

# Alcohol Consumption Behavior of Thai Adolescents: A Survey of Knowledge Factor and Prevention Alcohol Consumption Behavior

Chai Samoraphum

Surindra Rajabhat University, Surin 32000, Thailand,

E-mail: dr.chai54@gmail.com

## Abstract

The studies published between 2004 and 2015 focused on Thai adolescents (15 – 24 yrs.) describing alcohol consumption behaviors, the factors that affected alcohol consumption, and ways of prevention. The findings of study were: 23.5% in 2004 to 29.5% in 2015 (increase 6.0%) reported that they still drank. Most of them had their first time drinking at the age of 14 years old because they wanted to try. Beer was the type of alcoholic beverage they drank the first time. The factors that were positively related were attitude on drinking alcohol, marketing on alcoholic beverages, model of alcohol drinking, expectation of alcohol drinking, encouragement from friends drinking alcohol, caring from families, accession in alcohol drinking sources and not abide by the regulation of schools. The preventive approach to alcohol consumption were; behaviors of Thai adolescent required the cooperation and participation of Alcohol Control Board Province, school administrators, teachers, parents, government officials, owners of alcoholic beverages store and dormitory operators to prevent factors and enforcement of the alcoholic beverage control law and child protection law.

## Background

Thai National Statistical Office by Office of The National Economic and Social Development Board (2016) show Thai adolescents (15 – 24 yrs.) alcohol consumption were 23.5 in 2004 to 29.5% in 2015 (increase 6.0%). The rate of consumption of all types of alcoholic beverages in the Kingdom of Thailand (Thailand) tends to increase every year. The data reporting about Thai social condition of Office of National Economic and Social Development Board reported on 1st February 2016 stated that alcohol drinking was the first addicted substance popular among teenagers and adults and related to the social condition report on December 2011. It showed the amount of increasing in Thai teenagers and adults in drinking alcohol regularly. The survey of National Statistic Office stated that there were 750,500 people at the age of 11 to 19 drinking alcoholic beverages. Among those 720,400 drank occasionally and 30,100 drank regularly. There was three times increasing in the group of regularly drinking compared to the year 2004.

Research conducted in 2004 revealed that consumption of alcohol by teenage boy has increased by 21.0% and consumption by teenage girls has increased by six times in seven years from 1.0% to 5.6% (Sornpaisarn et.al. 2006). In 2006, the proportion of persons who consume alcohol occasionally decreased whereas the proportion of regular drinkers increased by 13.0%. Those who drink most often, 66.0% of the population, are people below the poverty line or earning income less than 5,000 Bath per month. The most troubling is the fact that the proportion of youths between 15 – 19 years old who consume alcohol regularly has increased by 45%, for 20 – 24 year olds, and the proportion for female drinkers has increased by 30.0% (Sornpaisarn et.al. 2007).

There is a worldwide recognition of the harmful effects of the alcohol consumption, including issues related to health and social problems relating

to youths, violence, family affairs, economic problems, crime, and accidents. Such harms which cause the incalculable loss to mankind that can be both seen as a numerical value and those that are psychological damages that cannot be compensated for. Similarly, alcoholism has become a major problem in Thai societies even though many government agencies and private organizations have dedicated effort and allocated budgets to alleviate such problems through various programs and policies that range from encouraging drinkers to quit or drink less, educational programs providing knowledge to the public, to enacting regulation, tax incentives, and price increases. The relevant laws and regulations that have been amended include limitations on the age of the purchaser, time, location and quantity of resale, in order to change the behaviors of consumers to a certain degree. Despite these measures, there is still a continual increase in the number of youths consuming alcohol, especially among females and also beginning to increase among younger children, indicating that the majority of these measures are reactive rather than proactive. Therefore the researcher is of the view that there should be a study on the “pre-teen” age group which is the next targets of the producers and distributors of alcohol. (World Health Organization, 2012)

Although there is no clear problem with alcoholism in this age group, we should not wait until the problem occurs and then try to fix in the same way that alcohol is a problem among teenagers today due to the lack of protection and prevention provided in their earlier years. The problem may stem from the fact that society’s traditional view of alcohol being an “adult” problem or confined to the labor intensive workforce has caused us to overlook the importance of a child’s developmental and learning stage. While social policies have been attempting to address alcohol addiction in adults, the disease has already infected our youths and with a trend that it will also take our young children. This is because our measures are often more difficult

and less effective; they should be used together with preventive measures to produce the most effective solution.

### Objectives

1. To study the factors on alcohol drinking behavior of Thai adolescent.
2. To find the solutions to prevent alcohol drinking behavior of Thai adolescent.

### Material and Methods

Define contents alcohol drinking behavior related to concept of theory and research between 2004 - 2015 concerning with factors of drinking alcohol among adolescent and alcohol drinking prevention of Thai adolescent. The contents consisted of 8 theories and 37 researches in Thailand.

### Data analysis

Examine the accuracy and reliability of the data consumptions from the theories and researches to find the conclusion according to the alcohol drinking and prevention guideline of Thai adolescent by linking data in a holistic way.

### Results

The results of the study were divided into two sections:

**Section 1.** To study the factors on alcohol drinking behavior of Thai adolescent. Review studies of 8 theories and 37 researches between 2004 - 2015 in Thailand. Most of Thai adolescent had first time drinking at the age of 14 years old because they wanted to try. Beer was the type of alcoholic

beverage they drank the first time. There are 8 variable relationships affected spatially of the factors alcohol drinking behavior of Thailand adolescent including:

1. Attitude on drinking alcohol (29 articles)
2. Marketing on alcoholic beverages (22 articles)
3. Model of alcohol drinking (21 articles)
4. Expectation of alcohol drinking (18 articles)
5. Encouragement from friends drinking alcohol (14 articles)
6. Caring from families (12 articles)
7. Accession in alcohol drinking sources (11 articles)
8. Not abide by the regulation of schools (10 articles)

**Section 2.** Data analysis alcohol drinking behavior prevention Thai adolescent from researches between 2004 - 2015 in Thailand. The results showed:

1. Schools had to use the school regulations together with Rights of The Child Protection Act in 2003 strictly to prevent the behavior not to abide by the regulations of schools, followed up and evaluated risky behavior of the students regularly, manage the model of learning suitably to students, learning in group activities, peer to peer activity, child council activity, let the students participate in schools activities to create discipline and good will for themselves, have good activity in leisure time. Teachers had to know basic data of each student, visit student's homes, work with guardians in exchanging data to help and protect students together, and make connection with out sources to help and protect risky behavior of students.

2. The protection of alcohol beverage trading access is that the provincial committee controlling alcohol drinking, school administrators, government officers, alcohol beverage traders and dormitory entrepreneurs had to participate in law enforcement under act of legislation beverage

alcohol law 2008. The provincial committee of alcohol drinking controlling had to hold the seminars to create the government officers awareness in law enforcement, asked drinking alcohol traders and dormitory entrepreneurs not to distribute alcohol drinking beverage to students or people under 20 of age by asking for ID cards and schools had to cooperated with the other organizations; Social Development and Human Security Office and provincial police to protect the access to alcohol drinking trading of students. Caring family. Parents, guardians, schools and community had to participate in caring students. Parents should give close warming to their children and be good model for them and have time for them to consult and have time to do activities together. Teachers had to act like their parents be their advisers in all cases and schools should hold classroom meeting and install guardians network to participate in caring students.

3. Parents, guardians and teachers should be a good model in reducing alcohol drinking and contributing master students to be good model to motivate other students. Not allowing alcohol trading in schools or surrounding community, and setting up community network to work in cooperation can be alternative ways.

4. Guardians and teachers had to look after their children closely to prevent them from encouragement of friends drinking alcohol, teach them about the danger of drinking alcohol, reinforce life skill for students, have students correlative working in group, encourage students to do good and stay away from alcohol drinking.

5. To prevent wide-spreading of alcohol drinking trade, the alcohol drinking controlling committee should make public relation with the Act of Legislation Control Beverage 1958 for government officers and traders to know and work together under the law issued, control the distribution and time of alcohol trading, and reduce the advertisement of alcohol beverage continuously.

6. Parents and guardians and teachers were important to establish attitude, esteem and mind-conscious for their children via providing knowledge of the danger of alcohol drinking, making campaign against alcohol drinking, setting up activities and curriculum to reinforce life skills, establishing morals, ethics, new alternative activities related to students skills, and encouraging students gain experience directly from their participation.

7. To prevent expectation from alcohol drinking, their friends, family, schools, temples, communities should have participated in the faith and conscious establishment to improve their thoughts, stimulated morality, ethics, Dharma Camp, Good Development of Student Care System, Goodness Bank and any others activities to arouse them to keep away from alcohol drinking behavior.

### Suggestions

1. The organizations including, schools, Provincial Health Office, Social Development and Human Security Office and Provincial Police should define a standard of alcohol drinking prevention by creating positive attitudes and good expectation, developing friendship, being good model in the society and controlling alcohol trading access via restrictive law enforcement.

2. Choosing a careful alcohol prevention program to suit an individual students including, Life skill Model, Counseling, Stimulate Acting in Public Model and Changing Behavior Model.

3. Parents, friends, teachers, school administrators, government officers and alcohol beverage traders should strongly participate in alcohol drinking behavior prevention program with their children.

4. The practical use of the prevention program should be considered based on casual factors, accordance of the objective of the use, and the proper of the contexts and target areas.

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