

Re-Engineering the Youths Against Drug Abuse and Social Vices in Keffi Through Neuro-Linguistics Programming

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Abstract

Nigerian nation like many other developing countries of the world has faced by a number of socio-economic issues over the years. Some of such problems includes social vices like armed robbery, kidnapping, terrorism, cybercrime among others. Apparently, a number of factors including drug abuse among youths are responsible for these problems. In fact, many studies have argued that drug abuse and trafficking are social menace threatening world peace and security, because drug itself is a potential source of world violence. As such, many means including agencies like NDLEA and other sister agencies have been employed by Nigerian government in order to curb issues of drug abuse across the country. But the problems seems to be on the increase. As such the need to investigate about more ways of fighting drug abuse among youths is sacrosanct. It is based on this backdrop that this research is undertaken. The work intends to investigate the potential of Neuro-Linguistic Programming in re-engineering the youths against drug abuse and social vices using Keffi Local Government Area of Nasarawa State, Nigeria as a case study. To this end, the work employed survey design of the quantitative research methodology to gather and analyse data in to achieve its aim and objectives. The results revealed that drug abuse and youths and social vices are some of the challenges confronting Keffi Local Government Area of Nasarawa State, and Neu-Linguistic Programming has great potential to address the problems for socio-economic development of the area. Hence, conclusion and recommendations were made based on the findings.

Key words: Re-engineering; Youths; Neuro-linguistic programming; Drug; Social Vices

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INTRODUCTION

This work is an exploration of the potential of Neu-Linguistic in curbing the problems of drug and social vices in Keffi Local Government Area of Nasarawa State, Nasarawa. On a general note, drug abuse has devastating effects on human wellbeing and the socio-economic activities of the society. The negative aspect of drug, which makes it to be a substance with devastating effect takes its root from the fact that it is something that causes addiction or habituation. It is really obnoxious and detrimental to healthy living. Apart from the tragic personal implications of its global scourge, illicit drug pandemic has been observed to have huge impact on health and social services of the modern society. While the advanced countries claimed to have conquered hunger and put diseases under control, it is on record that they have not been able to overcome the threat and evil consequences of illicit drug menace. In the modern world, there is no nation or society where illicit drug is not a threat. The global illicit drug phenomenon has grouped the world into three apparent categories. According to Ohanyere (2009):

These groups are the illicit drug producing nations, illicit drug transit nations and illicit drugs consuming nations. Each country in the world inevitably finds itself in one of the classifications and the consequences of belonging to any of the groups are grave. Consequently, what the modern world does not have is the convenience of drug free nations or societies.

The United Nations Office for Drug and Crime UNODC (2005) reports that 'a total of 170 million people around the world are holed to Indian hemp smoking alone, while another 15 million people are into Heroin consumption'. Specifically, reports have it that Nigeria was a relatively drug safe country until the explosion of the cocaine regime that happened in Europe and the United States of America in 1980s. Prior to that period, there were cases of drugs in the class of 'Zakami' (the hair-like thorny plant) whose seeds were soaked in drinks during occasions to cause intoxication among the youths as a fun. Now, the youths have advanced retrogressively to using poisonous gases, liquids and substances, including over-dozing themselves with cough syrups like Benelyn with Codeine, Neofline and others that contain codeine. According to www.rehabspot.com '... teenager drug abuse is one of the most serious substances abused problems...' This presupposes that it is a real life that depicts anti-social behaviour, which has turned negative effects – a source of harm to health of the users and attendant violence made to self and innocent people society. Despite the dangers associated with drug abuse, Nigerian youths continue to abuse drug for different reasons. For example, some abusers take it in order to have illusionary excitement that creates false confidence, while others get addicted to it to have hallucinating effect, as some use it with a belief that it works for them as a sexual performance enhancer. For whatever reason they abuse drug, it obvious that it leads them to anti-social behaviours which affect them directly and the society in general. Thus, the need to address the problems through communication means is the major concern of this study.

THEORETICAL FRAMEWORK

This research is underpinned by Social Learning and Behaviour Change Communication (BCC) theories. Albert Bandura's (1977) social learning theory and behaviour change communication (BCC) have known as tools for changing people's behaviour, especially towards embracing positive healthy life in the society. In this respect, BCC can be applied as an interactive process with human community. More importantly, is apt to apply it in the face of Neuro-Linguistic Programming (NLP) which tends to use and ragogical (adult) learning approach to changing the behaviour of people, especially those adjudged to be involved in illicit drug issues. In this connection, the theory, combined with the theory of Planned Behaviour can gives the opportunity for the processes to be broken down into: a person's attitude, their perceived behavioural control and subjective norms of the society that can help to influence the person's intention from bad behaviour to a good or better acceptable one as their ultimate final behaviour.

DRUG ABUSE AND SOCIAL VICES

The term drug abuse connotes the misapplication of drugs or deliberate use of prescribed drugs to elicit certain feelings and sensation that usher in a plethora of effects and consequences. Although many authors have defined to means many things over the years. Fareo (2012) states that there are various definitions of drug abuse, which can paint the picture of who a drug addict is – someone who has become dependent on drugs. In this regard, in 2000, the National Agency for Food and Drug Administration and Control (NAFDAC), established by Decree 15 of 1993, which is now NAFDAC Act Cap No. 1, LFN of 2004, saddled with the mandate, among others to: regulate, and control the manufacture, importation, exportation, distribution, advertisement, sale and use of food, drugs, cosmetics, chemicals, medical devices and packaged water etc. In the same vein, Haladu (2003) in the explanation of the term drug abuse says that it is an 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 functions of an individual. In another perspective, the World Book Encyclopedia (2004) defines drug abuse as the non-medical use of a drug that interferes with a healthy and productive life. Meanwhile, Manbe (2008) defines drug abuse as the excessive, maladaptive or addictive use of drugs for non-medical purpose. Furthermore, Abdulahi (2009) opines that drug abuse is the use of drugs to the extent that interferes with the health and social functions of an individual. Summarily, the author adds that 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). arising from different angles and perspectives that experts take to describe drug abuse, it becomes clear that there is no best-accepted definition of the action that is viewed as misuse or abuse of drugs. It can, however, be succinctly stated that rather than looking for the best description, it should be taken that all the definitions are valid and that they serve their various intentions or purposes.

Social vices on the other constitutes acts that are illegal and harmful to man and society in general. It arises from attitudes of maladjusted people in the society (Okwu, 2006). Some of behaviours that bread social vices includes prostitution, armed robbery among many others. A number of factors are responsible for social vices. It has been observed that the bulk of social vices escalating in the society recently has to do with the level of illiteracy, mass unemployment, abject poverty, prevalence of general indiscipline at all levels of the society, incomplete socialization and globalization which touches on economic, political, social, cultural, technological

and environmental facets of human life (Omonijo and Nnedum, 2012; Anho, 2011).

NEU-LINGUISTIC PROGRAMMING

Obviously, the benefits of communication cannot be over emphasized. Among other things, communication is the fundamental instrument for the development of any society. No society can stand in the absence of communication. All institutions in our society like government, health, agriculture, economy, education and so on, rely on communication to function well. Attesting to this belief, Chaikaan and Agaku (2014) have declared that:

Any society that locks out communication stands the risk of extinction. Communication is the major ingredient that can guarantees the existence of man in the society and all the institutions available in it. Society, by way of clarification, does not exist in a vacuum. It is made up of institutions...when we are talking about the survival and development of any society, communication must be mentioned.

Indeed, communication is an integral part of the society. For no activity can easily take place in human society without communication. For instance, it is through communication or by sharing ideas that norms and values cherished by any society can be transmitted to its members.

Hence, over years, many communities have been striving to discover viable communication model which they could express their thought and ideas. One of such is Neu-Linguistic Programming approach. Neuro-linguistic programming is a pseudoscientific model of communication, personal development and psychotherapy, that first surfaced in Richard Bandler and John Grinder's 1975 book *The Structure of Magic I*. The approach asserts that there is a connection between neurological processes, language and acquired behavioral patterns, and that these can be changed to achieve specific goals in life.

METHODOLOGY

This study adopts the descriptive survey design to collect and analyze its data. A survey design is an instrument of the qualitative research methodology which uses the sample data of a finding to document, describe, and explain what is existent or non-existent on the present status of a phenomenon under investigation. According to Elmaikwu (2013), "a survey research design is one in which a group of people or items is studied by collecting and analyzing data from only a few people considered to be a representative sample of the entire population." Paul Egwemi (2021) adds that "surveys can be used for both large and small populations by selecting and studying samples chosen from the population to discover the relative incidence, distribution, and interrelations among sociological and psychological variables."

Through the aforementioned method, questionnaire and oral interview were adopted as instruments for data collection. These instruments were adopted in order to gather an objective answer from the respondents. The respondents constitute the citizens of Keffi Local Government Area of Nasarawa, State. Apparently, it is not possible to use the entire population, thus, a sample of 142 respondents was used. This sample was randomly drawn from the entire population of Keffi Local Government Area comprising both community leaders, parents and the youths of the area. This sample size represented about 10% of the entire population of the study. A multi-stage sampling procedure was adopted for this study. In the first stage, three groups were selected from the population using simple sampling technique. Simple random sampling technique was used in order to give each of the groups equal chance of being selected and represented for the study. The names of the groups were written on piece of papers, folded and put in a container, shuffled and the researchers drew the groups with replacement, i.e, balloting with replacement. In the second stage, one group each was drawn from the three groups chosen for the study using purposive sampling technique. Purposive sampling technique was used in order to select a group with large population among the respondents. Lastly, 30 respondents (male and female) were selected from each groups making a total number of 90 respondents which were used for the study.

The questionnaire used for the study consists of sections A & B. Section A elicits information on the personal data of the respondents. Section B contains 28 items, the items in section B are placed on a four-point rating scale of Strongly Agree (4Points), Agree (3Points), Disagree (2 Points), Strongly Disagree (1Point). However, descriptive statistics method of analysis was used in the analysis of data collected. Mean was used to answer the research questions. A bench mark means of 2.50 was used for decision making. Any item that had a mean response of 2.50 and above were taken as agree while items that had mean response below 2.50 were taken as disagree. The formula for the data analysis is given by:

$$X = \frac{\sum FX}{N}$$

Where X= mean

\sum = summation

X= Nominal value of responses

N= Total number of respondents

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

This section focuses on the presentation, interpretation and analysis of data generated from the field work by the researchers, and presented below:

RESEARCH QUESTION I

Are they issues of drug abuse and social vices in Keffi Local Government Area of Nasarawa?

S/N	Questions	Responses	Frequency	Percentages
1	There are issues of drug abuse and social vices in Keffi Local Government Area of Nasarawa State	SA	62	57%
		A	46	43%
		SD	0	0%
		D	0	0%
2	To some extent there are prevalent issues of drug abuse and social vices in Keffi Local Government Area of Nasarawa State	SA	28	26%
		A	54	50%
		SD	10	9%
		D	16	15%
3	To a great extent there are problems of drug abuse and social vices in Keffi Local Government Area of Nasarawa State	SA	70	65%
		A	22	20%
		SD	10	9%
		D	6	6%

Source: This Researcher, 2023

From the above table, we observed that in the first questions, 57% of the respondents strongly agreed that there issues of drug abuse and social vices in Keffi Local Government Area of Nasarawa State, 43% agreed, 0% strongly disagreed while 0% disagreed.

In the second question, 26% of the respondents strongly agreed that to some extent there are issues of drug abuse in Keffi Local Government Area of Nasarawa State, 50% agreed, 9% strongly disagreed while 15% disagreed.

In the third question, 65% of the respondents strongly agreed that to a great extent there are issues of drug abuse and social vices in Keffi Local Area of Nasarawa State, 20% agreed, 9% strongly disagreed while 6% disagreed.

RESEARCH QUESTION II

To what extent Keffi Local Government Area of Nasarawa State are involved in drug abuse and social vices?

S/N	Questions	Responses	Frequency	Percentage
1	Youths of Keffi Local Government Area of Nasarawa State are involved in drug abuse and social vices	SA	65	60%
		A	25	23%
		SD	6	6%
		D	12	11%
2	To some extent youths of Keffi Local Government Area of Nasarawa State are involved in drug abuse and social vices	SA	64	59%
		A	30	28%
		SD	6	6%
		D	8	7%
3	To a great extent youths of Keffi Local Government Area of Nasarawa State are involved in drug abuse and social vices	SA	78	72%
		A	26	24%
		SD	0	0%
		D	4	4%

Source: This Researcher, 2023

From the above table, 60% of the respondents strongly agreed that youths of Keffi Local Government Area of Nasarawa State are involved in drug abuse and social vices, 23% agreed, 6% strongly disagreed while 11% disagreed.

In the second question, 59% of the respondents strongly agreed that youths of Keffi Local Government Area of Nasarawa State are involved in drug abuse and social vices, 28% agreed, 6% strongly disagreed while 7% disagreed.

In the third question, 72% strongly agreed that to a great extent youths of Keffi Local Government Area are involved in drug abuse and social vices, 24% agreed, 0% strongly disagreed while 4% disagreed.

RESEARCH QUESTION III

Do Neu-Linguistic Programming Approach has the potential to communicate the issues of drug abuse and social vices among the youths of Keffi Local Government Area of Nasarawa State?

S/N	Responses	Frequency	Percentage	
1	SA	30	28%	
	Neu-Linguistic Programming has the potential to communicate the issues drug abuse and social vices in Keffi Local Government Area	A	60	56%
	SD	9	8%	
	D	9	8%	
2	SA	76	70%	
	To some extent Neu-Linguistic programming has the potential to communicate the issues of drug abuse and social vices in Keffi Local Government Area of Nasarawa State	A	22	20%
	SD	6	6%	
	D	4	4%	
3	SA	64	59%	
	To a great extent Neu-Linguistic Programming has the potential to communicate issues of drug abuse and social vices in Keffi Local Government Area of Nasarawa State	A	40	37%
	SD	2	2%	
	D	2	2%	

Source: This Researcher, 2023

From the above table, we observed that in the first question, 28% of the respondents strongly agreed that Neu-Linguistic Programming has the potential to communicate issues of drug abuse and social vices among youths in Keffi Local Government Area of Nasarawa State, 56% agreed, 8% strongly disagreed while 8% disagreed.

In the second question, 70% of the respondents strongly agreed that to some extent Neu-Linguistic Programming has the potential to communicate issues of drug abuse and social vices in Keffi Local Government of Nasarawa State, 20% agreed, 6% strongly disagreed while 4% disagreed.

In the third question, 59% of the respondents strongly agreed that Neu-Linguistic Programming has the potential to communicate issues of drug abuse and social vices in Keffi Local Government Area of Nasarawa State, 37% agreed, 2% strongly disagreed while 2% disagreed.

SUMMARY OF THE FINDINGS

In summary, there are glaring facts that have gone a long way into convincing us that issues of drug abuse and social vices are some of the major problems facing youths, specifically, in Keffi Local Government Area of Nasarawa State. For instance, question number 2 from question 2 has evidence to prove this statement true because it was discovered from the result that 59% of the respondents strongly agreed that youths of the area are involved in drug abuse and social vices. Also supporting the above assertion is question 3 from question 2 where 72% of the respondents strongly agreed that to a great extent youths of Keffi Local Government Area are involved in drug abuse and social vices.

It was also proven as a means to curb the situation that Neu-Linguistic Programming has the potential to communicate issues of drug abuse and social vices in Keffi. From the data analyzed, it has been proven beyond reasonable doubt that Neu-Linguistic Programming can

be a source material for communicating the issues of drug abuse and social vices in Keffi Local Government Area of Nasarawa State, Nigeria.

CONCLUSION AND RECOMMENDATIONS

Health communication, like any other form of communication or field, is not without excesses and challenges. The study has delved into the menace of drug abuse and its implications on life, health, economy as well as security and crimes in Nasarawa State. Using the NLP to address this issue is apt to bring about changes in perception, responsible communication and developing choices of responses or communication in a given situation. It presupposes that NLP works on the principle that everyone has all the resources they need to make positive changes in their own lives.

The study has, as a result, come to a conclusion that sensitisation/advocacy, establishment of Anti-Drug Clubs, special Anti-Drug Agency will help to curb or minimise the effects of the pangs of drug menace in Nasarawa State. In addition, there should be an Edict that will ban and /or reduce the free flow of illicit drugs. This should be done with the power of another Agency to be empowered to monitor and evaluate the illicit business in the state.

Therefore, the stakeholders – parents/guidance, teachers, students, market women/men, opinion leaders, traditional title holders, Non-Governmental Organisations and Government should invigorate their efforts and step up their fight using a coercive approach and persuasive means through Neuro-Linguistic Programming (NLP) to win the world wide fight against illicit drugs that remain a source of potential violence and ruination. The menace of drug abuse has pervaded the entire world with attendant threats to life, health, peace, security and so many other inconveniences and dangerous issues capable of ruining the economy. It is, therefore, recommended that:

·Neuro-Linguistics Programming should be applied in building skills, confidence, character and change of attitude of people because of its invaluable resourcefulness.

·People should identify with the drug fight because it is a collective responsibility;

·There should outlets like Drug Free Clubs established in institutions and communities;

·Government should create opportunities for more jobs to minimise idleness and wandering;

·Families should assist their children as much as possible to show their level of responsibilities and commitments.

Children or people should appreciate their family background and align with their respective families;

Social workers should do more to rehabilitate those already in depression and drug dependents;

Advocacy and sensitisation must be intensified to increase awareness on the dangers of drugs to health, life and the economy.

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