



**ASSESSMENT OF PUBLIC ENLIGHTENMENT STRATEGY IN
REDUCING THE INCIDENCE OF DRUG ABUSE AMONG YOUTHS
IN FAGGE AND KURA LOCAL GOVERNMENT AREAS OF KANO
STATE**

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Abstract

Drug abuse and other associated problems constituted a major threat to the survival and effective functioning of human societies all over the world as it uses and abuse by youths have become one of the most disturbing health related phenomenon. The objective of the study is to asses the extent to which public enlightenment strategy reduce the incidence of drug abuse among youths in Fagge and Kura Local Government Areas of Kano State. The study adopted a cross sectional survey research design. The population of the study comprised of officials of Drug Demand Reduction Unit, of NDLEA, as well as the youths in Fagge and Kura local government areas of Kano state, which is 182,977. The sample size of the study was 382. This was determined using Krejcie and Morgan Statistical Formula (1970). The method of sampling technique adopted was the cluster sampling technique. The study utilized both primary and secondary sources of data and used questionnaire, interview as instruments for generating primary data. The instruments used for secondary data include annual report of NDLEA, published and unpublished work, magazines as well as the internet. The data were presented and analyzed using descriptive and

inferential statistical tool of correlation analysis. Evaluation theory by Edward Suchman, (1967) was adopted for the study and it was generally revealed that the public enlightenment strategy on the reduction of drug abuse among youths in Fagge and Kura local government area was inadequate and on the decline. However, it is pertinent to recommended that NDLEA should embark on aggressive public enlightenment campaign on drug abuse. Everybody should be involved in the crusade against drug abuse and it should start from the grassroots as this will go a long way in reducing incidence of drug abuse among youths and the entire populace at large.

Keywords: *Drug Abuse, Effect, Enlightenment, NDLEA, Youth.*

Introduction and Statement of the Problem

Drug abuse, also called substance abuse or chemical abuse, is a disorder that is characterized by a destructive consequence of using illicit substance, which leads to significant problems or mental distress. Youths in Kano state are increasingly engaging in drug abuse, particularly psychotropic substance (which are chemical substance that acts primarily upon the central nervous system where it alters the function, resulting in temporary changes in perception, mood, consciousness and behavior.), and stimulant medications, which treat conditions like attention deficit disorder and uncontrollable attack of deep sleep. According to the World Health Organization (WHO), drug abuse is defined as “a state of psychic or physical dependence or both on a drug, following administration of the drug on a periodic or continuous basis.” The United Nations reported that around 185 million people globally over the age of 15 were consuming drugs by the end of the 20th century. Youths are the most vulnerable and deeply involved group in the social menace of drugs abuse. The menace of drugs abuse in Nigeria has reached a frightening proportion and it has pervaded almost every fibre in the society. Recent directive by the Ministry of Health, banning the sales of Codeine containing cough syrups without prescription across the country is, no doubt, a sad reflection of the alarming state

of drug addiction, especially among the youth. According to the ministry of health, the directive became necessary due to the gross abuse. Drug abuse has eaten deep into the fabrics of the Nigerian society and its prevalence has put the lives of Nigerian youth on the line. Expected to be the future leaders of tomorrow, youths in Nigeria have sadly engaged into such illicit behavior. Kano, the most populous state in Nigeria, is hit by the prevalence of drug abuse that elicits various forms of crimes which put the lives of the youth and others in danger. Drug abuse in Northern Nigeria's most populous city has been on the rise in recent years, with anti-narcotics officials and experts warning of serious social consequences if the problem is not tackled. Kano has the country's highest drug abuse rate based on the number of seizures, arrests of addicts and convictions of arrested dealers, according to the report of National Drug Law Enforcement Agency in 2017

The abuse of drugs by youths has become embarrassing phenomenon to parents, government authorities and the state at large. The Federal Road Safety Corps, (FRSC) in 2015 raised an alarm on the abuse of many brands of medicine by youthful drivers in their bids to become intoxicated or “high”, while driving. This incidence of drug abuse by drivers has led to many road mishaps with its attendant casualties (FRSC Report, 2015). The current trend of indiscipline among Nigerian youths has become so rampant that successive governments have sought for ways of combating its problems as a result of this unwholesome trend, school Boards, University Communities and Non-governmental Organization (NGOS) such as Youth Clubs, Philanthropic Organizations, Federal and State Governments and their Parastatals, particularly the National Drug Law Enforcement Agency (NDLEA) have organized programmes to create awareness about the dangers of drugs abuse. NDLEA has used various approaches such as the public enlightenment strategy, Public enlightenment campaign is the utilization of various strategies for the accomplishment of a particular objective. The objective of public enlightenment campaign is to provide persuasive influence through communication provided on the dangers of drug abuse.

Very disturbingly among the challenges facing the youth today, drug abuse features prominently in trapping large numbers of youth in Nigeria, (Radda, 2006). The youths of every nation are the vehicles through which positive changes can be realized. This is why countries must invest on the future development of its youths. Governments, parents, and guardians devote a lot of time and resources in order to explore and harness the potentials of youths. Societies that neglect the youth development may negatively affect future national development. Youth when neglected, can find escape and solace in such things as drug abuse, pick-pocketing, loitering, rape, auto-theft, truancy, delinquent or criminal act and insurgency (Radda, 2009). The hope and aspiration of any society lie on the calibre of youth in that society. However, (Omeiza, 2010). The National Drug Law Enforcement Agency (NDLEA) report of 2010 also showed that over 11% of people in the North-West zone abuse drugs. The cycle of drug abuse has continued to increase in scope, intensity and sophistication despite several efforts by the government and over two decades of suppression and prevention efforts by the National Drug Law Enforcement Agency (NDLEA) created in 1990.

There are extensive implications arising from widespread use of psychotropic substances which are drugs that affects the mind or mental process, such as tramadol, diazepam, and codeine among others, as recent development in Nigeria has shown that the increasing incidence of youth restiveness and social vices may have been influenced by these drug abuse (NDLEA, 2017). It has become important to investigate if public enlightenment, through several means such as radio, television, drug awareness posts and school campaigns against drug abuse among others, as well as NGO Liaison strategy and treatment/rehabilitation strategy has been effective in influencing drug abuse reduction in Kano state. It is against this backdrop that this study sets out to assess the effects public enlightenment strategies of NDLEA on the reduction of drug abuse among the youths in Fagge and Kura Local Government Areas of Kano State.

However, NDLEA was created in 1989 to enforce laws against the cultivation, processing, sale and use of hard drugs. The Agency has special duties for

specific units, such as the Drug Demand Reduction Unit which is saddled with the responsibility of counseling, campaign against drug abuse, after care rehabilitation, social reintegration and enlightenment of the public on the dangers of drug abuse. According to a 2011 World Drug Report, over 210 million people or 4.8 per cent of the world population use illicit substance yearly (World Drug Report 2010). In Nigeria, the youths who constitutes (70%) of the entire population seems to be more involved in this deadly act. In recent years, as a part of efforts to alleviate the several adverse consequences of drug abuse among youths in Nigeria the Federal government has approved billions of naira to drug enforcement agency (NDLEA) in collaboration with World Health Organization (W H O) to establish and maintain rehabilitation centers to cater for drug abusers that has been affected psychologically, mentally derailed and also formulated policies to contain the menace (UNODC, 2010). Available information on drug abuser and addicts in Nigeria shows that treatment has not been left alone for Agency (NDLEA). Over the past few decades some non-governmental organizations have partnered and responded with comprehensive strategies to treat and rehabilitate drug-addicts through a multi-disciplinary approach involving preventive education through awareness-creation activities, research, training, treatment, rehabilitation and social reintegration. The Treatment and Rehabilitation unit of NDLEA in Kano state which is responsible for; maintenance and operation of the Agency's treatment and rehabilitation center's has only one rehabilitation center in the whole forty-four (44) Local Government Areas of the state and this center is to take care of the arrested drug addicts with no provision for girls and women despite the proliferation of drug abuse among them. In Kano state, Non-governmental organization such as the youth awareness forum against drug abuse (YAFODA), Society for family health (SFH) have collaborated with NDLEA at different level to curb the menace of drug abuse through public enlightenment and providing after care services to drug abuse victims. All this is geared towards the reduction and prevention of drug abuse among the populace. However, in spite of all this, Kano State still witnessed a dramatic rise in drug abuse affecting particularly the youths.

Furthermore, in 2017, NDLEA intercepted and destroyed more than 10 metric tons of narcotic and psychotropic drugs in Kano state. In similar vein, Reports by National Drug Law Enforcement Agency (NDLEA) in 2017 have placed Kano State as the most affected by drug abuse in the country. In Kano state today, the rate of drug abuse among the youths in both urban and rural centers has been on the rise and worrisome despite all efforts and strategies by the National drug law agency to combat the menace. The strategies adopted by NDLEA for persuading youths to refrain from drug abuse is an effort which requires investigation, in order to ascertain its efficacy or what can be done to improve on the strategies.

In the light of the above, one fundamental question this work asked is how the public enlightenment strategy reduce the incidence of drug abuse among youths in Fagge and Kura Local Government Areas of Kano State? The objective of the study is to assess the effect of public enlightenment strategy in reducing the incidence of drug abuse among youths in Fagge and Kura Local Government Areas of Kano State. It hypothesized that there is no significant relationship between the public enlightenment strategy and reduction the incidence of drug abuse among youths in Fagge and Kura Local Government Areas of Kano State.

Literature Review

National Drug Law Enforcement Agency (NDLEA) is an establishment created in 1990 against the backdrop of rise in cultivation and use of illicit drugs in Nigeria. The Agency also have special duties for specific units, such as the Drug Demand Reduction Unit which is saddled with the responsibility of counseling, campaign against drug abuse, after care rehabilitation, social reintegration and education of drug addicts. All these are geared towards the prevention and reduction of incidence of drug abuse among drug addicts. This study dwells on reviewing the literature and theory that are relevant to the study.

Public Enlightenment Strategy

Public enlightenment strategy involves the use of public lectures, seminars, open symposiums, display of posters and the involvement of the print and

electronic media in checking the menace of drug abuse. Public enlightenment is a primary prevention strategy adopted to prevent the use of illicit drugs. Under this programme strategy of NDLEA, the use mass media such as radio, television, newspapers, internet pamphlets, hand books, posters and magazines are used to disseminate information on the dangers of drug abuse to the public. As reflected in its Annual report, NDLEA noted that one of the responsibilities of its drug demand reduction unit (DDRU) is to effectively sensitize the public on the dangers inherent drug abuse. The NDLEA noted that for the period of 2010-2015, an average of 1000 schools were covered each year nationwide for preventive education activities. Similarly, activities were carried out for other target groups such as market women, road transport workers and artisans. The DDRU also noted that more than 100 schools have functioning drug free clubs in Kano State. Further preventive drug education has been infused in schools' curricula in relevant subjects of basic education for secondary schools, in the general studies of tertiary institutions (universities, polytechnics, and colleges of education) and in the curricula of adult and non-formal education.

Concept of Drug Abuse

NAFDAC (2004) as cited by Haladu, (2003), explained the term drug abuse as excessive and persistent self-administration of a drug without regard to the medically or culturally accepted patterns. It could also be viewed as the use of a drug to the extent that it interferes with the health and social function of an individual. World Book Encyclopedia (2004) defined drug abuse as the non-medical use of a drug that interferes with a healthy and productive life. Manbe (2008) defined drug abuse as the excessive, maladaptive or addictive use of drugs for non-medical purpose. Abdulahi, (2009) viewed drug abuse as the use of drugs to the extent that interferes with the health and social function of an individual. In essence, drug abuse may be defined as the arbitrary overdependence or mis-use of one particular drug with or without a prior medical diagnosis from qualified health practitioners. It can also be viewed as the unlawful overdose in the use of drug(s). Odejide, (2000) warned that drug abusers who exhibit symptoms of stress, anxiety, depression, behaviour

changes, fatigue and loss or increase in appetite should be treated by medical experts and counsellors to save them from deadly diseases.

Effects of Drug Abuse on Youths

(a) Methamphetamine Effects: Wired sleeplessness for days and weeks at a time, total loss of appetite, extreme weight loss, dilated pupils, excited, talkative, deluded sense of power, paranoia, depression, loss of control, nervousness, unusual sweating, shaking, anxiety, hallucinations, aggression, violence, dizziness, mood changes, blurred vision, mental confusion, agitation (Harper, 2008).

(b) Ecstasy Effects (Changes in mental and physical stimulation, altered perception of sound, light, touch, stimulation of physical energy with related decrease in appetite and increase in body temperature. Increase in emotional response and sensual reactions. Teeth clenching, muscle cramping, nausea, chills and sweating. Body may overheat which can lead to fatalities).

(c) Cocaine Effects (Impaired thinking, confused, anxious, depressed, short tempered, panic attacks, suspiciousness, dilated pupils, sleeplessness, loss of appetite, decreased sexual drive, restlessness, irritability, very talkative, scratching, hallucinations, paranoia). Furthermore, one can divide the effects into short term and long term. The short term effects include; Loss of appetite, faster breathing, increased heart rate and blood pressure, increased body temperature, sweating, dilation of pupils, bizarre, erratic, sometimes violent behavior. Others are hallucinations, talkativeness, sense of power and superiority, restlessness, hyper-excitability, irritability which can lead to panic and paranoid, psychosis (disappears if discontinued).

(d) Inhalant Effects (Short-term euphoria, giggling, silliness, dizziness, followed by headaches and fainting or unconsciousness. Long-term use: Memory loss, emotional instability, impairment of reasoning, slurred speech, clumsy, staggering gait, eye flutter, tremors, hearing loss, loss of sense of smell, and escalating stages of brain atrophy. Sometimes these serious long-term effects are reversible with body detoxification and nutritional therapy; sometimes the brain damage is irreversible or only partially reversible).

(e) Heroin Effects (Chemically enforced euphoria, a dreamlike state similar to sleep in which the person can drift off for minutes or hours at a time. For long-time abusers, heroin may act like a stimulant, and they can perform a normal daily routine. Others may find themselves completely powerless to do anything). Marijuana Effects (Compulsive eating, bloodshot and squinty red eyes (may have trouble keeping them open), dry mouth, excessive and uncontrollable laughter, forgetfulness, short-term memory loss, extreme lethargy, delayed motor skills, occasional paranoia, hallucinations, laziness, lack of motivation, stupidity, sickly sweet smell on body, hair and clothes, and strong mood changes and behaviours when the person is “high”). Similarly, one can divide the effects of marijuana into short and long term effects. The short effects are, increased appetite, increased pulse rate, reddening of the eyes, short-term memory, logical thinking and physical performance (e.g. driving a car or performing other complex tasks) are impaired. Others are the user becomes quiet, reflective and sleepy. Perceptions of sound, colour, and other sensations may be sharpened or distorted and thinking becomes slow and confused. In the long term effects the following situation are common; Development of moderate tolerance, possible psychological dependence, loss of drive and of interest in sustained activity, risk of lung cancer, chronic bronchitis, and other lung diseases increases (National Institute on Drug Abuse, 2015). Depressants/Tranquilizers and Barbiturates (Decreased inhibition, slowed motor coordination, lethargy, relaxed muscles, staggering gait, poor judgment, slow or uncertain reflexes, disorientation, slurred speech).

Many factors contribute to the influence of drug abuse among the Nigerian youth. Haladu (2003) said the main reason why youths engage in drug abuse is experimental curiosity which entails curiosity to experiment the unknown facts about drugs thus motivates adolescents into drug use. The first experience in drug abuse produces a state of arousal such as happiness and pleasure which in turn motivate them to continue. Peer group influence also plays a major role in influencing many adolescents into drug abuse. This is because peer pressure is a fact of teenage and youth life. As they try to depend less on parents, they show more dependency on their friends. In Nigeria, as other parts of the world, one

may not enjoy the company of others unless he conforms to their norms. Lack of parental supervision is yet another cause of drug abuse as many parents have no time to supervise their sons and daughters. Some parents have little or no interaction with family members, while others put pressure on their children to pass exams or perform better in their studies. These phenomena initialize and increases drug abuse.

Review of Empirical Literature

Ngozi, Julius, Obiora , Kabiru, and Ihuoma (2017) conducted their study titled pattern of substance abuse at the drug de-addiction unit of Enugu State psychiatric hospital contend that Substance abuse is a complex challenge of modern society with significant public health importance. Umar, Waziri, and Musa (2016) in their study titled “Drug Abuse among Youths in Nigeria: Implications to National Development” Furthermore, Boluwaji, Ogboh, Hassan, and Babalola, (2016) sought to assess the level of substance abuse among students of college of health science and technology Ijero Ekiti state. However, Ekemi, (2012) in his work “drug addiction among youth of Oredo LGA of Edo state.

However, none of these studies mentioned above assessed the public enlightenment strategy in the reduction of drug abuse among youths in Kano State; therefore, this study bridged the aforesaid gaps because it looked at how NDLEA strategies influences drug abuse reduction among youths. The study also is significance to organizations involved in anti-drug abuse as they shall benefit from the result of this study since it will show the efficacy or otherwise of their efforts. The essence would be to show what needs to be done to obtain an improved result from the public enlightenment campaign, it will also provide the basis for a further research to understand why public enlightenment strategy of drug abusers either succeeds or fails to achieve the desired objectives, as preconceived. Finally, to the general readers and researchers, this study will make useful contributions to any study on the same topic or any related topics on assessment of public enlightenment strateg in reducing the incidence of drug abuse among youths in Fagge and Kura LGAs of Kano State. It will also

enable future researchers, academicians and students of public administration and other discipline to understand the impact and importance of NDLEA Strategies in combating drug abuse among youths in the country with a view to promoting national development.

Theoretical Framework

The Evaluation Theory is a philosophical theory propounded by Edward A. Suchman (1967) a research scientist and a firm believer in the necessity to base conclusions primarily on scientific evidence. Edward Suchman considered that evaluation must be approached with the logic of scientific method. His work and writings during the 1960s however, emphasized the need to assess programs in relation to their practical setting. For this reason, he suggested specific criteria for assessing program success. The evaluation process as propounded by Suchman is in a cyclical form with the end of one process constituting the beginning of another. His studies in the field of social science, particularly public health, made him recognize that evaluation research is attended by practical constraints. Moreover, he stated that evaluation researchers, in their attempts to expose desirable and undesirable consequences, must consider relevant values, especially those in conflict. The evaluation theory goes beyond the strategy or tactic or why/how distinction, but also help us make good judgments about what kind of methods to use, under what circumstances, and toward what forms of evaluation influence.

Elements of the theory

Suchman proposed five categories of criteria according to which the success or failure of a program can be evaluated. They include effort, performance, adequacy of performance, efficiency, and process.

Application of the Theory to the Study

The evaluation theory was found worthy of application in this study, as a framework for analysis, considering the simplicity and clarity of the theory in evaluating the performance of any given programme, policy or scheme. This

research work titled Effect of NDLEA strategies on the reduction of Drug Abuse among youths in Fagge and Kura Local Government Areas of Kano State could best be explained by this theory given its clear distinctive criteria for evaluating the success or failure of a programme like this. These criteria include effort, performance, adequacy of performance, efficiency, and process.

(i) Efforts: In this nexus, the efforts can be seen as all the inputs, energies, policy statement and thrust regarding drug abuse through NDLEA, resources committed and dedicated for the execution of its function and the results the Agency wish to achieve at the end of the programme. The efforts include fundamental philosophy behind the initiation of NDLEA which is the deep concern on the magnitude of the rising trend in the demand for and traffic in narcotic drugs and psychotropic substances, which adversely affects the international image of the country and the wellbeing of her citizenry leading to the establishment of NDLEA by Decree 48 of 1989 (now CAP N30 LFN 2004). Effort encompasses the structure of the programme itself, the institutional machinery put in place for its implementation, the key strategies mapped out for the implementation of the programme like public enlightenment, NGO Liaison and Treatment/Rehabilitation strategies as well as the resources committed to achieve these objectives. Similarly, efforts include attempts made by the government at both federal and state level in devising relevant institutions and structures to work within the confines of operational objectives of the programme. All these could be used to juxtapose and justify whether the programmes objectives of reducing drug abuse among youths in Fagge and Kura Local Government Areas of Kano State are realizable within the parameters of “efforts” being put in place or otherwise.

(ii) Performance: The second criterion is performance criterion which has to do with what is being done or performed in response to the efforts being made for the success of NDLEA strategies. This criterion is concerned with series of interrelated and interconnected activities performed or executed by stakeholders involved in the fight against illicit drug use and abuse for the actualization of NDLEA core mandate. At this level, the performance includes mode of operation in terms of public enlightenment carried out, Liaison technique as

well as treatment of drug abuse victims, so that the aim of the establishment is achieved.

(iii) Adequacy of Performance: This is the third criterion which is concerned with determining the quality and quantity of what has been performed from the preceding criterion. Here, there is need to determine whether the resources (in terms of human and material) committed for the programme is sufficient to enhance the achievement of goals of the programme. Detail statistics shows that NDLEA Kano state command partners with NGOs, faith based organization and Traditional leaders in the fight against drug abuse in the period under review. The aim of this element is to assess and determine whether what has been done and performed by NDLEA is capable of helping in the reduction of incidence of drug abuse in the study area.

(iv) Efficiency: Efficiency is the fourth element of the Suchman's evaluation theory. This criterion has to do with the state or quality of being efficient in accomplishing certain specified activity with minimum use of resources. In this perspective we make a critical examination of input-output relationship comparing all the inputs vis-à-vis the impacts, what has been done and what has been achieved. What has been committed in relation to predetermined goals of NDLEA in order to determine its significance in the state? We measure the results or the level of success recorded by NDLEA in reducing the incidence of drug abuse in Fagge and Kura Local Government Areas of Kano State, especially in the areas of public enlightenment, treatment/rehabilitation and NGO Liaison programme. This criterion is very crucial especially looking at the resources needed to the agency to succeed in achieving its aim and objectives. This criterion will also provide an important yardstick for evaluating the success of NDLEA to the public.

(v) Process: This is one of the most defining elements of evaluation theory espoused by Edward Suchman in the evaluating the success of NDLEA strategies. This criterion helps us to carefully examine the nature of strategies, processes and methodologies adopted by the executors of the programme and the manner they were executed in order to determine whether these strategies are viable and relevant in reducing incidence of drug abuse among youths in

Fagge and Kura Local Government areas of Kano State. The initiators of NDLEA strategies towards reducing drug abuse sets down modus operandi, a blueprint or a roadmap upon which the programme should be executed and its anticipated outcomes evaluated at the end of the programme. The ultimate goal here is to identify areas of weakness if any with a view to improving them so that the programme could achieve greater results in the future.

Research Methodology

The study employed a survey research designed method; the population of the study comprise the officials of NDLEA, and youths in Fagge and Kura local government areas of Kano state having 182,977, as a total population. Krejcie and Morgan (1970) was used in determining the sample size of the respondents where DDRU officials has 24 population size and 1 as sample size, Fagge has population size of 111,977 and 233 as sample size, Kura has 71,094 population size and 148 as sample size, Making a total of 382 as sample size (Krejcie and Morgan, 1970). Cluster sampling technique and simple random sampling was used in this study, the data for this study was sourced from both primary and secondary sources and the primary data generated include the instruments of questionnaire and interview while the secondary source of data to complement the primary source include Official publications, published and unpublished works as well as annual report of NDLEA etc. The study used both descriptive and inferential statistics in describing and analyzing data, Multi Correlation was also used as a tools of analysis.

Result and Discussion

Table 1 Summary of Response Rate

S/N	Categories	Number of questionnaire administered	Number of returned questionnaire	Number of Questionnaire not returned
1.	Fagge	234	165	69
2	Kura	148	123	25

	Total	382	288	94
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Source: Researcher's Survey 2019

Table 1 Shows that 288 of the questionnaires were duly filled and retrieved, while 94 out of the 382 given to the youths were not returned. Consequently, only the 302 questionnaires retrieved were considered for analysis.

Data Presentation on Hypothesis

Analysis of data collected for the hypothesis which stated that, "There is no significant relationship between public enlightenment strategy and the incidence of drug abuse among youth in Fagge and Kura Local Government areas of Kano State" The data collected were presented and analyzed as follows.

Table 2 Effect of Information on Drug Abuse

		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagreed	7	2.4	2.4	2.4
	Disagreed	73	25.3	25.3	27.8
	Undecided	2	.7	.7	28.5
	Agreed	184	63.9	63.9	92.4
	Strongly Agreed	22	7.6	7.6	100.0
	Total	288	100.0	100.0	

Source: Researcher's Survey 2019

Table 2 indicated that 7 of the respondents which represent (2.4%) strongly disagreed when asked if the information provided by NDLEA is adequate and effective to reduce incidence of drug abuse, 73 respondents (25.3%) disagreed, 184 respondents (63.9%) agreed and 22 respondents (7.6%) strongly agreed that information provided by NDLEA reduces drug abuse.

Table 3 Awareness level of Drug Abuse

		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagreed	11	3.8	3.8	3.8
	Disagreed	94	32.6	32.6	36.5
	Undecided	4	1.4	1.4	37.8
	Agreed	174	60.4	60.4	98.3
	Strongly Agreed	5	1.7	1.7	100.0
	Total	288	100.0	100.0	

Source: Researcher's Survey 2019

Table 3 indicated 11 of the respondent which respondents (3.8%) strongly disagreed that there is high awareness level against drug abuse, 94 respondents (32.6%) disagreed, 174 respondents (60.4%) agreed that there is high awareness level on the campaign against drug abuse and 5 respondents (1.7%) strongly agreed. The implication of this is that there is adequate awareness level against illicit drug use.

Table 4 Motivation against Drug Abuse

		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagreed	3	1.0	1.0	1.0
	Disagreed	99	34.4	34.4	35.4
	Undecided	8	2.8	2.8	38.2
	Agreed	169	58.7	58.7	96.9
	Strongly Agreed	9	3.1	3.1	100.0
	Total	288	100.0	100.0	

Source: Researcher's Survey 2019

Table 4 shows that 3 of the respondents which represent (1.0%) strongly disagree that there are motivated against illicit drug use, 99 respondents (34.4%) disagree, while 169 respondents (58.7%) and 9 respondents (3.1%) agree and strongly agreed respectively that they feel motivated not to engage in illicit drug use as a result of NDLEA intervention.

Table 5 Radio Awareness Programme and Drug Abuse

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagreed	85	29.5	29.5	29.5
Undecided	2	.7	.7	30.2
Agreed	191	66.3	66.3	96.5
Strongly Agreed	10	3.5	3.5	100.0
Total	288	100.0	100.0	

Source: Researcher's Survey 2019

Table 5 exposed that 85 of the respondents which represent (29.5%) disagreed when asked if radio awareness programme of NDLEA reduces drug abuse among youths, 191 respondents (66.3%) agreed, and 10 respondents (3.5%) strongly agreed that radio awareness programme of NDLEA was effective to reduce drug abuse among youths.

Test of Hypotheses

Pearson's Product Moment Correlation was used to determine the effect of public enlightenment strategy and reduction the incidence of drug abuse among youth in Fagge and Kura Local Government areas of Kano State, However, all computations were done using the Statistical Package for Social Sciences (SPSS), Version 23.

However, All parameters are judged on the basis of their respective probability value which is denoted as Sig (Two Tailed.) in this case. Where the p-value is

less than 0.05, irrespective of the coefficient of the parameter, the parameter is said to be significant at 5% level of significance or 95% confidence level and the null hypothesis is rejected and the null accepted. However, where the p-value is greater than 0.05, the parameter is said to be insignificant at 5% level of significance and the null hypothesis is accepted.

There is no significant relationship between public enlightenment strategy and the reduction the incidence of drug abuse among youth in Fagge and Kura Local Government areas of Kano State

Table 6: Multiple Correlation Result (Model Summary) between Public Enlightenment Strategy and Drug Abuse

Reduction in incidence of Drug Abuse Among youths in Fagge & Kura LGAs of Kano State		
Public Enlightenment Strategy of NDLEA	Pearson Correlation	.392**
	Sig. (2-tailed)	.003
	N	288

Source: IBM SPSS Output, 2019

Table 6 shows that the Pearson’s Product Moment Correlation (r) gives a coefficient of 0.392 in respect of the correlation between Public Enlightenment strategy of NDLEA and Reduction in incidence of Drug Abuse among Youths in Fagge and Kura LGAs of Kano State. This coefficient is positive and weak. This implies that there is a positive relationship between the public enlightenment strategy and reduction the incidence of drug abuse among youths in Fagge and Kura Local Government Areas of Kano state. As such, an increase in the public enlightenment strategy will lead to a less proportionate increase in the reduction in incidence of drug abuse among youths in Fagge and Kura Local Government Areas of Kano state. This implies that more Public Enlightenment strategy of NDLEA will lead to a less proportionate reduction in incidence of

drug abuse among youths in Fagge and Kura Local Government Areas of Kano State. However, the significance of the coefficient is assessed through its significance value. The p-value being 0.003 is less than 0.05 level of significance and thus indicates that we have enough statistical evidence to reject the null hypothesis at 95% confidence level.

Based on the above, we therefore, reject the null hypothesis, H_{01} , which states that “There is no significant relationship between Public Enlightenment strategy of NDLEA and Reduction in incidence of Drug Abuse among Youths in Fagge and Kura LGAs of Kano State”; and accept its alternate hypothesis, H_{11} , which states that “There is a significant relationship between Public Enlightenment strategy of NDLEA and Reduction of Drug Abuse among Youths in Fagge & Kura LGAs of Kano State”.

Discussion of Findings

Based on the data presented, analysed and the result thereof, the study arrived at the following findings:

Public Enlightenment strategy has a positive relationship with the Reduction the incidence of Drug Abuse among Youths in Fagge & Kura LGAs of Kano State which is weak and significant at 5% level of significance. Sensitization and enlightenment programmes has gone a long way in reducing cases of drug abuse as deduced from the response of our respondents. Cases of drug abuse were on the rise due to lack of awareness campaign on the dangers associated with drugs also In line with NDLEA objectives to eradicate illicit drug use, NDLEA carried out series of public enlightenment campaigns aimed at preventing youths from assessing and consuming substances of abuse. Public enlightenment campaign was carried out Sabon Gari Motor Park were youths and drivers were informed of dangers associated with consuming substance of abuse. The attention of youths, drivers, executives and passengers were drawn to dangers associated to Drug abuse such as; paranoia, aggressiveness, mental clouding, nausea and vomiting among others

Conclusion and Recommendations

Following the presentation and analyses of data as well as tests of hypothesis, it is concluded that the public enlightenment strategy of NDLEA on reduction the incidence of drug abuse among youths in Fagge and Kura local government areas of Kano state is low and also, the hypothesis tested indicated that public enlightenment strategy of NDLEA on drugs affects the level of reduction of drug abuse and positively though weak.

However, it is pertinent to recommended that NDLEA should embark on aggressive public enlightenment campaign on drug abuse. Everybody should be involved in the crusade against drug abuse and it should start from the grassroots as this will go a long way in reducing incidence of drug abuse among youths and the entire populace at large.

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