homicide, robbery, murder, assault, psychosis (madness) and so on. Mass media campaigns in public health disseminate information about health, or threats to it, in order to persuade people to adopt behavioral changes (BallRokcach2009). They are usually implemented via television and radio, newspaper or magazine advertisements, billboards and road posters.

Media campaigns that aim to prevent drug use by providing information are based on the health belief model (Glanz et al., 2002). Under this model, awareness about the severity of a health condition along with knowledge of the

benefits of actions to avoid it is essential for healthy behavior. Therefore, the provision of factual information about the negative effects and dangers of drugs is supposed to deter use. Social norms theory (Perkins and Berkowitz, 2006)

2.2 Challenges faced by Broadcast Media in Fighting Drug Abuse among Ugandans.

The media's portrayal of youth as rising criminals is in fact false media coverage and has resulted in unnecessary tougher criminal policies on youth crime with increasing numbers of incarcerated youth (Larry. 2001). Other targeted groups are ethnic and cultural minorities, as well as foreigners, immigrants and refugees (Gross, Larry. 2001). Media effects on public perception are often discussed, yet are difficult to measure. Several authors, like Tom Rogers, who have conducted studies and in-depth literature reviews on the subject, discuss how certain aspects of print media reportage generate a fear of crime in society, yet such a causal link is difficult to evaluate. Rogers' *Towards an Analytical Framework on Fear of Crime and its Relationship to Print Media Reportage*," reviews how media coverage is found to contribute to increasing victimization and feelings of insecurity, in terms of locality of crimes, moral decline and neighborhood degradation:

"disorganization and physical / social disabilities of contemporary urban life, typified by symbols of disorder and crime, teenagers on the streets, abandoned buildings, graffiti, illegal drugs, public drunkenness and vandalism are thought to increase urban unease and consequently fear of crime."

Crime news has situated crime as a 'problem frame' which fuels a 'fear of crime' mentality, feeds on public opinion and perception, and strengthens repressive and 'tougher' public policies on crime and criminal penalties (Kenneth Dowler 2003) asserts that the media's obsessive focus on crime has resulted in over-exposure and therefore individuals who are highly exposed to violence in the media perceive crime as threatening, which increases a fear of crime, and therefore punitive attitudes. The John Howard Society's "Is Youth

Crime out of Control?" (1998) agrees and suggests that misconceptions of crime lead to intolerance and harsher attitudes.

According to Melanie Brown from the Australian Institute of Criminology, studies on television and film violence do not suggest a direct causal link between media exposure and aggressive behaviour, but instead refer to a complex relationship which identifies 'interacting variables' (Kenneth Dowler 2003). The 2002 WHO report on violence and health states: "brief exposure to violence on television or film.. .Produces short-term increases in aggressive behavior The effects seem to be greater for youths with aggressive tendencies". The media can play a role in facilitating aggressive behavior, yet evidence remains vague and unconfirmed. Studies demonstrate a stronger relationship between media exposure and the desensitization of certain criminal acts. Srivastva and Sweta Agarwal (2004) envision the media as a powerful tool for "communicating ideas". Their study focuses on Indian cinema and television, in which they find that images of violence against women are desensitizing viewers to rape and murder against women. They deem this situation as a 'dangerous effect' which must be checked. In the end, they claim that the media holds a highly influential role and therefore by removing media images of women as victims and helpless, violence against women will reduce.

Broadcast media can't work alone unless there is intervention of the principal, teachers, and staff members all committing to following the program designed (Gelinas, M. 2006). The program requires a change in the overall atmosphere of the school and consistent implementation. For example, if one teacher continues to discipline students by sending them to the principal's office while another works with students to solve problems, the program will not be fully effective. Sedge wick was fortunate to have the support of the entire school staff, and the school screens prospective teachers to ensure they are willing to follow the CDP philosophy.

Lack of adequate funds to invest on airtime to enable programs continues to be broadcasted. Costs vary depending on how the program is implemented. If

school staffs teach the program, the only required costs are training, materials, and student incentives (Jones, 2008). The initial five-day training for facilitators, costs \$500/day for six Promising Strategies to Reduce Substance Abuse people, plus trainer travel and expenses. A recommended one-day follow-up training every six months costs \$750/day plus trainer expenses. The most difficult part of implementing the program in Texas was obtaining the cooperation of the schools (Ham, L. S. & Hope, D. A. 2003). School officials are often reluctant to release pretest information, including students' attendance records and grades, which is critical to evaluating. School officials were more cooperative after the Texas

Education Association authorized that a half credit be given to students taking the course. Texas is the only state that gives academic credit for the course.

Popular broadcast media in their adverts portray drug use as a normal behavior. Adolescents are deeply immersed in popular culture as it is conveyed through various forms of media. On average, American children are exposed to at least 8 hours of media per day including television, radio, movies, recorded music, comics, and video games (Williams and Frith, 2003). Both media programming and advertising content tend to portray drug use as common and normal. For example, by his or her 18th birthday, an average adolescent will have seen 100,000 television commercials for beer (Monroe, 1994), and will have watched 65,000 scenes on television depicting beer drinking (Coombs, Paulson, & Palley, 2008). Anecdotal evidence suggests that many media messages tend to normalize drug use by portraying it as common, something to be expected, or even humorous.

Adolescents believe parents are critical role models. Adolescents of all ages assert that parents cannot tell their children not to use drugs if they are using drugs themselves (Paulson 2008). Adolescents feel that the primary role for parents with regard to curbing drug use is to be good role models. Younger children also believe that harsh disciplinary tactics work well, but many older

adolescents do not believe that parents' admonitions are effective. Whereas younger adolescents see their parents as sources of information and warnings about the dangers of drugs, older adolescents tend not to discuss drugs with their parents. Adolescents of all ages, however, are concerned that their parents will be enraged or disappointed if they discover that their child uses drugs. Education Association authorized that a half credit be given to students taking the course. Texas is the only state that gives academic credit for the course.

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2.3 The Strategies of Improving Broadcast Media's role in Fight against Drug Abuse among Ugandans.

With a comprehensive prevention program, the intensive lessons given to Ugandans are reinforced during secondary and high school. In the same way, "reminder" campaigns through broadcast media should be phased in as the first cohort of preteens reached by the initial media campaign moves into adolescence (Kellner, Douglas 2003).

According to Klapper, J. (2000), to meet the needs of high-risk Ugandans, broadcast media campaigns should increase public awareness of the broader social context in which chronic substance abuse occurs and promote debate on the cost, availability, and promotion of alcohol and tobacco; policy changes that might discourage substance use by adolescents; and the development and funding of clinical and social programs that provide direct interventions.

Broadcast media should enhance personal and social skills that promote positive lifestyle choices as well as resistance to drug use. The most effective drug prevention programs have included drug resistance skills training, either alone or in combination with other program elements (Botvin et al., 1990;

Broadcast media campaigns should address the existing knowledge and beliefs of the target audience that impede adoption of the desired behavior (Luke, Carmen 2000). These beliefs concern the person's perceived susceptibility to

the health problem and its perceived seriousness; the effectiveness of a given course of action in reducing the threat; and the perceived barriers to executing

Broadcast media should devise strategies to address different levels of risk. Universal prevention efforts, like drug education programs on radio stations and televisions should be allocated more time and must target all youth without identifying those at particularly high levels of risk (Mudar, P., 2005).

Selective interventions concentrate on those who are particularly vulnerable to drugs because of personal, family, and community risk factors. Indicated interventions are intensive efforts aimed at youth who are already experimenting with alcohol and other drugs or exhibit other risk-related behavior. Effective prevention promotes the protective factors that reduce the potential for substance abuse and other closely linked behaviors, such as truancy, delinquency, and early pregnancy. Successful prevention strategies on broadcast media should also incorporate the cultural, gender, and age specific needs of participants. Kabandize, L. I. (2004).

Broadcast media campaigns should communicate incentives or benefits for adopting the desired behavior that build on the existing motives, needs, and values of the target group (Lull, James, 2005). Commercial marketers know that people are more likely to remember messages that meet their needs or support values in which they believe.

Broadcast media should cooperate with the mentors and other youth-influential adults can also play an important role in preventing drug use. Besides their parents, adolescents come into daily contact with a host of others who can potentially reinforce, disrupt, or compensate for any lacking protective parental influences. These include educators, mentors, coaches, grandparents and other family members, and youth workers and volunteers in programs like the Boys and Girls Clubs and Scouting. (Tiernay, Grossman, & Resch, 2005). Moreover, this type of mentoring relationship also benefits participants in other ways by reducing their involvement in violence, and by improving their

attitudes toward school work, their school attendance, and their relationships with their family and peers.

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The target audience's attention should be drawn to immediate, high-probability consequences of behavior, especially in campaigns directed to preteens and adolescents (McChesney, Robert 2003). Young people should be taught the facts about the long-term effects of substance use, especially when there is misinformation about the addictive potential and long-term effects of a particular drug, as with cocaine in the early 1980s.

The use of emotionally arousing fear appeals should be approached with great caution. Although focus groups typically rate strong fear appeals as highly motivating and effective, most experts have concluded that such appeals are difficult to execute properly and rarely succeed (McChesney, Robert 2007). If the appeal is too mild,

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter presented the research approaches, target population, sample size, sampling procedures, sources of data, data processing, presentation, data processing, analysis and presentation, anticipated limitations of the study and ethical considerations.

3.1 Research design

The study used descriptive case designs using both qualitative and quantitative approaches. Quantitative design was used because it was more accurate in terms of data collection and more reliable in terms of research results. This meant that quantitative research design was used for expressing the numerical information captured during the study which could not be easily expressed in words. Qualitative research design was used because it helped in analyzing the data that was interpreted by words in order to give the meaning to the presented numerals.

3.2 Target population

According to Lewis, A. (2007) population refers to individually or elements that the researcher interface with. The study population was comprised of the management of UBC staff especially radio presenters, journalists, News editors with adequate knowledge about the role of broadcast media in fight against drug abuse in Uganda.

3.2.1 Sample size

Sometimes it was difficult to include the whole population in research; therefore the researcher selected a portion from the population known as sample about the whole population. The sample

this study was restricted to the information required and the purpose of the study and the researcher used Slovene's (2001) to come up with appropriate sample size to be used in the study.

Slovene's Formula states that, given a population, the minimum Sample size is given by: The sample size was calculated mathematically using the formula below;

$$n \frac{n}{1 + \pi a^2}$$

When; n=the sample size

N= total population of respondents that is 57.

a= the level significance, that is 0.05

$$n \frac{n}{1 + \pi a^2}$$

$$n = \frac{n}{1 + 57(0.05)}$$

$$n = \frac{57}{1 + 57 * 0.0025}$$

$$n = \frac{57}{1.1425}$$

$$n = 49.8$$

$$n = 50$$

The study constituted 50 respondents.

3.3.2 Sample procedure

According to Mugenda and Mugenda (2006), sampling is the process of selecting apportion of people or items to represent the entire population. The researcher used the sample random sampling technique to select Ugandans UBC staff. This technique was good because it reduced chances of researchers being biased when choosing the particulars. This sampling procedures ensured that each member of the target population had equal and independent chances of being included in the sample.

14 Data collection methods

The researcher obtained data from the field using the following important instruments:

3.4. 1 Questionnaires.

The researcher used questionnaires which were both open and closed for respondents to answer Saunders, M., Lewis, P., & Thornhill, A. (2007). Here, self-administered questionnaires were employed containing both open-ended and close-ended question. The open-ended questions enabled respondents to contribute their views and suggestions, while the close-ended questions allowed respondents to respond to common responses.

3.4.2 Interviews

These are instruments used to conduct face-to-face interactions make conversations between the interviewee and the researcher with the sole aim of soliciting data (Pronkole 2003). The researcher used both formal and informal interviews with the respondents. This enabled the researcher to get more information in greater depth, reduced resistance and also obtained personal information from the respondents. The advantage of this method was that it helped to further clarify certain information that was in the questionnaire. Again, the interview was employed to cross check certain information from the respondents.

3.5 Data processing and analysis

Several methods were employed in processing the raw data from the field. These included editing, coding, classification, tabulation, and data analysis. These were done after data collection to make it meaningful.

3.6 Validity and reliability of the instruments.

Validity is defined as the accuracy and meaningfulness of inferences, which are based on the research results (Mugenda & Mugenda, 1999). To establish the validity of the instruments, the researcher administered a questionnaire to the various officials; computation was done by the use of computer program. This was for the case of questionnaire research instrument. The data was analyzed

and fed accordingly. Reliability concerns the consistency and accuracy of the results obtained and it is achieved if research results can be repeated (Collis & Hussey, 2003). To test reliability, the researcher used checklist questionnaires with experts to see whether they were reliable.

3.7 Limitations of the study.

Failure of respondents to return questionnaires in time was the major challenge the researcher may encounter in the field. This was when respondents went with the questionnaires due to limited time to fill them. However, the researcher distributed them himself and immediately collected them after filling.

It was not easy to locate the respondents the fact that these respondents were widely spread and conducted their activities from different places. This hindered data collection. The researcher however designed a structured questionnaire that enabled respondents fill in their free time.

Some respondents feared to reveal some information thinking that the information could leak. To solve this, the researcher assured them that the information could not leak and the research was purely for academic purpose.

3.8 Ethical Considerations

The researcher protected respondents by keeping the information given confidential and where there was a need to reveal, consent was first obtained.

The questionnaires did not include the names of the respondents for issue of privacy and secrecy.

After the collection of data questionnaires were destroyed so that the collected information couldn't leak.

CHAITER FOUR

PRESENTATION, INTERPRETATION AND ANALYSIS OF FINDINGS

4.0 Introduction.

This chapter comprises of the findings that were gathered by the researcher from UBC Radio Kampala in relation to the topic (the impact of Broadcast media in fighting against drug abuse in Uganda). The data is presented and interpreted in view of the objectives mentioned in chapter one this research. The interpretation also sought to answer the research questions that were raised chapter one. Presentation and interpretation of data in this chapter has been done with the aid of quantitative and qualitative methods for example the use of tables, graphs, percentages and personal analysis and interpretation presented in essay form.

Questionnaires were provided to 50 respondents who filled them to the best of their knowledge.

4.1 Demographic Characteristics

4.1.1 Age of respondents

Table i: Showing the age of respondents

Age bracket	Frequency	Percentage
18-25	6	12
26-30	8	16
31-35	20	40
44-50	9	18
50 and above	7	14
Total	50	100

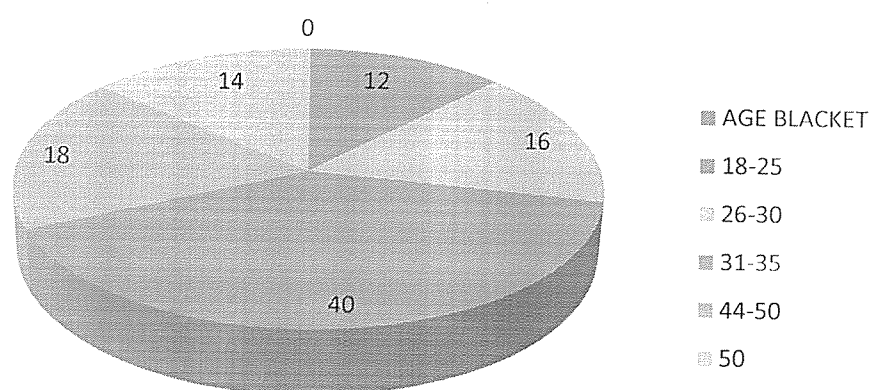
Source: Primary Data

This implied that UBC west radio had Majority responsible people since no employee was below 18 years of age. The Majority respondents were in the age brackets of 31-35 and this was done to the fact that this age bracket had the hard working people and was considered to be of a great value to the researcher since they were flexible and easy to be contacted for interviews.

4.1.2 Gender of respondents

The respondents were asked about their gender and the results were expressed by the chart as shown below.

Figure (i): Showing gender of the respondents.



Source: primary data

Basing on the information indicated on the table above, majority of respondents were male that is 28 respondents representing 56% of the total respondents and 22 respondents were female representing 44% of the respondents.

The above information implied that UBC Radio employ majority male than female. This was attributed to nature of the programmes broadcasted on the radio and the time required for presenters to be placed of work especially night programmes which were found to be well performed by males that females. However, the number of females respondents was almost equal to that of male because the researcher was interested in producing unbiased research. Therefore,

the research was reliable on gender grounds since both sexes were considered by the researcher while conducting his study.

4.1.4 Academic Qualification of Respondents.

Table (ii) Showing academic qualifications of the respondents.

Qualifications	Frequency	Percentage
Diploma	6	12
Degree	17	34
Masters	18	36
Masters	9	18
Total	50	100

Source: Primary Data

The table above clearly indicates that majority of the respondents were degree holders of 18 respondents representing a total percentage of 36%, followed by those with diploma 17 respondents representing 34% of the total respondents, followed by respondents with masters 9 respondents representing 18% of the total respondents, followed by those with masters 6 respondents representing 12% of the total respondents.

This implied that the respondents were well educated and could easily interpret the questionnaire and give their best view concerning the impact of broadcast media in fight against drug abuse in Uganda.

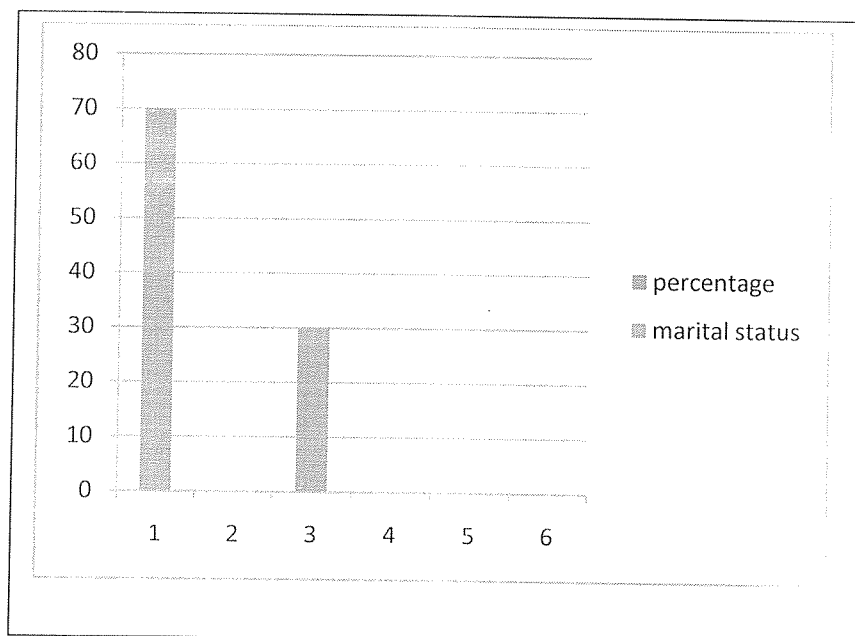
4.1.5 Marital Status of Respondents.

Table (iii) Showing marital status of the respondents.

Marital Status	Frequency	Percentage
Single	35	70
Married	15	30
Separated/divorced	None	None
Total	50	100

Source: Primary Data

Figure (ii) Showing marital status of respondents.



Source: Primary Data

In regard to the information presented in the table and figure above, 70% of the respondents were single, 30% of the respondents were married and none had divorced.

This implied that the respondents were responsible people based on theft status and their information was considered to be of great value.

4.2. The Role played by Broadcast Media in Educating and Enlightening the University Students on Drug Abuse

The respondents were asked whether broadcast media had played any role in educating and enlightening the university students on drug abuse and the results were expressed by the table as shown below.

Table (iv) Showing whether there are Roles played by Broadcast Media in Educating and Enlightening the University Students on Drug Abuse.

Roles played by broadcast media in educating and enlightening the university students on drug abuse	Frequency	Percentage
Yes	25	50%
No	10	20%
Not sure	15	30%
Total	50	100%

Source: primary data

Based on the information presented on the table above, 50% of the respondents agreed. 20% of the respondents disagreed and 30% of the respondents were not sure.

The information implied that broadcast media play an important role in educating and enlightening the university students on drug abuse evidenced by the majority respondents who agreed. The respondents who disagreed were the minority but could not be neglected by the researcher since they were to be considered in devising mechanisms of improving the broadcast media's performance especially in educating and enlightening the university students on drug abuse with its associated challenges it pose on their health, community and academic performance.

The respondents were given an opportunity to tick based on their level of understanding concerning the role of broadcast media in educating and enlightening the university students on drug abuse and the results were expressed by the table as shown below.

Table (v): Showing the Roles played by Broadcast Media in Educating and Enlightening the University Students on Drug Abuse

Roles played by broadcasting media in educating and enlightening the university students on drug abuse	Strongly agree		Agree		Not sure		Disagree		Strongly disagree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
It helps youths to desist from drugs and other social vices in the society	20	40	10	20	12	24	5	10	3	6	50	100
Broadcast media address specific substances with the aim of reducing use and raising awareness about the associated problems	9	18	12	24	4	8	16	32	9	18	50	100
Broadcast media play an important role of exposing drug dealers.	21	42	9	18	7	14	5	10	8	16	50	100
Broadcast media encourage youth to work and be busy than taking drugs	25	50	14	28	5	10	4	8	2	4	50	100
It increases the parents knowledge of easily identifying whether their children are abusing drugs	17	34	14	28	6	12	9	18	4	8	50	100

Programs such as football make youths busy to join bad companies of drug abusers	20	40	13	26	3	6	9	18	5	10	50	100

Source: Primary Data

In relation to the above objective, it helps youths to desist from drugs and other social vices in the society had 40% of the respondents who strongly agreed, 20% agreed, 24% disagreed, 10% respondents were not sure and 6%strongly disagreed.

Broadcast media address specific substances with the aim of reducing use and raising awareness about the associated problems had 18% of the total respondents strongly agreed, 24% of the total respondents agreed, 8% of the total respondents were not sure, 32% of the total respondents disagreed, 18% of the respondents strongly disagreed.

Broadcast media play an important role of exposing drug dealers had 42% of the respondents who strongly agreed, 18% of the total respondents agreed, 14% of the total respondents disagreed, 10% of the total respondents were not sure and 16% of the total respondents strongly disagreed.

Broadcast media encourage youth to work and be busy than taking drugs had 50% of the respondents strongly agreed 28% of the total respondents agreed, 10% of the total respondent disagreed and 8% of the total respondents were not sure and 4% strongly disagreed.

It increases the parents knowledge of easily identifying whether their children are abusing drugs had 34% of the respondents strongly agreed, 28% of the total respondents agreed, 12% of the total respondents were not sure, 18% of the total respondents disagreed and 8% of the respondents strongly disagreed.

Programs such as football make youths busy to join bad companies of drug abusers had 40% of the total respondents who strongly agreed, 26% of the total respondents agreed 6% of the total

respondents were not sure 18% of the total respondents disagreed and 10% of the total respondents strongly disagreed.

Majority of the respondents strongly agreed and others agreed and this implied that broadcast media was important in educating and enlightening the university students on drug abuse. Therefore, there is a need for uplifting the services offered by broadcast media especially youths programs in order to help them change their bad character such as over drinking, smoking and become responsible people in the community for the wellbeing of the society.

Challenges faced by broadcast media in fighting against drug abuse.

The respondents were asked whether there are challenges faced by broadcast media in fighting against drug abuse and the results were expressed by the table as shown bellow.

Table: (vi) showing the response to challenges faced by broadcast media program in fighting against drug abuse.

Response	Frequency	Percentage
Yes	27	54%
No	10	20%
Not sure	13	26%
Total	50	100

Source: primary data

The presented in the table above shows that 54% of the respondents agreed, 20% disagreed and 13% of the respondents were not sure.

Since majority of the respondents agreed, there was an implication that there are challenges faced by broadcast media in fighting against drug abuse.

The respondents were given a chance of ticking in relation to the challenges face by broadcast media in fighting against drug abuse and the results were expressed by the table as shown below.

Table: (vii) showing the challenges faced by broadcasting media in fighting against drug abuse.

Challenges faced by broadcast media in fighting against drug abuse.	Strongly agree		Agree		Not sure		Disagree		Strongly disagree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Limited funds for airtime	25	50	15	30	4	8	5	10	1	2	50	100
Lack of support by institutions and schools	30	60	10	20	6	12	2	4	2	4	50	100
The exposure of criminals sometimes open the mind of other youth to join them	32	64	9	18	2	4	4	8	3	6	50	100
Media reports prompt the adoption of 'tough' crime policies and punitive attitudes remains a challenging task	28	56	11	22	3	6	6	12	2	4	50	100
Popular broadcast media in their adverts portray drug use as a normal behavior	20	40	14	28	8	16	3	6	5	10	50	100
Failure of parents to control their children and models	27	54	6	12	4	8	7	14	6	12	50	100
Broadcast media also find it hard to create jobs for the youths which would make them busy	19	38	14	28	8	16	6	12	3	6	50	100

Source: primary data

Basing on the data presented on table (vi) above, limited funds for airtime had 50% of the respondents who strongly agreed, 30% agreed, 8% disagreed, 10% respondents were not sure and 2%strongly disagreed.

Lack of support by institutions and schools had 60% of the total respondents strongly agreed 20% agreed, 12% disagreed, 4% of the respondents strongly disagreed and 4% were not sure.

The exposure of criminals sometimes open the mind of other youth to join them had 64% of the respondents who strongly agreed, 18% of the total respondents agreed, 4% of the total respondents disagreed, 8% of the respondents were not sure and 6% of the total respondents strongly disagreed.

Media reports prompt the adoption of 'tough' crime policies and punitive attitudes remains a challenging task had 56% of the respondents strongly agreed 22% of the total respondents agreed, 6% of the total respondents disagreed and 12% of the respondents were not sure and 4% strongly disagreed.

Popular broadcast media in their adverts portray drug use as a normal behavior had 40% of the respondents who strongly agreed, 28% of the total respondents agreed, 16% of the total respondents were not sure, 6% of the total respondents disagreed and 10% of the total respondents strongly disagreed.

Failure of parents to control their children and yet considered as role models had 54% of the total respondents who strongly agreed, 12% of the total respondents agreed, 8% of the total respondents were not sure 14% of the total respondents disagreed and 12% of the total respondents strongly disagreed.

Broadcast media also find it hard to create jobs for the youths which would make them busy had 38% of the respondents who strongly agreed, 28% of the total respondents agreed, 16% of the total respondents were not sure, 12% of the total respondents disagreed and 6% of the total respondents strongly disagreed.

The above information implied that lack of support by institutions and schools, the exposure of criminals sometimes open the mind of other youth to join them amidst media reports prompt the adoption of 'tough' crime policies and punitive attitudes remains a challenging task were the major challenges faced by broadcast media in fight against drug abuse. This leaves a very big challenge to government, school management and the management of tertiary institutions to ensure that the strategies are devised to overcome such challenges.

4.4 Strategies of Improving Broadcast Media's role in Fight against Drug Abuse among University Students.

The respondents were asked about the strategies of improving broadcast media's role in fight against drug abuse among University students and the results were expressed by the table as shown below.

Table (ix) Showing the strategies of improving Broadcast Media's role in Fight against Drug Abuse among University students

The strategies of improving broadcast media's role in fight against drug abuse against Ugandans	Strongly agree		Agree		Not sure		Disagree		Strongly disagree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Increasing public awareness the broader social context	37	74	3	6	4	8	1	2	5	10	50	100
Enhancing personal and social skills that promote positive lifestyle choices as well as resistance to drug use	30	60	7	14	2	4	8	16	3	6	50	100
Addressing the existing knowledge and beliefs of the target audience that impede adoption of the desired Behavior	20	40	10	20	5	10	7	14	8	16	150	100

Proper addressing risks associated with drug abuse	18	36	12	24	10	20	4	8	6	12	50	100
Frequently exposing drug addicts	25	50	4	8	0	0	5	10	16	32	50	100
Good cooperation of broadcasters and the youths	29	58	10	20	6	12	0	0	5	10	50	100

Source: primary data

In relation to the strategies of improving broadcast media's role in fight against drug abuse among University students, increasing public awareness of the broader social context had 74% of the respondents who strongly agreed, 6% agreeing as well, while 8% of the total respondents were recorded for not being sure, 2% of the total respondents disagreed and 10% strongly disagreed.

Enhancing personal and social skills that promote positive lifestyle choices as well as resistance to drug use had 60% of the respondents who strongly agreed 14% agreed, 4% of the total respondents were not sure, 16% disagreed and 6% strongly disagreed.

Addressing the existing knowledge and beliefs of the target audience that impede adoption of the desired behavior had 40% respondents who strongly agreed, 20% of the total respondents agreed, 10% of the total respondents were not sure, while 14% disagreed and 16% strongly disagreed.

Proper addressing risks associated with drug abuse had 36% of the total respondents who strongly agreed, 24% of the total respondents agreed, 20% of the total respondents were not sure, while 8% of the total respondents disagreed and 12% strongly disagreed.

Frequently exposing drug addicts had 50% of the total respondents who strongly agreed, 8% of the total respondents agreed, none were not sure, while 10% disagreed and 32% of the total respondents strongly disagreed.

Good cooperation of broadcasters and the youths had 58% of the total respondents who strongly agreed, 20% of the total respondents agreed, 12% were not sure, none disagreed and 10% of the total respondents strongly disagreed.

The results implied that the strategies of improving broadcast media's role in fight against drug abuse were known evidenced by the majority respondents who strongly agreed and those who agreed. Therefore, the prevalence of the challenges associated with broadcast media in fight against drug abuse was attributed to poor implementation methods that could have been adopted by the responsible bodies. There is a need to greatly focus on the strategies as were suggested by the researcher and ensure that there have been implemented by all broadcast media stations in order to changes the vices of the youths who have been uncontrollable because of drug abuse. This will in turn improve the student's academic performance since they will be well disciplined.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter contains a summary of the findings of the study, conclusion and recommendations to the variables therein with the objective of remedying the impact of broadcast media in fighting against drug abuse in Uganda. Using computer packages like excel the study has made important findings, which are the basis of the policy recommendations entailed in this chapter.

5.1 Summary of Findings

The researcher's intention was to examine the impact of broadcast media in fighting against drug abuse in Uganda. The researcher set the research objectives which were intended to; examine the role of broadcast media in educating and enlightening the University students on drug abuse, examine the challenges facing broadcast media in creating awareness on drug abuse and devise the strategies of improving broadcast media's role in fight against drug abuse among University students. The researcher then designed the questionnaire which was in line with the set objectives. The total population was 57 but questionnaires were distributed to only 50 respondents whom the researcher chose as the sample size.

5.1.2 The Role of Broadcast Media in Educating and Enlightening the University students on Drug Abuse.

In relation with the researcher's first objective, 50% of the respondents agreed, 20% of the respondents disagreed and 30% of the respondents were not sure and the implication was that broadcast media play an important role in educating and enlightening the university students on drug abuse evidenced by the majority respondents who agreed. The respondents who disagreed were the minority but could not be neglected by the researcher since they were to be considered in devising mechanisms of improving the broadcast media's performance especially in educating and enlightening the university students on drug abuse with its associated challenges it pose on their health, community and academic performance.

Having been given the chance to tick, it helps youths to desist from drugs and other social vices in the society had 40% of the respondents who strongly agreed, broadcast media address specific substances with the aim of reducing use and raising awareness about the associated problems had 18% of the total respondents strongly agreed, broadcast media play an important role of exposing

drug dealers had 42% of the respondents who strongly agreed, broadcast media encourage youth to work and be busy than taking drugs had 50% of the respondents strongly agreed 28% of the total respondents agreed, it increases the parents knowledge of easily identifying whether their children are abusing drugs had 34% of the respondents strongly agreed and programs such as football make youths busy to join bad companies of drug abusers had 40% of the total respondents who strongly agreed.

The implication was that broadcast media was important in educating and enlightening the university students on drug abuse and there was a need for uplifting the services offered by broadcast media especially youths programs in order to help them change their bad character such as over drinking, smoking and become responsible people in the community for the wellbeing of the society.

5.1.3 Challenges faced by Broadcast Media in Fighting against Drug Abuse.

In line with this objective, majority of the respondents represented by 54% of the respondents agreed, 20% disagreed and 13% of the respondents were not sure and the implication was that there were challenges faced by broadcast media in fighting against drug abuse.

The respondents were asked to tick based on their level of understanding in regard to the above objective, limited funds for airtime had 50% of the respondents who strongly agreed, lack of support by institutions and schools had 60% of the total respondents strongly agreed, the exposure of criminals sometimes open the mind of other youth to join them had 64% of the respondents who strongly agreed, media reports prompt the adoption of 'tough' crime policies and punitive attitudes remains a challenging task had 56% of the respondents strongly agreed, popular broadcast media in their adverts portray drug use as a normal behavior had 40% of the respondents who strongly agreed, failure of parents to control their children and yet considered as role models had 54% of the total respondents who strongly agreed and broadcast media also find it hard to create jobs for the youths which would make them busy had 38% of the respondents who strongly agreed.

The implication was that lack of support by institutions and schools, the exposure of criminals sometimes open the mind of other youth to join them amidst media reports prompt the adoption

of 'tough' crime policies and punitive attitudes remains a challenging task were the major challenges faced by broadcast media in fight against drug abuse. This leaves a very big challenge to government, school management and the management of tertiary institutions to ensure that the strategies are devised to overcome such challenges.

5.1.4 Strategies of improving Broadcast Media's role in Fight against Drug Abuse among University students.

In relation to the strategies of improving broadcast media's role in fight against drug abuse among University students, increasing public awareness of the broader social context had 74% of the respondents who strongly agreed, enhancing personal and social skills that promote positive lifestyle choices as well as resistance to drug use had 60% of the respondents who strongly agreed, addressing the existing knowledge and beliefs of the target audience that impede adoption of the desired behavior had 40% respondents who strongly agreed, proper addressing risks associated with drug abuse had 36% of the total respondents who strongly agreed, frequently exposing drug addicts had 50% of the total respondents who strongly agreed and good cooperation of broadcasters and the youths had 58% of the total respondents who strongly agreed.

The implication was that the strategies of improving broadcast media's role in fight against drug abuse were known evidenced by the majority respondents who strongly agreed and those who agreed. Therefore, the prevalence of the challenges associated with broadcast media in fight against drug abuse was attributed to poor implementation methods that could have been adopted by the responsible bodies. There is a need to greatly focus on the strategies as were suggested by the researcher and ensure that there have been implemented by all broadcast media stations in order to changes the vices of the youths who have been uncontrollable because of drug abuse. This will in turn improve the student's academic performance since they will be well disciplined.

5.2 Conclusion.

The researcher found that broadcast media play an important role in fight against drug abuse especially through its health matters related programs which emphasizes that the condition of one's bad health can be caused by the constant intake of drugs which is detrimental to the health. The programme producer in broadcast medias have often encouraged individuals to be conscious of the intake of substances into the body as such substances can lead to after effects later in life.

The broadcast media also spread important information for individuals to keep their health fit and to avoid the intake of drugs such as cocaine, cigarette, Indian hemp, cannabis, marijuana, alcohol which are prone to health problems. The good roles performed by broadcast media have come with challenges such as lack of support by institutions and schools, the exposure of criminals sometimes opening the mind of other youth to join and lack of funds to be used inform of airtime. These challenges will hamper their roles and must be dealt with as quickly as possible by implementing the suggested strategies such as increasing public awareness of the broader social context, enhancing personal and social skills that promote positive lifestyle choices as well as resistance to drug use, frequently exposing drug addicts and ensuring that there is good cooperation of broadcasters and the youths.

5.3 Recommendations.

Broadcast media campaigns should increase public awareness of the broader social context in which chronic substance abuse occurs and promote debate on the cost, availability, and promotion of alcohol and tobacco; policy changes that might discourage substance use by adolescents; and the development and funding of clinical and social programs that provide direct interventions. This will discourage the drug sellers and will eventually close their businesses and hence solving the problem of drug abuse.

Universities should use approaches that incorporate drug resistance skills into a broader set of essential personal and social skills. These skills should include decision-making and self regulation skills, cognitive skills for resisting interpersonal and media influences, adaptive coping

strategies for dealing with stress and anxiety, and general social and assertiveness skills. This will help the youths to resist drug abuse use any cost due to the knowledge and skills acquired.

The government through the ministry of education and sports should implement effective school programs that teach young people to resist drugs by developing personal and social skills. This will help to enhance awareness and resistance skills. This will help students to ensure that most of their peers do not use drugs, and they learn to recognize social and peer influences on drug use.

The policy makers should formulate strict policies on drugs which are not useful to human life and those that are deemed to be useful, measures must be stipulated on who should import. They should also formulate policies that encourage more responsible use of alcohol and prescription drugs by adults, to discourage tobacco and illegal drug use, and to promote universal abstinence among youth. This is because media based health promotion campaigns cannot solve the problem since they have limits of what can be accomplished through their means.

5.4 Areas for further research.

Due to time and research constraints, the research could not exhaust the area of interest and the following areas should be further researched.

- ❖ Role of broadcast media in fight against HIV prevalence among the youths in Uganda.
- ❖ Role of broadcast media in discovering the talents of the youths.

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APPENDIX A: RESEARCH QUESTIONNAIRE

I Am Kiiza Isha a student of Kampala International University pursuing a bachelor's degree in Mass Communication. This research is for academic purpose and seeks to investigate the impact of Broadcast media in fighting against drug abuse in Uganda. Using UBC west radio as a case study.

In this section, you are kindly requested to tick () the alternative response that fits your opinion.

SECTION (A)-DEMOGRAPHIC ASPECTS

1. Age

18—25years ☐

26—30years ☐

31—35years ☐

44—50years ☐

Above 50 years ☐

2. Gender

Male ☐

Female ☐

3. Qualification academically

Certificate ☐

Diploma ☐

Degree ☐

Masters ☐

4. Marital status

Single ☐

Married ☐

Separated/divorced ☐

SECTION B

5. Has broadcast media played any role in educating and enlightening the Ugandans on drug abuse.

Yes

No

Not sure

6. If yes, the following are the role of broadcast media in educating and enlightening Ugandans on drug abuse?

7. *Please rate /indicate / tick() appropriately your response with respect to the importance of the statement below:*

1.	2	3	4	5
Strongly agree	agree	Not sure	Disagree	Strongly disagree
Items				
1	It helps Ugandans to desist from drugs and other social vices in society			
2	Broadcast media address specific substances with the aim of reducing use and raising awareness about the associated problems			
3	Broadcast media play an important role of exposing drug dealers			
4	Broadcast media encourages Ugandans to work and be busy than taking drugs			
5	It increases the parents knowledge of easily identifying whether their children are abusing drugs			
6	Programs such as football make young Ugandans busy to join bad companies of drug abusers			

If others, please specify them

.....

.....

.....

SECTION C: Challenges faced by broadcast media in fighting against drug abuse in Uganda?

Please tick the most appropriate answer

8. Are there challenges faced by broadcast media In fighting against drug abuse in Uganda?

Yes

No

Not sure

9. If yes, the following are the challenges face by broadcast media in fighting against drug abuse in Uganda?

1.	2.	3.	4.	5.					
Strongly agree	agree	Not sure	disagree	Strongly disagree					
Item					1	2	3	4	5
1	Limited funds for airtime								
2	Lack of support by institutions and schools								
3	The exposure of criminals sometimes open the mind of other youth to join them								
4	Media reports prompt the adoption of 'tough' crime policies and punitive attitudes remains a challenging task								
5	Popular broadcast media in their advert portray drug use as normal behavior								
6	Failure of parents to control their children and yet considered as role models								
7	Broadcast media also find it hard to create jobs for the Ugandans which would make them busy								

10. If any other, please mention.

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SECTION D: The strategies of improving broadcast media's role in fight against drug abuse among Ugandans.

The following are the strategies of improving broadcast media's role in fight against drug abuse among Ugandans.

Please rate/indicate/tick() appropriately your response with respect to the importance of the statements below:

1.	2	3	4	5
Strongly agree	Agree	Not sure	Disagree	Strongly disagree
Items				
1	Increasing public awareness of the broader social context			
2	Enhancing personal and social skills that promote positive lifestyle choices as well as resistance to drug abuse			
3	Addressing the existing knowledge and beliefs of the target audience that impede adoption of the desired behavior			
4	Proper addressing risks associated with drug abuse			
5	Frequently exposing drug addicts			
6	Good cooperation of broadcasters and the youths			

Thank you for your time and response.

APPENDIX II: ESTIMATED RESEARCH BUDGET

This will be the total cost and expenses that the research is expected to meet during the course of research study.

Item	Qty	Unit cost	Amount
Stationery			
Ream of rule papers	2	15,000	30,000=
Pens	5	1,000	5,000=
Pencils	5	200	1,000=
Box files	2	4,000	8,000=
Note books	4	1,000	4,000=
Transport			70,000=
Preparing questionnaires interviews guide			20,000=
Editing data, printing and binding		150,000	150,000=
Airtime		20,000	20,000=
Motivation and refreshment		50,000	50,000=
Miscellaneous		50,000	50,000=
Total			414,000=

APPENDIX III: ESTIMATED TIME PLAN

ACTIVITIES					
	June2017	July 2017	Early august 2017	Mid-august 2017	September 2017
Pilot study					
Study analysis					
Proposal design					
Proposal development					
Submission of proposal for approval					
Final report writing and submission					