

Communication Strategies for Developing Drug Free Society: A Case Study of Bahawalpur, Pakistan

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Abstract

Drug is sweet poison that attracts individuals as excitement. Individuals use drug as fun but regular usage make them addicted. The current research study aimed to explore the communication strategies to make drug free society. The study was based on survey method and population area was Bahawalpur with the sample size of 200 respondents. Furthermore, present research study conducted under the light of Social Learning Theory. The study concluded that bad company of friends, broken families, unemployment are major causes of drug addiction. In term of communication strategies, study concluded that media and government and media is playing important role to control drug addiction especially local level strategies are more effective. Furthermore study concluded that local administration should take strict action against drug suppliers and educational institutes can play important role to aware youth about the dangerous of drug and can make drug free society.

Keywords: Communication strategies, Awareness, Drug addiction, Media, Government Policies.

Introduction

Media is the forth pillar of the state and has powerful effects on human life and making any kind of opinion. Early moral drug education was based on objection to use of drug but it is reality that such moral education did not affect on people especially on teen agers. In the second phase of drug eradication, media use the fear approach. If people don't stop to use drugs, so they should make afraid to do so. This approach also do not work effectively because fear do not work at all and not bring change in the behavior of people unless specific actions should be performed to realized them that fear is around them (Leventhal, 1970).

Drug educators believed that appropriate message emphasized the objective about physical properties of drugs and penalty to use them (Goodstadt, 1976). Mass media is tool that has ability to highlight any issue in variety of ways. It is known as cultural institute which reflect both culture and social values. It has proved that in historical background, media has powerful effects on masses and have ability to bring social change. It is not surprising that mass media has played its role of psychoactive drug use and abuse. Critical scholars argued that using drug is reaction of media message and many scholars have studied about drug usage in content of problem of using drug, to bring change in drug using people etc. The advertising of drug is highlighted in attractive contents, entertainment and through famous song lyrics.

The basic question that arises in mind "that what is drug?" The history of the drug goes back to the time of Greeks that were called drugs as "Pharmakon". This words means poison and medicine at the same time. Likewise, "Pharmakevein" was the practice of use of witchcraft or use of medicine depending upon circumstance. In simply drug is a heavy effective something that Greek society come to know that it has powerful effects on minds and boy of human.

Using drugs is habit that has significant impact on every segment of society including individuals, friends and family and community at large. At the start drug is taken for pleasure and as the time passes it become necessary and become difficult even impossible withdraw it. drug addiction is like that green tree cut off before it could bear fruits. Drug is sweet poison for people that have spread over the all socio-cultural system of the stat as fashion.

The use of drug is main health problem that impacting society at variety of levels. Drug is main tool that have causes of cardiovascular disease, HIV/AIDS and cancers disease. By creating awareness and educating people about healthy life style, we can prevent people from being exploited from usage of drugs. Unluckily, the major part of our society means youth and adolescents in their highly creative phase of life are the wounded of this threat. Youngsters use drugs for experimentation and for excitement when they have insufficient and misconceived concept about the drugs and they get enthusiastic to this chaos. As a result, this all-encompassing disease shutters their goal, incentive, moral values and ethical value of life.

History of Drugs in Pakistan

In Pakistan, the drug usage is long journey. Before the birth of Pakistan, selling of opium and cultivation was done under government license. Same law was followed till the imposition of Hadood Ordinance in 1979 after independence. The imposition of Hadood ordinance banned the production and sale of drugs in Pakistan (Quigley, 2014). The use of heroin addicts was insignificant in 1980 but the usage increased to 0.1 million by 1983 and till 1993 this calculation reached to 1.5 million around (UNCD, 1998). In early 1990's near about 1 million people were addicting hashish, marijuana and opium (Sadique, 1992). To determine the drug usage in

Pakistan, a survey was conducted in 1993. The results of the survey was reported that near about 3.01 million people were drug addicted in Pakistan in which majority 51% were using heroin and 29.5% were using cannabis addicted (UNDCP, 1998). Due to increased opium production in Afghanistan, Pakistan is important transportation route for heroine and illicit narcotics. In this way, government of Pakistan has taken strict action against this issue (Raza, 2011). Strict action is taken by government to tackle this issue. Nationwide surveys were conducted to impose some measures. The level of drug addiction among women has also been increased. In the modern age, the situation has been changed and drugs addiction has affected the every class of society including male and female. The main cause of drug usage increment is drug production in Afghanistan and instability in Pakistan. There is need to crush drug menace with iron had (Daily News, April 19, 2014). In the early 1980's drug abuse was common problem in Pakistan and heroin was easily available in domestic market. Before that, there was no evidence of heroin addicts. In late 1970's near about one million users were using drugs and in 1982, this counting reached to 1.3 million out of which 30 thousand were heroin addicts (Daily News, March 15, 2014). Quigley (2014) wrote in "Drug use in Pakistan 2013" that in Pakistan 6.7 million people were using drugs in 2013 and out of these 4.25 million assumed to be drug reliant. In different programmes in 2013, 30,000 addicts were providing treatment and cure programs. In 2013 survey, 73% were regular injected opiate and mostly were found to be using same syringe and 33% of these addicts were found HIV positive. Raza (2011) reported that in 1980's the user of drugs taking were 50,000 but now this counting has been reached to 8.1 million in 2011. According to the national survey of drug abuse stated that "Hashish" was found the common usage drug in the country. The report stated that most of the people start taking drugs by seeing elders.

Role of Communication Strategies in Drug Eradication

The use of drug increasing day by day and by keeping in view of this dangerous situation, government of Pakistan planned a master plan of total cost of Rs. 2.832 billion with the core objectives to make country drug free. In this planning it was included that reduction of demand of illicit drugs, providing treatment to infected users and rehabilitation of drug addicts, controlling production of narcotics and supply, curbing smuggling and trafficking of narcotics materials. In this way, from Rs. 2.832 billion, Rs. 1.072 billion has been allocated to preventive components, treatment and rehabilitation health components.

To implement the plan of government, (ANF) is working of the following projects that's are being implemented with the funds provided by government of Pakistan which are sanctioned under the budgetary head of health.

Name of Project	Total Cost
Community Participation in drug demand reduction	Rs. 19.400 million
Creating Mass Awareness	Rs. 19.700 million
NGO's Support Programmes	Rs. 19.775 million
Model Addiction T & R Centre, Islamabad	Rs. 17.112 million
Up-gradation of three T&R centre for drug dependent population in NWFP	Rs. 10.581 million
Total	Rs. 88.568 million

Various tools used for awareness by ANF and for publicity different tools used like print media and electronic media. Across the country, under this development program, the following activities have been conducted. A radio program consisted on 13 episode entitled "Roshni ka Safar", Anti-drug awareness stickers and poster, production and airing of video songs, documentaries, sports, Basant, fun and fair, Television serial "Inkaar", Commemoration of International Days Against Drug Abuse and Illicit Trafficking, 26th Haj Campaign, All Pakistan Essay Competition, Training Workshops, Seminars, Production of Anti Drug Awareness Promotional Items and establishment of a Model Addiction Treatment and Rehabilitation Centre for Drug Addicts and Networking of NGOs working in the field of Drug Demand Reduction.

Mass Media

The idea that mass media can exert an influence on consumption of drugs is based on two hypotheses:

- a) Increased knowledge leads to transformation of attitudes, which leads to behavioural change;
- b) Recourse to mass media is, in itself, an efficient means by which to influence the "knowledge attitudes behavior" chain.

Over the past 25 years we have witnessed international anti-drug conferences at the UNODC headquarters and other countries to further reveal the importance of the nations' political determination in struggling against the destructive phenomenon, that is, narcotics. In this regard, programs like prevention of addiction, media's role in returning addicts to normal life, eradicating illegal poppy cultivation, destruction of the main drug trafficking networks, legal cooperation of countries in fighting against addiction and drug are reminded to different countries involved in addiction and drug trafficking. But unfortunately the world is witness to individuals' inclination to addiction; and the havocs and ruins created by drug abuse pave the way for the collapse of many cultural and ethical values.

In Pakistan, achievements in its domain, a huge volume of the seized drugs are burnt as a symbol of serious campaign against drug symbolizing full annihilation of drugs in the world in the near future. Undoubtedly, struggling against illicit drugs smuggling and addiction needs collective action by international community, free from commercial profiteering. If all countries embark on the campaign together victory is certain.

Statement of Problem

Number of drug taking users is increasing rapidly. Government is trying to control this problem and utilizing number of tools to aware people about the dangers of these drugs and be aware people to keep away from these attractive drugs available in the form of liquid, tablets, capsules, powder even in food format. The current study aimed to explore to the major reasons of drug usage and the outcomes of these drugs among the society.

Rationale of Study

Any nation can progress only when its generation has healthy life. Drugs are sweet poison that attracts the people and users start as fashion or as fun. But with the passage of time they become dependence as they use drugs regularly. These drugs not only impact working condition of users but also may causes dangerous diseases that lead to sometimes death. So, it is necessary to find the major reasons of adoption of drugs and role of media in this concern. The current research study will find the major reasons of drug addiction and media's role in aware people about this dangerous poison that our young generation is inhaling.

Objectives of the Study

In national development media plays important role. National development refers to the promotion of economical, political and social life of people. The core objectives of study include;

- 1) To know the major causes of drug usage.
- 2) To evaluate the role of media for awareness of anti-drug media campaign.
- 3) To know the level of coverage of media campaign at national and local level through press, radio and television.
- 4) To prepare effective communication strategies for government and media practitioners during this kind of issue.

Literature Review

Daily Dawn (2014) reported in its article published on March 5, that drug usage is common in Pakistan now and is serious problem now because of introduction of heroin in domestic market in 1980's. Before that, there was evidence of heroin addict in Pakistan. There were 1.3 million regular drug user in which thirty thousand were heroine users whereas in late 70's there were one million opium users. Psychological analysis showed that people use drug for relaxation and metal satisfaction but after the passage of time and continuously usage, this affect become adversely.

Mansha et, al. (2001) conducted research entitled "Drug addiction and hepatitis B and C in Pakistan". According to them, in 1980, heroine drug addicts were negligible but this counting increased to 0.1 million by 1983 and in till 1993, this counting was reached to near about 1.5 million.

Sadique (1992) argued in addition heroine, hashish, opium and marijuana was being addicted among million of people in early 1990's. In 1993, nationwide survey was conducted about drug usage in Pakistan. The results of this survey showed that 3.01 million user are using drug in Pakistan in which majority 51% were using heroin and 29.5% were using cannabis.

Raza (2001) stated that in 1980, the drug users in Pakistan was rated 50,000 and now in 2011 this rate is increased to 8.1 million. In every year, near about 50,000 drug addicted user are being increased. National survey of drug abuse reported that hashish was common drug used by the users in Pakistan. The survey mentioned that most of the users started drug as habit by watching their elders while growing up. This increase rate of drug usage in Pakistan is the reason is large production of opium production in Afghanistan that is being smuggled to different areas of Pakistan and the opium consumed in Pakistan had gone up to 80 million tons. It was the more quantity as consumed in India as 67 million tons.

Quigley (2014) stated in his article "Drug use in Pakistan 2013" that published by UNODC. In this report, it was stated that in 2013 the drug user rate was 6.7 million from which 4.25 million were assumed to be drug reliant. In 2013 trough rehabilitation programs and drug treatment was given to only 30,000 addicts. 73% users were taking regular injections and mostly were found using single syringe and it was found that from those addicts 33% addicts were affected with Hepatitis or HIV positive.

Theoretical Framework

Theory and research has strong relation. Theory is foundation of research and provides basic framework and

guideline to conduct any research study. On the other hand, to test the theory, research is necessary. Every theory is tested by conducting research. Development of theory depends on research study and research depends on theory. In conducting research theory provides guideline to researcher to follow them that how data will be gathered and finding of the research will show that theory is accepted or rejected in the current scenario. The present research study is conducted under the light of Social Learning Theory. Theory stated that learning process take place from the variety of objects, observation and experiences in the real world.

Social learning process usually includes verbal instruction used in daily life, symbols used for any message convey that occurs on TV or newspapers, attention to any event or message to concentrate on it, retention that include observation that make memorable that event in minds, reproduction that reproduce observations and physical cognitive capabilities and motivation that includes anticipation consequences and internal standards.

Social learning theory is related to the current research work because researcher tried to explore “communication strategies for developing drug free society”. To make drug free society, learning process is necessary and this learning process could be more fruitful by adopting best communication strategies to make drug free society.

Research Methodology

Every work have some methodology to complete that work with best regards. Research methodology is method by adopting, a researcher complete his/her research work. Methodology provides the procedures that a researcher adopt to conduct research. It is also called plan of research study. It includes strategies of investigation. It provides outline of all steps that is followed by researcher.

To find out the results of “communication strategies for developing drug free society”, the researcher adopted the method of survey so that data should be gathered to public and could be analyzed the results.

Research Questions

- 1) What are main causes of drugs?
- 2) Do media is playing important role in giving awareness about drug control?
- 3) Do government is taking action against drug suppliers?
- 4) Do educational institutes playing any role to stop drug addiction?

Hypothesis

H1: It is more likely that media has important role about drug awareness.

H2: It is more likely that government communication strategies playing satisfactory role in drug control.

Survey

Different researchers adopts different method of data collection. Some use content analysis and other use survey. Its depends on the nature of research. According to the nature of research, current research study based on survey method. There are different methods of survey in which researchers chose different techniques to collected the data. Some use interview and some questionnaire as tool to collect the data. For the current research study, researcher prepared a questionnaire and collect data from the respondents.

Universe

Universe is the total population through which sample is taken. Actually universe is the boundary of contents that are being selected for research study. In other worlds “Universe is the set of units that the researcher wants to explain”. For the current research study, Bahawalpur is the universe of study.

Sample

Sample could be defined as the representative of whole population or universe. Usually it is called the sub-set of population that is taken to be as representative of those who are not selected. For the current research study, researcher chose the respondents aged 18 to 50 years old on the basis of available and convenience sampling method.

Sample Size

Sample size of the current research study is the 200 respondents of Bahawalpur aged 18 to 50 years old. All the respondents were male belonging to different socio economic status.

Research Tool

For the current research study, researcher used questionnaire as tool for data gathering. Researcher prepared well organized questionnaire including 16 close ended questions and 1 open ended question based on objectives and research questions. Furthermore, researcher examined the questionnaire to 5 expert examiners to check the

relevancy and deficiencies and to suggest some measures to improve the tool.

Data Collection

For the current research study, researcher adopted the survey method and for data collection questionnaire is prepared. Furthermore, questionnaire was distributed among the people of Bahawalpur on the basis of available and convinces. In this way, researcher himself collected the data from different respondents and where necessary conducted orally interview and fill questionnaire according the response of respondents.

Data Analysis Technique

To keep objectivity and produce accurate results, researcher use Statistical Package for Social Sciences (SPSS) software and to prove the hypothesis also. Furthermore, researcher present the results in table and graphs with description so that results could be easily understand.

Data presentation

Table 5.1 Respondents detail

Sr. No.	Demographic Characteristics	Description of Characteristics	F	%
1	Gender	Male	200	100
	Total		200	100
2	Age	18-28	77	38.5
		29-38	55	27.5
		39-48	49	24.5
		Above 48	19	9.5
	Total		200	100
3	Education	Below Metric	23	11.5
		Metric	27	13.5
		Intermediate	34	17.0
		Graduation	67	33.5
		Master	37	18.5
	Above	12	6.0	
Total		200	100	
	Income	<=10000	89	44.5
		<=20000	65	32.5
		<=30000	35	17.5
		>30000	11	5.5
	Total		200	100

Note: The above frequency distribution table shows the respondents detail about their particulars. Table shows that all the 100% respondents were male who filled the questionnaire. According to division of age group, 38.5% respondents were aged between 18 to 28 years old, 27.5% respondents were aged between 29 to 38 years, 24.5% respondents were aged between 39 to 48 years and 9.5% respondents were aged above 48 years who filled questionnaire. In term of qualification, table shows that 11.5% respondents were under martic, 13.5% respondents were martic pass, 17.0% respondents were inter qualification, 33.5% respondents were graduate, 18.5% respondents were master degree holder and 6.0% respondents having the degree of M.Phil or PhD who filled the questionnaire and selected as sample. In term of income status, 44.5% respondent were less than 10000 income per month, 32.5% respondents were less than 20000 income, 17.5% respondents said they have less than 30000 income and 5.5% respondents said they have more than 30000 income per month

Table 5.3 Do you know what is the main causes of drug addiction?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bad Company	67	33.5	33.5	33.5
	Movies & Dramas	45	22.5	22.5	56.0
	Broken Families	43	21.5	21.5	77.5
	Poverty & Unemployment	23	11.5	11.5	89.0
	All Above reasons	22	11.0	11.0	100.0
	Total	200	100.0	100.0	

Note: The above frequency distribution table shows the answer of the statement “Do you know what is the main causes of drug addiction?” Results showed that 33.5% respondents said that the main reason of drug addiction is bad company of friends who take drugs and involves other friends in this habit. 22.5% respondents argued that films and movies have basic role in drug addiction among the people. 21.5% respondents said broken families have main role in drug addiction. 11.5% respondents said poverty and unemployment is the basic reason of drug addiction and 22% respondents argued that all above mentioned elements have role in drug addiction among the individuals. Hence majority of the respondents said bad company of friends plays significant role in drug addiction.

Table 5.4 From which source you get most information about drug?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TV	69	34.5	34.5	34.5
	Radio	13	6.5	6.5	41.0
	Newspapers	45	22.5	22.5	63.5
	Friends	23	11.5	11.5	75.0
	From all above sources	50	25.0	25.0	100.0
	Total	200	100.0	100.0	

Note: The above frequency distribution table shows the answer of the statement “From which source you get most information about drug?” According to the results, 34.5% respondents said they get information about drug from TV, 6.5% respondents argued they got information from Radio, 22.5% respondents said they get information from newspapers, 11.5% respondents said they get formation from friends and 25.0% respondents said they get information about drug from all above mentioned sources. Hence majority of respondents said they get information from TV.

Table 5.5 Do media is giving better awareness about Drug addiction control?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	37	18.5	18.5	18.5
	Agree	65	32.5	32.5	51.0
	Don't Know	33	16.5	16.5	67.5
	Disagree	43	21.5	21.5	89.0
	Strongly Disagree	22	11.0	11.0	100.0
	Total	200	100.0	100.0	

Note: The above frequency distribution table shows the answer of the statement “Do media is giving better awareness about drug addiction control?” According to the results, 18.5% respondents strongly agreed with this statement. 32.5% agreed with this statement. 16.5% respondent said they don’t know about this situation. 21.5% respondents disagreed with this statement and 11.0% respondents strongly disagreed with this statement and said media is not is not giving better awareness about drug addiction control. Hence majority of the respondent agreed with the statement.

Table 5.6 Do government is taking necessary action to drug control?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	21	10.5	10.5	10.5
	Agree	43	21.5	21.5	32.0
	Don't Know	47	23.5	23.5	55.5
	Disagree	67	33.5	33.5	89.0
	Strongly Disagree	22	11.0	11.0	100.0
	Total	200	100.0	100.0	

Note: Above frequency distribution table shows the answer of the statement “Do government is taking necessary action to drug control?” According to the results, 10.5% respondents strongly agreed with this statement and 21.5% respondents agrees with this statement. 23.5% respondent said they don’t know about it. 33.5% respondents disagreed and 11.0% respondents strongly disagreed with this statement. Hence majority of the respondents disagreed with this statement.

Table 5.7 Do you think that local media is more effective in drug control as compare to national media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	47	23.5	23.5	23.5
	Agree	68	34.0	34.0	57.5
	Don't Know	19	9.5	9.5	67.0
	Disagree	39	19.5	19.5	86.5
	Strongly Disagree	27	13.5	13.5	100.0
	Total	200	100.0	100.0	

Note: Above frequency distribution table shows the answer of the statement “Do you think that local media is more effective in drug control as compare to national media?” According to the results, 23.5% respondents strongly agreed with this statement and 34.0% respondents agrees with this statement. 9.5% respondent said they don’t know about it. 19.5% respondents disagreed and 13.5% respondents strongly disagreed with this statement. Hence majority of the respondents agreed with this statement.

Table 5.8 What do you think that local media of Bahawalpur is giving awareness about drug control?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	49	24.5	24.5	24.5
	Agree	53	26.5	26.5	51.0
	Don't Know	25	12.5	12.5	63.5
	Disagree	43	21.5	21.5	85.0
	Strongly Disagree	30	15.0	15.0	100.0
	Total	200	100.0	100.0	

Note: Above frequency distribution table shows the answer of the statement “What do you think the local media of Bahawalpur is giving awareness about drug control?” According to the results, 24.5% respondents strongly agreed with this statement and 26.5% respondents agreed with this statement. 12.5% respondent said they don’t know about it. 21.5% respondents disagreed and 15% respondents strongly disagreed with this statement. Hence majority of the respondents agreed with this statement.

Table 5.9 Do you know any drug rehabilitation center in Bahawalpur?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	71	35.5	35.5	35.5
	No	129	64.5	64.5	100.0
	Total	200	100.0	100.0	

Note: Above frequency distribution table shows the answer of the statement “Do you know any drug rehabilitation center in Bahawalpur?” According to the results, 35.5% respondents said YES they know about drug rehabilitation center in Bahawalpur. On the other hand, 64.5% respondents said NO they do not know about any drug rehabilitation center in Bahawalpur.

Table 5.10 Do you know which kinds of diseases can spread from the use of drug?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	25	12.5	12.5	12.5
	No	145	72.5	72.5	85.0
	To Some Extent	30	15.0	15.0	100.0
	Total	200	100.0	100.0	

Note: Above frequency distribution table shows the answer of the statement “Do you know which kinds of diseases can spread from the use of drug?” According to the results, 12.5% respondents said YES they know about diseases that spread through drug addiction. On the other hand, 72.5% respondents said NO they do not know about diseases that spread through drug usage and 15% respondents said they know about diseases spread but to some extent.

Table 5.11 Do you have any drug addicted person in your family?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	127	63.5	63.5	63.5
	No	73	36.5	36.5	100.0
	Total	200	100.0	100.0	

Note: Above frequency distribution table shows the answer of the statement “Do you have any drug addicted person in your family?” According to the results, 63.5% respondents said YES they have drug addicted person in their family. On the other hand, 36.5% respondents said NO they have not any drug addicted person in their family. Hence majority of the respondents said YES they have drug addicted person in their family.

Table 5.12 If Yes, Which kind of drug he use?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tobacco	143	71.5	71.5	71.5
	Heroin	23	11.5	11.5	83.0
	Hashish	28	14.0	14.0	97.0
	Other	6	3.0	3.0	100.0
	Total	200	100.0	100.0	

Note: Above frequency distribution table shows the answer of the statement “If yes, Which kind of drug use?” According to the results, 71.5% respondents said drug addicted person of their family use tobacco. 11.5% respondents said use Heroin, 14% respondents said Hashish and 3% respondents said they use other kind of drug. Hence most of the respondents said that in their family member use tobacco.

Table 5.13: What do you think educational institutes are playing role in drug control?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	57	28.5	28.5	28.5
	No	111	55.5	55.5	84.0
	To Some Extent	32	16.0	16.0	100.0
	Total	200	100.0	100.0	

Note: Above frequency distribution table shows the answer of the statement “What do you think that educational institutes are playing role in drug control?” According to the results, 28.5% respondents said YES educational institutes are playing role in drug control. On the other hand, 55.5% respondents said NO educational institutes are not playing role in drug control. 16% respondents said educational institutes are playing role in drug control but to some extent. Hence majority of the respondents said NO educational institutions are not playing role in drug control.

Table 5.14 Do you know that Drug court of Bahawalpur is functionary?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	31	15.5	15.5	15.5
	No	23	11.5	11.5	27.0
	Don't Know	146	73.0	73.0	100.0
	Total	200	100.0	100.0	

Note: Above frequency distribution table shows the answer of the statement “Do you know that drug court of Bahawalpur is functionary?” According to the results, 15.5% respondents said YES they know about it. On the other hand, 11.5% respondents said NO drug court of Bahawalpur is not functionary and 73% respondent said they no idea about it. Hence majority of the respondents said they have no idea about it.

Table 5.15 Do you agree that local communication strategies are more effective to control drug addiction?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	71	35.5	35.5	35.5
	Agree	68	34.0	34.0	69.5
	Don't Know	31	15.5	15.5	85.0
	Disagree	21	10.5	10.5	95.5
	Strongly Disagree	9	4.5	4.5	100.0
	Total	200	100.0	100.0	

Note: Above frequency distribution table shows the answer of the statement “Do you agree that local communication strategies are more effective to control drug addiction?” According to the results, 35.5% respondents strongly agreed with this statement and 34.0% respondents agreed with this statement. 15.5% respondent said they don't know about it. 10.5% respondents disagreed and 4.5% respondents strongly disagreed with this statement. Hence majority of the respondents agreed with this statement.

Table 5.16 Do you think that the Administration of Bahawalpur is taking action against drug suppliers?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	41	20.5	20.5	20.5
	No	73	36.5	36.5	57.0
	To Some Extent	42	21.0	21.0	78.0
	Don't Know	44	22.0	22.0	100.0
	Total	200	100.0	100.0	

Note: Above frequency distribution table shows the answer of the statement “Do you think that the administration of Bahawalpur is taking action against drug suppliers?” According to the results, 20.5% respondents said YES administration of Bahawalpur is taking action against drug suppliers, 36.5% respondents said NO administration is not serious about taking action against drug suppliers. 21% respondent said administration is taking action against drug suppliers but to some extent and 22% respondents said they don't know about this situation.

Table 5.17 Do you think that drug addiction is increasing in Pakistan?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	146	73.0	73.0	73.0
	No	22	11.0	11.0	84.0
	Don't Know	32	16.0	16.0	100.0
	Total	200	100.0	100.0	

Note: Above frequency distribution table shows the answer of the statement “Do you think that drug addiction is increasing in Pakistan?” According to the results, 73.0% respondents said YES drug addiction is increasing in Pakistan, 11% respondents said NO drug addiction is not increasing in Pakistan and 16% respondent said they have no idea about it.

Table 5.18 Are you satisfied with communication strategies used by Government to control drug addiction?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	61	30.5	30.5	30.5
	No	97	48.5	48.5	79.0
	To Some Extent	42	21.0	21.0	100.0
	Total	200	100.0	100.0	

Note: Above frequency distribution table shows the answer of the statement “Are you satisfied with communication strategies used by government to control drug addiction?” According to the results, 30.0% respondents said YES they are satisfied by government communication strategy to drug control, 48.5% respondents said NO they are not satisfied with communication strategies used by government and 21% respondent said they are satisfied but to some extent.

Table 5.19 Hypothesis 1: It is more likely that media has important role about drug awareness.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.728E2 ^a	16	.000
Likelihood Ratio	488.545	16	.000
Linear-by-Linear Association	185.792	1	.000
N of Valid Cases	200		

For the value of Chi-Square

$$\chi^2 = \sum_{i=1}^n \left(\frac{(O_i - e_i)^2}{e_i} \right) \text{ and under } H_0 \chi^2 \sim \chi^2_{\alpha, (c-1)(r-1)}$$

Chi-Square = 5.728

P-value = 0.000

The above cross tabulation shows the association among the attributes of the assumed hypothesis according to the population of Bahawalpur. The Chi-Square test is used to check the significance of the association. The value of Chi-Square is 5.728 and the P-value for the test is 0.000 shows there is significant association among the attributes at 5% level of significance.

**Figure 5.19 Hypothesis 1 test result
Bar Chart**

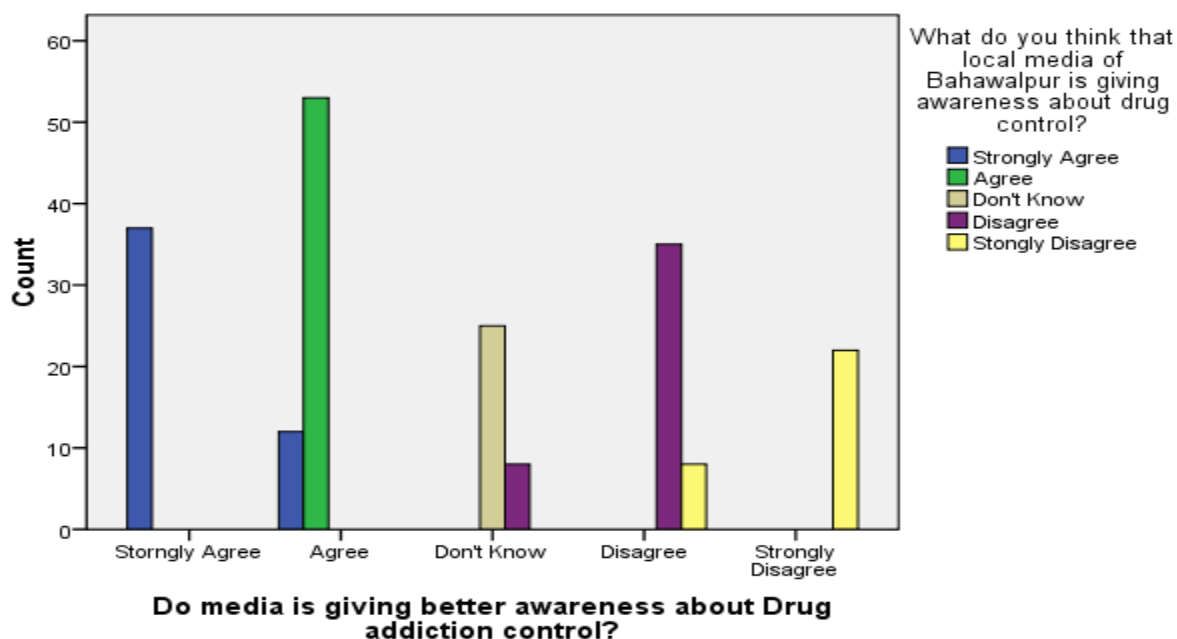


Table 5.20 Hypothesis 2: It is more likely that government communication strategies playing satisfactory role in drug control.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.039E2 ^a	8	.000
Likelihood Ratio	317.239	8	.000
Linear-by-Linear Association	156.799	1	.000
N of Valid Cases	200		

For the value of Chi-Square

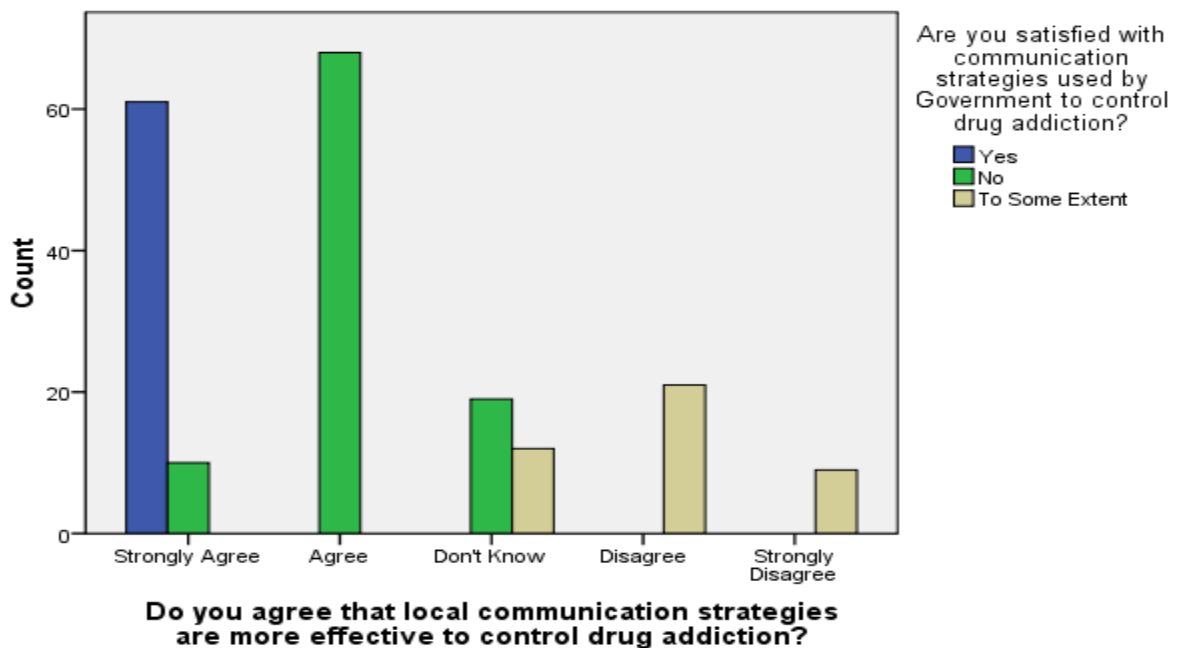
$$\chi^2 = \sum_{i=1}^n \left(\frac{(O_i - e_i)^2}{e_i} \right) \text{ and under } H_0 \chi^2 \sim \chi^2_{\alpha, (c-1)(r-1)}$$

Chi-Square = 3.039

P-value = 0.000

The above cross tabulation shows the association among the attributes of the assumed hypothesis according to the population of Bahawalpur. The Chi-Square test is used to check the significance of the association. The value of Chi-Square is 3.039 and the P-value for the test is 0.000 shows there is significant association among the attributes at 5% level of significance.

**Figure 5.19 Hypothesis 2 test result
Bar Chart**



Discussion

Research Question 1: What are main causes of drugs?

The current research study conducted in Bahawalpur aimed to explore the communication strategies to control drug addiction. For this purpose, researcher prepared well structured questionnaire consisted on relevant question to know about the communication strategies from the population of Bahawalpur. To know the answer of the research question, the researcher asked the relevant question that “Do you know what the main causes of drug addiction are?” According to the results 33.5% respondents said that the main reason of drug addiction is bad company of friends who take drugs and involves other friends in this habit. 22.5% respondents argued that films and movies have basic role in drug addiction among the people because when youth see the movies and dramas in which mostly scenes actors used tobacco or any other kind of drug they also attracted to the drug and use as fun but later on they kidnapped by this drug for ever. 21.5% respondents said broken families have main role in drug addiction in which broken love, parents fighting on daily basis plays important role to use drug among the youth. 11.5% respondents said poverty and unemployment is the basic reason of drug addiction because there are less chances of jobs and youth is mostly unemployed. In this way they catch by this bad habit and involves in drug

addiction. On the other hand, 22% respondents argued that all above mentioned elements have role in drug addiction among the individuals. Hence majority of the respondents said bad company of friends plays significant role in drug addiction.

Research Question 2: Do media is playing important role in giving awareness about drug control?

Media is important source of information and plays significant role in providing awareness about any issue. To know about the answer of the question, the researcher asked the relevant question that “Do media is giving better awareness about drug addiction control?” According to the results, 18.5% respondents strongly agreed with this statement and said yes it is reality that media is playing important role in providing awareness about drug control. 32.5% agreed with this statement too. 16.5% respondent said they don’t know about this situation and said they are not confirmed about it. 21.5% respondents disagreed with this statement and argued that media is not playing important role in giving awareness about drug control and 11.0% respondents strongly disagreed with this statement and said media is not is not giving better awareness about drug addiction control and said that media is promoting drug usage with the help of commercials. Hence majority of the respondent agreed with the statement that media is playing role in providing awareness about drug control. The researcher asked another relevant question that “From which source you get most information about drug?” According to the results, 34.5% respondents said they get information about drug form TV because is it easily accessible and due to visual representation of message it attract more viewers, 6.5% respondents argued they got information from Radio. Usually these were the respondents who belonging to rural areas, 22.5% respondents said they get information from newspapers, 11.5% respondents said they get formation from friends and 25.0% respondents said they get information about drug from all above mentioned sources. Hence majority of respondents said they get information from TV.

Research Question 3: Do government is taking action against drug suppliers?

Drug is dangerous for heath that causes for many diseases that leads to even death. To eradicate drug, strict action is necessary against drug suppliers. To the find the answer of the question, the researcher asked the relevant question that “Do government is taking necessary action to drug control?” According to the results, 10.5% respondents strongly agreed with this statement and said that Yes government is taking action against drug suppliers and 21.5% respondents agrees with this statement too. 23.5% respondent said they don’t know about it that what is role of government in drug control. 33.5% respondents disagreed and said government is not taking action against drug suppliers but also supporting them and 11.0% respondents strongly disagreed with this statement. Hence majority of the respondents disagreed with this statement. To know about the local administration action against drug suppliers the researcher asked another relevant question that “Do you think that the administration of Bahawalpur is taking action against drug suppliers?” According to the results, 20.5% respondents said YES administration of Bahawalpur is taking action against drug suppliers, 36.5% respondents said NO administration is not serious about taking action against drug suppliers. 21% respondent said administration is taking action against drug suppliers but to some extent and 22% respondents said they don’t know about this situation.

Research Question 4: Do educational institutes playing any role to stop drug addiction?

Education is very important for every individual because education make able person to know about bad and good. To know about the answer of the research question, the researcher asked the relevant question that “What do you think that educational institutes are playing role in drug control?” According to the results, 28.5% respondents said YES educational institutes are playing role in drug control. On the other hand, 55.5% respondents said NO educational institutes are not playing role in drug control. 16% respondents said educational institutes are playing role in drug control but to some extent. Hence majority of the respondents said NO educational institutions are not playing role in drug control.

Hypothesis 1: It is more likely that media has important role about drug awareness.

Cross tabulation shows the association among the attributes of the assumed hypothesis according to the population of Bahawalpur. The Chi-Square test is used to check the significance of the association. The value of Chi-Square is 5.728 and the P-value for the test is 0.000 shows there is significant association among the attributes at 5% level of significance. Hence the hypothesis “It is more likely that media has important role about drug awareness” is true.

Hypothesis 2: It is more likely that government communication strategies playing satisfactory role in drug control.

Cross tabulation shows the association among the attributes of the assumed hypothesis according to the population of Bahawalpur. The Chi-Square test is used to check the significance of the association. The value of

Chi-Square is 3.039 and the P-value for the test is 0.000 shows there is significant association among the attributes at 5% level of significance. Hence the hypothesis “It is more likely that government communication strategies playing satisfactory role in drug control” is true.

Conclusion

Drug is sweet poison that attracts the individuals with enjoyment. But with the passage of time and regular usage, its reaction become visible and make the user addicted. In this way, awareness about drug and its disadvantages are necessary to highlight among the people to be aware using drugs. The current research study conducted in Bahawalpur aimed to explore the communication strategies to control drug addiction. For this purpose, researcher prepared well structured questionnaire consisted on relevant question to know about the communication strategies from the population of Bahawalpur.

According to survey results, study concluded that bad company of friends are basic reason of drug usage in which friends involves other friends to do so as fun and fun converted into regular drug usage and individuals become addicted. Furthermore films and dramas have also role in increasing drug usage in youth.

About awareness of drug, majority of respondents said media giving awareness in satisfactory way but at the same time it is plying role in increase drug usage as different scenes showed the frequently use of cigarette and alcohol. In this way youngsters use these drugs as fun and enjoyment that lead them to regular user.

The study concluded that the use of local level tools are more effective in awareness as compare to macro (national) level. Most of the respondents said they don't know about drug rehabilitation center in their city and people take drug usage as usual. Diseases spread resulted drug usage, majority of the people said they have no idea that which kinds of diseases spread from the use of drug and most of respondents said they have drug addicted persons in their family in which most of them use tobacco.

In the response of taking action against drug suppliers, the research study concluded that there is need to make more strict laws about drugs and strict action should be taken against drug suppliers and should put them behind the bar forever. By examining the overall government communication strategies, study concluded that government and media is playing satisfactory role in providing awareness about drug but there is more need make this process at micro level so that no one could be drug addicted.

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