

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF SOCIAL SCIENCES AND HUMANITIES



**Effectiveness of Awareness Campaigns in Reducing Cases of Drug and Substance Abuse Among
Students at Bindura University of Science Education**

By

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**A Dissertation Submitted to the Department of Peace and Governance in Partial Fulfilment for the
Requirements for the Bachelor of Science Honours Degree in Peace and Governance**

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ABSTRACT

The purpose of the study was to research on the effectiveness of awareness campaigns in reducing cases of drug and substance abuse among students at Bindura University of Science Education. The study used qualitative data collection methods that included key informant interviews, surveys and focus group discussions. The study used quota sampling and purposive sampling. From the study a number of awareness campaigns are implored to reduce drug and substance abuse hence analysing their effectiveness. The research findings indicted the causes and the devastating effects of drug and substance abuse among students respectively. The study concludes that event based awareness campaigns, social media platforms and workshops are the most effective and the causes include peer pressure, stress, poverty and pleasure resulting in devastating effects that include academic failure, violent behaviours and mental health challenges. Stakeholders include the Ministry of Higher and Tertiary Education, Innovation, Science and Technology Development, Ministry of Health and Child care, Non- governmental organizations, Zimbabwe Republic Police and Bindura University of Science Education. The study recommends the university to increase the number of awareness campaigns that it conducts and to have a rehab center for student victims of drug and substance abuse.

DECLARATION FORM

I, B211339B, hereby declare that this dissertation is a result of my own original work of the study carried out except for the material borrowed from other sources and titles but has been duly acknowledged and references have been included in this work. It has not been submitted fully or in part at any other university.

Student's Signature  .

Date : 15/08/25

Supervisor's Signature.....


Date: 16/08/2025

Chairperson's Signature.....


Date : 16/08/2025

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DEDICATION

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ABBREVIATIONS AND ACRONYMS

AIDS	-Acquired Immunodeficiency Syndrome
ART	-Antiretroviral Therapy
BUSE	-Bindura University of Science of Education
CADASA	-Communities Against Drug and Substance Abuse
CID	-Criminal Investigation Department
GZU	-Great Zimbabwe University
HIV	-Human Immunodeficiency Virus
MSU	-Midlands State University
NACADA	-National Authority for the Campaign against Alcohol and Drug Abuse
NGO	Non -Governmental Organizations
NIDA	-National Institute on Drug Abuse
SADC	-Southern African Development Community
SAHMSA	-Substance Abuse and Mental Health Services Administration
SAYWHAT	-Students and Youth Working on Reproductive Health Action Team
SRC	-Students Representative Council
UNAIDS	-United Nations on HIV/AIDS
UNODC	-United Nations Office on Drugs and Crime
WHO	-World Health Organizations

ZHCR	-Zimbabwe Human Rights Commission
ZICOSU	-Zimbabwe Congress of Students Union
ZINASU	-Zimbabwe National Students Union
ZRP	-Zimbabwe Republic Police

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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the study

Global data from various organizations indicate a rise in drug and substance abuse across the world. This issue has reached pandemic proportions, raising significant concerns as it has infiltrated the global community, affecting individuals of diverse nationalities, ethnicities, and faiths (Anderson et al., 2020), particularly among the youth. The annual increase in drug and substance abuse cases is both alarming and distressing. The United Nations Office on Drugs and Crime (2021) reports that marijuana is the most widely abused substance globally. According to, National Institute on Alcohol and Alcoholism (2005) in United State of America about 25% of students experience difficulties in academics due to drug use. The World Health Organization (WHO) estimates that approximately 35 million individuals globally suffer from drug use disorders, highlighting the urgency to explore effective interventions that explore the effects of this challenge. Henceforth drug and substance abuse is a grave matter for concern in the world with no doubt thus needs urgent attention and concern.

Marking the increase in population respectively there is an increase in the number of people abusing drugs and an anticipation of 40 percent increase is expected in Africa by the year 2030, (UNODC, 2021). In the African continent, drug and substance abuse is a troubling and alarming epidemic causing serious problems where the prevalence rate is 5.2% to 13% of the total population, (WHO, 2018). According to the United Nations Office on Drug and Crime (UNODC), (2021), 275 million people were estimated to be abusing drugs as of 2020 and about 36 million or more suffering from health problems. In Africa, the problem of drug abuse among students has

been a constant presence for years. In Nigeria, for example there is a growing trend of drug abuse among college students with substances like alcohol, tobacco and khat being commonly misused and have varying prevalence rates for different drugs, (Oshodi., 2012). Addiction to alcohol and other drugs has also permeated society, primarily affecting teens and young adults. In Kenya, drug and substance misuse is a significant social issue (NACADA, 2012). In Kenya, drug abusers make about half of the population between the ages of 16 and 28. Of them, 21% live in rural regions and over 60% live in urban areas (UNODC, 2012). According to NACADA (2004), the most often misused drugs in Kenya include glue, alcohol, cigarettes, bhang (marijuana), miraa (khat), and psychiatric medicines. The negative effects that respondents among college students attributed to alcohol and other substance usage included conflicts and arguments, property loss and destruction, regretful sex, unprotected sex that resulted in HIV/AIDS, and health issues, according to Lukoye et al., (2010).

The Southern African Development Community (SADC) has not been spared from the disastrous drug and substance abuse. In Tanzania Dar-es- Salaam research shows that 5.1% was the prevalence rate of drug abuse and it increased by 6.2% as about 39.7% college students relied on drugs daily proving that 10.8% abused drugs in a month and 8.6% abused drugs quite a number of times in a year. The most commonly used hard drugs are combinations of heroin, cannabis and cannabis. A significant majority of young people, 89.6% use the mixture of heroin and mandrax while 82.9 % of users particularly are females and they prefer a combination of cannabis and mandrax. According to data on substance abuse, South Africa has the second-highest rate of drug use in Africa and twice the world's average for cannabis, cocaine, and tik, (UN World Drug Report, 2014). A UNODC, (2012) map showed that heroin and cocaine also filtered across the borders of Tanzania into Mozambique, Malawi and Zambia.

Youth drug misuse in Zimbabwe is not improving on the contrary, it is becoming worse every day (Jakaza & Nyoni., 2018). According to Nhunzvi et al. (2019), drug misuse is most prevalent among young people in Zimbabwe, aged 10 to 35. According to the Zimbabwe Human Rights Commission (2018), young people account for 67.7% of the country's population indicating that most Zimbabweans are young. Therefore drug and substance abuse among university students in Zimbabwe is a growing concern influenced by a range of factors including social pressures, mental health issue and economic challenges thus the need for education programs and other awareness initiatives on substance abuse. According to 4-H Zimbabwe it has roped in the Student Representative Committee (SRC) across all tertiary institutions like University of Zimbabwe (UZ), Midlands state university (MSU) and Great Zimbabwe University (GZU) are dominated by ZICOSU and ZINASU who are the main student political fronts in tertiary institutions to fight against drug and substance abuse that include marijuana, crystal methamphetamine, alcohol, broncleer and diazepam as the most common drugs abused, (Muchenje 2022). Therefore after taking note of the increasing drug cases arising at Bindura University of Science Education there is need for more research. 4-H Zimbabwe's anti-drug campaign peace program encompassed of three activities namely a dialogue, awareness march and sporting activities at Bindura University of Science Education.

1.2 Purpose of the study

The study seeks to understand the effectiveness of awareness campaigns in reducing drugs and substance abuse among students at Bindura University of Science Education.

1.3 Statement of the problem

There are rampant increases in the cases of drugs and substance abuse among university students and Bindura University of Science Education is no exception, which is a cause for concern. This is because it has resulted in a number of implications because the young people face mental health problems, academic struggles, engaging in crime, unprotected sexual intercourse and violent behaviors. According to NACADA (2024), college students with substance abuse problems are more likely to engage in criminal activities, including vandalism and theft with a reported increase of 15% in such behaviors among users. This is a burden because substance abuse has health consequences and social and economic effects are no exception. According National Institute on Drug Abuse (NIDA, 2023), approximately 33% of college students reported using illicit drugs within the past year. The (SAMHSA) highlights that around 22% of college students use marijuana, and 14% engage in alcohol abuse.

1.4 Objectives of the study

1. To examine the awareness campaigns used by universities in addressing drugs and substance abuse
2. To identify the causes of drug and substance abuse at BUSE.
3. To analyze the effects of drugs and substance abuse at BUSE.

1.5 Research questions

1. What are the awareness campaigns that are used by students at universities in addressing drugs and substance abuse.
2. What are the causes of drugs and substance abuse at Bindura University of Science Education.

3. What are the effects of drugs and substance abuse and Bindura University of Science Education.

1.6 Assumptions of the study

1. Awareness campaigns are effective in reducing cases of drug and substance abuse and Bindura University of Science Education is benefiting.
2. Socio-economic and political factors are the push factors as to why students are resorting to drug and substance abuse.

1.7 Significance of the study

The Ministry of Health and Child Care in Zimbabwe is a beneficiary to this study because by raising awareness to young people about the hazardous effects of drug use results in promoting healthy lifestyle choices, these campaigns help prevent the initiation of substance abuse. Effective awareness initiatives also foster a supportive environment, encouraging students to seek help and report concerns early. Engaging educational programs is essential for mitigating the risks associated with drug abuse and ensuring a healthier future for the youth.

Additionally, this research will help university institutions to become more aware of their surroundings, the events taking place in their vicinity, and the types of substances that are frequently accessible and misused on their campuses. Moreover, both governmental bodies and higher education institutions will acquire significant insights into the perceptions and fundamental reasons that lead students and young individuals to engage in substance abuse. This comprehension can guide the formulation and execution of policies, programs, and initiatives designed to tackle this issue. Ultimately, the results can aid in efforts to diminish substance abuse and associated criminal activities among the youth at Bindura University of Science Education, highlighting the necessity of initiating awareness campaigns.

This study is crucial for evaluating whether awareness campaigns successfully influence student behavior and reduce substance misuse as it informs policy development and enhances overall student wellbeing by fostering a healthier academic environment in order to ensure efforts to combat substance abuse are efficient and impactful. The more students get knowledgeable on harmful health effects of drug and substance abuse, the less they are likely to abuse drugs. The consequences of substance abuse amongst the young people was noted to be exponentially increasing in the world proving that there is need for improving research and that calls for more collective action along this research study (Ramlagan, et al, 2013). The students become beneficiaries as awareness campaigns are to reduce drug and substance use to curb school drop outs in some instances.

Furthermore, academics benefit from this study as it enhances understanding of factors influencing campaign effectiveness in reducing cases of drug and substance abuse among university students and it contributes in the development for evidence based interventions. The research provides scholars with insights for future research on substance abuse prevention.

1.8 Delimitations of the study

This study focuses on the effectiveness of awareness campaigns in reducing cases of drugs and substance abuse among university students at Bindura University of Science Education in Zimbabwe in the period 2020 to 2025. This is because there has been evident cases of students coming to the university premises under the influence of drugs. This is with paying particular attention to the effects and the factors leading to drug abuse at Bindura University of Science Education. However, reference will also be given to other state universities that include the University of Zimbabwe, Midlands State University and Great Zimbabwe University for instance in order to compare the types of awareness campaigns that are being used to curb drug and

substance abuse and how effective awareness campaigns have been in reducing cases of substance and drug abuse.

1.9 Limitations of the study

The study focuses on the effectiveness of awareness campaigns in reducing cases of drug and substance abuse among university students. Therefore the following changes were noted and the prospective ways to deal with the challenges. Thus, differences in how awareness campaigns are implemented across universities makes it difficult to compare results and assess their effectiveness in reducing drug and substance abuse among university students. Participants are bound to underreport or over report their drug use or the impact of awareness campaigns due to fear of judgment hence resorting to use of anonymous surveys to ensure confidentiality to reduce bias. Another limitation is difficulty in obtaining accurate and comprehensive data due to privacy concerns and limited cooperation from participants hence the need for ethical considerations and confidentiality agreements to encourage participation and accuracy.

1.10 Definition of key words

Youth - According to Constitution of Zimbabwe (2013), defines youth as people aged between 15 and 35. This definition is in line with the African Youth Charter, which Zimbabwe is a signatory to.

Drug- is a substance that is used for medical purpose to bring about changes in the state of cells or organs of the human body (Adejimi, 2021)

Illicit drugs- these are drugs which are not for medical use and are prohibited or not allowed by international law and these include cannabis, crystal meth, cocaine, stimulants, heroin, glue and many others (Adejimi, 2021).

1.11 Dissertation outline

Chapter One: Introduction

Chapter one focused on the background the study, purpose of the study, the statement of the problem, the significance of importance of the study, delimitations and limitations of the study, definition of key terms and the chapter summary.

Chapter Two: Literature review and theoretical framework

This chapter is going to focus on the theoretical frameworks, literature review, research gaps and scholarly views, critiques and the chapter summary.

Chapter Three: Research Design and Methodology

This chapter focuses on outlining the methodology that the researcher is to apply which is the qualitative research approach, research design, target population, research sample, data collection tools, document analysis, data presentation analysis and ethical considerations.

Chapter Four: Data presentation, Analysis and Discussion of Findings

The chapter is going to look at the research findings. The findings will be presented, analyzed and discussed and compared to other findings from other related studies.

Chapter Five: Summary, Conclusions, Recommendations and Areas of Further Research

This chapter focuses on the summary of the whole project, conclusions, and recommendations and areas of further research

CHAPTER TWO

2.0 LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1. Introduction

When a research is conducted there is need for guiding or supporting relevant knowledge of that particular area of study. This chapter is going to introduce and explain the literature review and theoretical framework that are going to be supporting this study. This chapter contains literature and text that support and validates the effectiveness of awareness campaigns in reducing cases of drug and substance abuse among students. The chapter is also going to explore concerning issues of types of awareness campaigns, causes of drugs and substance abuse, the types of drugs and the effects of these drugs. Therefore this creates a nexus between theories going to be used and the literature of drug and substance abuse in general and specifically at universities.

2.2 Theoretical Framework

This study is going to be guided by two theories that include the social learning theory and the psychological theory.

2.2.1 Social Learning Theory

Social learning theories suggest that substance abuse is a behavior that is acquired through learning (Burger & Carson, 2008). These theories emphasize the role of the interaction between individuals and their environment in shaping substance use habits. According to social learning theory, addiction is not an inherent condition but a behavior that is learned. In essence, individuals adopt addictive behaviors based on established learning processes. There are two primary forms of learning relevant to human behavior: learning through association and learning through the

outcomes of behavioral choices. Additionally, a third form known as social learning involves acquiring behaviors by observing others. Humans and certain animals (e.g., dogs, horses) have demonstrated the ability to learn by observation.

Social learning theory, developed by Albert Bandura, emphasizes that behavior is learned through observation, imitation, and modeling. It proposes that individuals acquire new behaviors not only through direct experience but also by observing others within their environment. This theory highlights the significance of role models, reinforcement, and social environments in shaping behavior. Practitioners engage with individuals, families, and communities to address behavioral challenges and promote positive change, making Bandura's theory highly relevant thus intervening in contexts such as child welfare, addiction rehabilitation, and community development, where learning through observation plays a critical role.

According to social learning theory, adolescents partake in substance abuse as they observe others, including peers, parents, or influential figures, engaging in similar behaviors (Burger & Carson et al., 2008). Substance use can be perceived as a behavior that is learned through social interactions. Adolescents may internalize the belief, frequently derived from adults, role models, or friends, that using substances is a method to manage stress or attain happiness. As the theory posits, these behaviors are acquired not only within the domestic sphere but also through interactions within the wider community (Burger, 2008, Carson et al., 2000).

Nevertheless, not every adolescent is exposed to substance use in their familial environment. In such instances, they frequently learn these behaviors from peers or other significant adults in their

vicinity. The lessons and experiences that adolescents derive from prominent figures in society play a crucial role in shaping their conduct. These formative influences can directly influence whether a young individual will engage in hazardous behaviors such as drug or alcohol consumption (Carson et al., 2000).

Parents hold a pivotal position in molding their children's perspectives on substance use. Through their values, actions, and the dynamics of their relationships with their children, parents can either discourage or facilitate substance abuse. When parents express strong anti-drug sentiments and communicate that substance use is detrimental or ethically wrong, their children are less inclined to partake in such behaviors (Conger & Rice, 2008). In contrast, when parents themselves engage in drug use or illegal substances, this often heightens the probability that their children will emulate these actions (Conger, 2012).

Furthermore, peer influence plays a significant role in the experimentation with substances among adolescents. The social pressure to conform or gain acceptance within a group can serve as a powerful incentive for substance use (Dolgin, 2008). Numerous adolescents acknowledge that their initiation into substance use was largely due to peer influence. Individuals who consume drugs or alcohol often find themselves associating more closely with peers who partake in comparable behaviors.

2.2.2 Psychological Theory

According to psychological theories, substance misuse is caused by an individual's underlying psychological issues. Individual psychological characteristics, including self-esteem,

loss of control, need for acceptance, anxiety, sensation seeking, and a need to act like an adult, can therefore be linked to risky conduct, including substance misuse. Theorists contend that alcohol and other substance usage provide users with a psychological reward of some kind (Oldman, 2005). This means that substance use reinforces pleasant mood states or reduces negative ones (Davison et al., 2004). This is clear from some teenagers who stated that they used drugs to feel good, relax, or be gregarious because they enjoy drinking or like the taste of alcohol.

This theory illustrates that substance and drug abuse can serve as a coping mechanism for individuals trying to escape stress, boredom, and life's challenges (Visser & Routledge, 2007). Furthermore, local research has indicated that the primary reasons for substance use are often attributed to habitual behavior, the regulation of mood, enhancement of health, coping with personal or social challenges, and, quite simply, for enjoyment or flavor (Rice, 2014).

2.3 Types of Awareness Campaigns

A number of awareness campaigns are used in aiming to reduce cases of drug and substance abuse as highlighted below.

2.3.1 Workshops

To address the issue of drug misuse, the ZRP CID, specifically the Drugs and Narcotics section, conducts awareness-raising initiatives across campuses, radio stations, media outlets, and within communities. These initiatives primarily focus on young individuals and students. Assistant Inspector Mwanza, as cited by Saunyama (2017), stated, "If we do not take significant measures to denounce this scourge of drug abuse and confront it directly, the repercussions on the overall well-being of the populace would be catastrophic."

The primary objective of these awareness campaigns is to inform students about the perils associated with drug misuse, emphasizing its effects on health, society, politics, and the economy. The CID Drugs and Narcotics Unit collaborates with organizations such as the Communities Against Drug and Substance Abuse Trust (CADASA) to promote awareness among youth regarding substance abuse. Additionally, these campaigns strive to deter young people from engaging with drugs, particularly since a significant proportion of intentional drug offenders impacted by legal action are within the age range of sixteen to forty-five years.

2.3.2 Social media campaigns

Social media platforms present promising avenues to improve the efficacy of substance use prevention and treatment through technology-driven strategies. The United Nations Office on Drugs and Crime (UNODC) leads a global initiative aimed at raising awareness about the considerable threat that illicit drugs pose to society, especially to the youth (Evans, 2020). This campaign aspires to garner public support and inspire action against drug use. UNODC encourages participation from individuals, NGOs, the private sector, and Member States to coordinate awareness-raising activities on a global scale (Davis, 2023).

Platforms such as Facebook and Twitter have emerged as essential sources of public health information and act as powerful instruments in tackling substance use. These interactive networks allow researchers to uncover prevalent beliefs and misconceptions while disseminating accurate and evidence-based information regarding alcohol, tobacco, and other addictive substances with the public. Scientists examine social media engagement to uncover usage trends, associated risks, and behaviors linked to substance use (Brown et al., 2023). By serving as a channel for delivering

scientifically grounded health messages, social media can support the screening, prevention, and treatment of addiction.

Moreover, social media may help bridge critical gaps in our knowledge of substance abuse, thereby improving intervention strategies (Jones & Miller, 2022). Interactions generated by users can offer valuable perspectives on usage trends and the social dynamics influencing drug and substance use.

2.3.3 Event Based Campaigns

Event-based campaigns for drug and substance abuse awareness significantly enhance community engagement and education. These initiatives include panel discussions featuring experts in psychology, sociology, and addiction, where there is need to explore the causes and effects of substance abuse while sharing their research findings (National Institute on Drug Abuse, 2021). Workshops can provide practical skills and harm reduction strategies, drawing on insights to educate students, educators, and parents. These community projects serve as platforms for scholars to facilitate meaningful conversations about recovery and resilience. Interactive booths at local events can offer valuable resources, with scholars on hand to answer questions and discuss their research. Additionally, sports galas and color runs improve awareness by sharing research-backed content and personal stories. By fostering collaboration with local organizations and integrating scholarly perspectives, these campaigns can effectively address the complexities of substance abuse, ultimately promoting prevention and recovery in the community (World Health Organization, 2020).

2.4 Causes of drug and substance abuse

A number of causes for drug and substance abuse have been stated below as reasons behind drug and substance abuse.

2.4.1 Family History/ Background

There are a number of factors that influence the causes of drug and substance abuse which include the family's history of substance and drug abuse. As supported by the social learning theory people who are raised in households where drug and substance abuse is normalized are more likely to engage in the same behavioral manner. This is because of lack of positive role models and lacking adequate knowledge on the dangers of drug and substance abuse. Cohen (2018) is of the view that children who grew up in families where there is drug and substance use are more likely to engage in drug use themselves. Adolescents who reports their family history of substance abuse are more likely to use drugs or alcohol (Hall, 2015). Henceforth this shows how the family's background on drug use influences children.

2.4.2 Music

It has been noted that one of the main causes of drug misuse among young people in Zimbabwe is the media, specifically music. In this instance, through the Zim Dancehall genre, which gained popularity among young people in Zimbabwe. According to the social learning theory several musicians such as Silent Killer, Dobba Don, Blot, and the late Soul Jah Love have been observed singing about drugs to young people on multiple times without understanding they have become role models (Muguraushe, 2023). As a result, the young people typically emulate

them. For instance Dobba Don clearly started with a catchphrase "45 again," where he sings about the 45 prescription pills, sometimes referred to as mangemba which is diazepam. The fact that he is strong enough to take such pills and yet operate normally, he is seen by the young people as a hero.

Also, a famous musician Soul Jah Love well-known for using his music to show his love for codeine and thus in some way inspiring young people, making it a noteworthy act of bravery. Soul Jah Love claims in his song 'Pamamonyaipapo' that he gets high on codeine instead of champagne as he sings *ndodhakwa ne codeine handidhakwe ne champaigne*. Given that he came from a similar background to the majority of young people that are poor and that Soul Jah Love was himself impoverished, the young people truly want to emulate him as they sing by themselves because he has become their role model (Chirivanda, 2019). Additionally, in numerous music videos across the continent particularly in America and Jamaica many artists often portray drug abuse as fashionable or desirable. As a result, many young people are influenced by this and begin engaging in drug use themselves.

2.4.3 Peer Pressure

Drug and substance abuse is also as a result of peer pressure. According to Masese (2012), relatively few people start using drugs on their own. Ngesu (2008) asserts that the source of drug availability of drugs and drug information is likely to be from friends and peer groups. Henceforth, the expectations and interests of the other peers has a huge impact on whether one is lured into drug and substance use (Oketch, 1977). Due to interaction individuals adopt deviance behavior from peer groups and this is in line with the learning theory as according to Sutherland (1939). In actual fact, the young people who work, learn and live in the same environment tend to be drug

abusers through the interaction with other young people who already abuse drugs in that kind of environment. Peer pressure in Zimbabwe according to various studies contributes 52% of the causes of drug abuse which makes it a major cause (Rugoho, 2018). Therefore individuals with low self-esteem are easily influenced by the peers, diverting from their norms, beliefs and values only to please or make others happy (Maraire & Chethiyar, 2020). Thus a deviant behavior like drug abuse is learnt from peers through day to day interactions in the society where a lot of young people abuse drugs because others are abusing them.

2.4.4 High Unemployment Rates

Frequent drug and substance abuse is associated with socio-economic factors that include high unemployment rates. Social class has a multifaceted connection with substance misuse. It is stated that individuals from lower financial groups are more defenseless to substance misuse disorders (Kohatsu 2010). However, it has also been contended that substance misuse arises across all social classes (Wallace, 2007). The high levels of unemployment expose the young people in Zimbabwe to drug abuse because they are left without meaningful activities and they do not have money to look after their selves and their families. In this regard, the young people in Zimbabwe are frustrated by high youth unemployment rate which is leading to aggressive behavior towards drug abuse by the youth which is in accordance to the psychological theory. This is due to denied access to achieve life goals as a result of lack of employment in the country. The young people are resorting to drug abuse as a way of curbing the stresses and strains caused by high unemployment rate in Zimbabwe which is affecting the young people the most (Nhunzvi 2014). The young people constitute the 67.7% of the entire population in Zimbabwe (Nhapi 2019), which results in resorting to drug abuse as a way of curbing the stresses and strains from unemployment. The youth are feeling worthless due to joblessness (Jerie, 2015). With lack of employment, college

and university graduates suffer psychologically leading to frustration and resorting to drug and substance abuse (Maraire & Chethiyar, 2020).

2.4.5 Low Self Esteem

Low self-esteem is one deadly silent push factor and cause to drug and substance abuse as indicated by Mahiya (2016). In line with the psychological theory pandemics like HIV/AIDS have also been another major source of low self esteem in young people due to stigma and this end up driving them into drug abuse (Mahiya, 2016; Nhunzvi e., 2019). Due to stigma the victims of HIV/AIDS feel uncomfortable with others which results in them opting for drug abuse and a means to boost their morale. The psychological theory has it that substance use therefore reinforces positive mood states by diminishing negative ones and in this regard HIV/AIDS is the source of the low self-esteem. The UNAIDS Report of 2018 submitted that globally 66 888 young people between the age 10 and 19 years are affected by HIV/AIDS and are on Anti- Retro Viral Treatment (ART) (Maraire & Chethiyar, 2020). Therefore low self esteem results in the young people resorting to drug abuse more frequently.

2.5 Types of drug and substance abuse

There are a number of types of drugs and substances that are being abused. Some of the types of drugs and substances are discussed in the paragraphs below.

2.5.1 Cannabis

Cannabis, commonly referred to as marijuana, is a substance that enjoys widespread use both globally and within Zimbabwe, where it is known as mbanje (Nhunzvi, 2019). The Zimbabwe Civil Liberties and Drug Network (ZCLDN) reports that approximately 20% of the youth in

Zimbabwe engage in cannabis use. Its prevalence and low cost, partly attributed to some young individuals growing it in their backyards, render it a popular option among students (Zvira, 2016). Cannabis is recognized for its ability to produce a euphoric effect (Batsell, 2018), and numerous young people reportedly utilize it as a means to manage the challenges of everyday life, including emotional turmoil and socioeconomic difficulties (Kabugi, 2019).

Cannabis is frequently consumed for recreational reasons. When smoked, inhaled, or ingested, it can amplify feelings of enjoyment and exhilaration among the youth (Giorda, 2015). The plant comprises cannabinoids, which are chemical compounds that engage with the brain and central nervous system. Nevertheless, its consumption is not without repercussions. As noted by Nhapi and Mathede (2016), many young individuals in Zimbabwe experience both immediate and long-term adverse effects from cannabis use, such as headaches, excessive perspiration, depression, diminished appetite, sleep issues, anxiety, tremors, nausea, dependency, and addiction (Zehra et al., 2018).

2.5.2 Diazepam

Another drug that is misused in Zimbabwe is diazepam, also referred to as mangemba (Mazuru, 2018). When taken in excess, it causes or renders the abusers inactive, as drug users complain of being stuck. Drug addicts who hesitate and neglect to plan their daily physical activity are known by this street name of being sticken (Makande, 2017). When antidepressant medications are crushed, combined with a juice that contains crushed or snorted mazoe oranges, the result is a concentrated antidepressant overdose (Berihun, 2015).

Typically, antidepressants are marketed using color codes, making young people rush for the stronger ones to acquire a higher dose more quickly (Bowling, 2014). Addiction to sweets

develops in young people who misuse antidepressant medications like to address the dry mouth effects of the drug (Zvira, 2016). The ethanol concoction known as musombodhia is another drug being abused by the people in Zimbabwe (Zvira, 2016). This one is extracted or created from ethanol fuel and it contains up to 95% alcohol content (Maraire & Chethiyar, 2020). It is a very dangerous drug which is poisonous but very accessible and cheap hence a lot of users resort to musombodhia.

2.5.3 Kush

In West Africa there has been a new drug causing an alarming cause for concern named Kush, particularly in Sierra Leone. This drug is estimated to be killing at least a dozen people a week and hospitalized thousands (Balde, 2024). Kush in Sierra Leone is a mixture of cannabis widely grown in Sierra Leone, fentanyl which originates in China's laboratories illegally and shipped to West Africa, tramadol from Asia and also from illegal laboratories and ground down human bones. The inclusion of ground human bones in certain drugs remains shrouded in uncertainty, as there is no definitive proof regarding the presence of drug substances in the bones themselves, their origin, or the rationale behind their use. It is speculated that grave robbers may be the source of these bones, but no concrete evidence supports this claim (Geldenhuys, 2024).

This drug is primarily used by young men between the ages of 18 and 25 and is known to cause extreme effects such as falling asleep while walking, collapsing, hitting one's head on hard surfaces, and even wandering into oncoming traffic. In South Africa, a related substance called *nyaope* or *whoonga* is known to exist. It is a mixture of tobacco, cannabis, heroin, and antiretroviral drugs typically used in the treatment of HIV/AIDS—some of which possess hallucinogenic effects (Bangura, 2024). This emerging drug is particularly dangerous due to its high potential for

addiction and the significant risk of self-harm it poses. In this case, tobacco and cannabis are blended with heroin and antiretroviral drugs used to treat AIDS, some of which have hallucinogenic properties. This newly emerged drug is twofold as it is highly addictive and has a high risk of self-injury.

2.5.4 Cough syrups

On the streets, cough syrups are often known as *ngomwa*. Their prevalent misuse is primarily fueled by the presence of codeine, a significant component in numerous prescription cough medications. The syrups that are most frequently abused include mixtures such as Histalix and BronCleer, which are often illicitly concocted by drug dealers (Rugoho, 2019). Although codeine is a relatively safe option for treating mild pain and persistent coughs when used under appropriate medical supervision, many individuals exploit it for the euphoric and relaxing effects it can produce.

It is not uncommon for young users to mix these cough syrups with marijuana to enhance their high. As noted by Marairre and Chethiyar (2020), codeine is highly addictive, and withdrawal symptoms may encompass irritability, anxiety, depression, insomnia, muscle pain, sweating, stomach cramps, diarrhea, nausea, vomiting, drowsiness, confusion, dry mouth, constipation, skin rashes, and various allergic reactions. In instances of overdose, the abuse of codeine can lead to respiratory failure or cardiac arrest.

Given its significant potential for abuse, the Medicines Control Authority of Zimbabwe has designated BronCleer as an illegal substance (Matunhu, 2016). Nevertheless, the drug continues to be easily accessible and affordable, particularly for disadvantaged youth, as it is often smuggled into Zimbabwe from South Africa (Matunhu, 2016).

2.6 Effects of drug abuse

Numerous lives have been ruined by drug usage, which has also had Drug abuse has a profoundly negative effect not only on the individuals involved but also on their families, communities, and the nation at large (Nhapi & Mathede, 2016). In Zimbabwe, drug misuse severely affects the physical and mental well-being of many young people (Nhunzvi & Mavindidze, 2016). Short-term effects commonly experienced by these youths include anxiety, panic attacks, hangovers, mood fluctuations, and hallucinations (Pufall, 2017). Over time, some may suffer from more serious long-term consequences such as severe depression, paranoia, early onset of Alzheimer's disease, and persistent stomach pain (Pufall, 2017).

According to Rwafa et al. (2019), drug usage among students also has detrimental consequences on their employment, productivity, criminality, quality of life, and violence. The other negative effects of drug abuse experienced among students include lack of production, employability, crime, deteriorating quality of life and increased violence (Rwafa et al., 2019).

Continuous use of drugs weakens an individual's inhibitions the common sense maybe negatively affected or dulled, motivates individuals to develop an aggressive behavior sexually and can cause the abusers to be more egocentric (Adejimi, 2021). As a result, the drug abusers may end increasing drug dosage as a way of coping with the situation and this is well known as addiction (Adejimi, 2021). Therefore drug abuse causes mental disorders such as stress and anxiety, depression, addiction, Schizophrenia, mania, delusions, and impairment.

Tertiary institutions in Zimbabwe are increasingly affected by student dropouts, many of whom become a burden to society by engaging in violent behavior and criminal activities as a means of survival. This situation also threatens community peace, as drug-abusing youth often

exhibit aggressive behavior (Maraire & Chethiyar, 2019). The widespread use of drugs and substances among young people places a significant financial burden on the Zimbabwean government, which must allocate resources toward law enforcement, legal proceedings, imprisonment, and rehabilitation (Nhapi & Mathede et al., 2016).

Drug and substance abuse has contributed to the rise of child prostitution and various criminal offenses. This often stems from the fact that drug-addicted young girls, unable to afford their next fix, turn to prostitution to satisfy their cravings. Some resort to exchanging sex for as little as a dollar for a packet of marijuana. Similarly, an increase in theft and other crimes has been noted as individuals seek funds to support their drug habits. Drug use also impairs judgment, often leading to violent behavior. Additionally, drug dependency can cause students, even those still in school, to drop out due to the inability to cope academically while addicted

2.7 Chapter Summary

The theoretical framework that was discussed in this chapter is the social learning theory, along with how the psychological theory as they contribute to our understanding of the field. Important issues of awareness campaigns, causes, types and effects of drug and substance abuse were addressed. To determine the existing knowledge on the subject under investigation, literature related to drug and substance was also showcased.

CHAPTER THREE

3.0 RESEARCH METHODOLOGY AND DESIGN

3.1 Introduction

This chapter is going to explain the data collection methods and instruments used to analyze data. This includes the qualitative research method and further noting the research instruments used when collecting data while explaining and justifying the used research instruments. It also contains the study population and the sampling methods.

3.2 Research Philosophy

Maunthner (2020), defines research philosophy as theories about the nature of the reality that is being investigated in research ontology and epistemology which is the reality of how knowledge is produced and justified. The research philosophy guiding this study is the interpretivism. It refers to an approach that emphasizes the significance of people's personalities in terms of behavior and attitudes and also their participation in social and cultural diversity (Elster, 2007) and it is based on the qualitative technique. Therefore it is of importance because it gives a better in sight to this research because it identifies deeper understanding and experiences in the cultural and social context as researchers put themselves in the shoes of the participants in order to reconstruct the contextual meaning of what is being said.

3.3 Research Methodology

According to Sreekumar, (2023) research methodology refers to the techniques and procedures in a structured and scientific approach used to collect, analyze, and interpret quantitative or qualitative data to answer research questions and is like a plan for carrying out

research and helps keep researchers on track by limiting the scope of the research on information regarding a specific research topic. The qualitative research methodology is going to be used to conduct the research.

Qualitative research is a type of research that provides deep understanding of the problem by asking participants their understanding, perceptions, and experience in relation to a particular problem and deals with values, perceptions, aspirations, beliefs, motivations and human feelings obtained with research participants in their subjectivity to living contexts thus it is generally used as a broad umbrella term for a range of research methodologies, with differing epistemological assumptions, (Tenny., et al, 2022). This is because qualitative research has the ability to explain processes and patterns of human behavior that can be difficult to quantify such as experiences, attitudes, and behaviors can be complex to capture accurately and quantitatively hence it allows participants themselves to explain how, why, or what they were thinking, feeling, and experiencing at a particular time or during an event of interest, (Tenny., et al ,2022) and this allows the researcher to find issues that are often missed.

3.4 Research Designs

Research designs refer to plan, strategy or a structure of conducting a research as noted by Jakaza & Nyoni (2018), from its conception to the final data analysis thus it serves as the blueprint of how the researcher collects and analyses data. The researcher is going to resort or make use of the case study as a research design. According to Heale (2018) a case study research design is referred to as an intensive, systematic investigation of a single individual, group, community or some other unit in which the researcher examines in-depth data relating to several variables. The researcher opted the case study in this research to gain in depth understanding of the experiences, behaviors and outcomes thus helps the researcher to have critical and significant information

regarding drug and substance abuse at Bindura University. This therefore helps the researcher to have discussions, interactions and meet the respondents about how effective awareness campaigns have been in reducing cases of drug and substance abuse.

3.5 Population and Sampling

A study population is a specifically identified group of items or solitary beings that are recognized to possess comparable attributes or qualities that the researcher finds interesting, (Cruz, 2019), thus it is the entire number of population which the researcher is conducting a research and wants to draw conclusions on over on a specific topic. In this case the researcher targets the entire Bindura University of Science Education undergraduates.

3.5.1 Sample

Anderson, (2010) defines research sample as the people who participate in carrying out the research and as according to Fatima (2020), is a subset of data that a researcher selects or chooses using a predetermined selection procedure from a broader population. In this case, the researcher targeted 50 undergraduates from the five faculties of BUSE as respondents or participants in this study. This is of importance in carrying out the research because it gives room for many researchers to be able to undergo the same research and as well find the same results and this is according to (Dean, 2021).

3.6 Sampling Methods

According to Mills (2024) sampling is defined as a fundamental technique in research that involves selecting a smaller group, sample, from a larger population to represent the whole. This method is essential in research methodologies because it's often impractical to study the entire

population due to constraints like time, cost, and resources. Sampling allows researchers to make generalizations about a population based on the analysis of a well-chosen sample. In line with this research the study is going to be conducted using non probability sampling where individuals are selected using non- random means where there is no chance of including all individuals which is easier and cheaper to access, (McCombs, 2023). The two sampling methods are Purposive sampling and Quota sampling.

3.6.1 Purposive Sampling

Mills (2024) characterizes purposive sampling as a method employed in qualitative research to deliberately select a particular group of individuals or units for analysis, as participants are intentionally chosen rather than selected at random. This technique is also referred to as judgmental sampling or selective sampling. In the context of purposive sampling, the researcher possesses a specific purpose or objective when selecting the sample. Consequently, the sample is chosen based on the characteristics or attributes that are pertinent to the research inquiry. This study will utilize purposive sampling to identify individuals who are knowledgeable about drug and substance abuse, as well as those who have been affected by it. Participants will be drawn from five faculties at BUSE, encompassing students from each stream across parts 1 to 4. Thus, participants are selected on the premise that they are presumed to have relevant experience and knowledge in the field of study, thereby providing valuable insights for the research process. This approach is significant as it enables the researcher to efficiently select a sample that is highly representative of the characteristics or attributes of interest (Dovetai, 2023).

3.6.2 Quota Sampling

According to Pandey (2021), quota sampling is referred to as a non- probability method where the population is divided into sub groups known as quotas and select participants from each

sub group non randomly of a predetermined number or proportion of units. The type of participants are to be selected non- randomly based on age, gender, income level, faculty of study and university level. Quota sampling is of importance because it ensures representation of specific sub groups within a population making it important as it allows for targeted data collection methods to obtain more accurate insights from represented subgroups. The purpose of quota sampling is to offer a practical solution in achieving a balanced representation of sub groups.

3.7 Data Collection Methods

According to Manawis (2023), data collection methods refers to methodological techniques used to collect and analyze different forms of data or the process of gathering information concerning a specific subject. This particular research is going to make use of the key informant interviews and focus group discussions.

3.7.1 Key Informant Interviews

The researcher is to make use of the key informant interview tool to collect data from the participants. An interview can simply be defined as the process where the researcher will be asking the participants some systematic questions on a topic of interest and in this case, the researcher serves as the facilitator (Aspers & Corte, 2019). Interviews can be structured or unstructured but this study employed the semi structured interview

Face to face interviews are one of the most commonly used data collection methods in qualitative research because they allow the researcher to collect highly personalized information directly from the source. This is mostly in the case of acquiring information regarding drug and substance abuse as some testify to be using them and others are survivors. Interviews explore participants' beliefs, experiences, opinions, and motivations and are particularly beneficial in

gathering data on sensitive topics because respondents are more likely to open up in a one-on-one setting than in a group environment and because interviews are either conducted online by means of video calls that can be recorded after seeking consent and also in person, Therefore the need for the researcher to utilize semi structured interviews.

3.7.2 Semi-Structured Interviews

According to Jurisic (2020), a combination of unstructured and structured interviews, semi-structured interviews comprise several scripted questions but allow both interviewers and interviewees the opportunity to diverge and elaborate for more in-depth reasoning to be explored. One on one structured interviews enable the researcher to have a conducive environment enabling the mood, having interviewees at ease, and gaining trust is of importance for gathering high-quality data (Dean, 2021). The participants' body language is a form of communication as well that the researcher takes note of, (Carter, 2021).

Although each method possesses its advantages, semi-structured interviews are generally preferred for their ability to elicit comprehensive information efficiently, while also bringing attention to aspects that may have been overlooked in earlier research endeavors. Consequently, it is essential that participants are thoroughly briefed on the structure, objectives, and intended outcomes of the process.

3.7.3 Surveys

According to McCombs (2019), survey refers to collecting information about a group of people by asking them questions and analyzing the results which is a good choice in finding out about the characteristics, preferences, opinions and beliefs of a group of people and in this case on whether awareness campaigns are effective in reducing cases of drug and substance abuse among university

students. According to Cresswell (2014) surveys are useful for describing the attitudes, beliefs and behaviors of the population from the samples drawn and further compare findings.

Therefore the study is going to make use of surveys to attain critical information to be used in the course of this study as large populations from different faculties of the university are assessed and hence their responses are analyzed to acquire meaningful results.

3.7.4 Focus Group Discussions (FDGs)

Focus groups discussions are a type of qualitative research approach where information is usually gained quickly during focus group conversations than when individuals are interviewed one-on-one (Li, 2018). Focus group discussions have the advantage of enabling the researcher to get a wide range of data and build on conversations since participants often contribute additional layers of detail to each other's comments, facilitating a thorough discussion of a subject (Li, 2018). In order to conduct a post analysis the researcher is eligible to record talks from focus groups from the conversation conducted.

Focus groups serve as a valuable method for collecting information derived from shared perspectives and rank among the most widely utilized tools for data collection in qualitative research. When conducting a series of individual interviews becomes excessively time-consuming or challenging to arrange, focus group discussions provide a complementary approach. They are particularly beneficial for gathering data from a targeted demographic, such as drug and substance users or addicts, as well as various stakeholders. Aspers & Corte (2019) notes that 8 to 12 participants are included and involved in Focus Group Discussion usually. Therefore focus group discussion show how useful and essential because they are as a tool that saves economic costs and time. This technique is also a necessity to gather large volumes of valid and reliable data or

information about awareness campaigns and their effectiveness on drug and substance use among undergraduates.

3.8 Secondary Data Collection

George (2023), defines secondary data collection as a research method that uses data that was collected by others that is already existing as it is summarized and collected to increase the overall effectiveness of the research. A range of pertinent sources was examined before the research to enhance the primary data collection techniques, thereby gaining a deeper understanding of the context for more informed insights. The documents reviewed encompassed, but were not restricted to, the following: published books, newspaper articles, academic journals, and research papers produced by both governmental and non-governmental organizations.

3.8.1 Secondary Sources

Zimbabwe considers drug abuse as totally illegal and is regarded by the Dangerous Drug Act Chapter 1 of the constitution of 2013 as a crime as noted by the (Zimbabwe Legal Information Institution, 2013). Maraire (2020) notes that when one is found abusing drugs or found in possession of illicit drugs they are dealt with the law accordingly and are prosecuted. According to chapter 15: 02 of the Dangerous Drugs Act by the Zimbabwe Legal Institution (2013), drug and substance use is illegal and considered a crime as it is prohibited in Zimbabwe as the government does not tolerate it and it is unconstitutional according to the law. The Zimbabwe police all around the nation have recorded so many cases of drug use and is one strong arm working to curb this disastrous social ill act, (Kundwei & Mbwire., 2020). The ZRP has been also responsible and able to conduct awareness campaigns in collaboration with the department of drugs or the Drug section mostly (Maraire et al., 2020).

The UNODC serves as the United Nations agency that assists nations in executing three UN Conventions related to drugs: the Single Convention on Narcotic Drugs, the Convention on Psychotropic Substances, and the United Nations Convention against Illicit Traffic in Narcotic Drugs and Psychotropic Substances (World Drug Report, 2020). These three conventions established major drug control treaties up to this day to combat drug and substance use as it is intended to limit, consume, import, export, manufacture, distribute and fight drug trafficking.

3.9 Validity and Reliability

Whenever a research is conducted it is worth noting that measuring the research instruments is of importance as it allows believability, worthiness and trust of the research in the event that it is repeated by different researchers, (Kubai., 2019). Despite the fact that validity and reliability are two different concepts, they are closely related in research

3.9.1 Validity

Validity is the extent to which an instrument measures what it purports to measure and it aims to explain the truth of research findings as explained by Zohrabi, (2013). The ability to note that the research study is valid is important as it ensures that data collected is accurate and shows the concepts being studied. This therefore ensures that the information attained is of relevance and can be used in the formulation of new policies and amendments and also to ensure informed decisions. In turn this proves that without validity, the end results of the research would be unreliable and results in wrong conclusions of the study.

3.9.2 Reliability

According to Drost (2011), reliability pertains to the consistency or repeatability of measurements conducted by various individuals, at different times, under diverse conditions, and potentially utilizing different tools that evaluate the same construct or skill. A construct signifies the specific skill, knowledge, attribute, or attitude under investigation. Essentially, reliability indicates how consistently a study can be replicated with similar outcomes. If a researcher performs a study under specific conditions, and the same study is repeated later yielding comparable results, the data is deemed reliable. Drost (2011) elucidates that two primary types of error can influence the reliability of research instruments: random error and systematic error. Random error arises from unpredictable, uncontrollable external factors that may affect certain observations while leaving others unaffected. For instance, participants in a more positive mood may respond more favorably to items measuring constructs such as self-esteem, happiness, or satisfaction compared to those in a negative mood. Conversely, systematic error denotes a consistent bias in measurement, which must be identified and rectified to enhance the accuracy of the study results (Kubai, 2019).

3.10 Pilot Testing

The major study's effectiveness and quality are enhanced by the pilot study (Roland, 2014). Henceforth pilot tests are to assess the relevance and applicability of the interviews and questioners to be used when conducting the research as they are to have future predictions of the results to be produced. Dikko (2016), notes that pilot studies are for identifying problems, ensuring relevance obstacles to faced and the validity of the study.

3.11 Ethical Considerations

Ethics are very important when carrying out a research as they regulate research conduct (William, 2012). Ethical concerns were observed in the research project as a means of protecting the participants from harm by respecting their privacy, confidentiality, informed permission, and anonymity, among other things. Ethics are therefore crucial to carrying out successful and productive research. Research effectiveness often has unethical practices, such as breaking non-disclosure agreements, lying, cheating, and avoiding legal repercussions, among others. As a result, the student is to use informed consent, which requires requesting BUSE's permission to conduct research. The researcher is to ask for the respondent's agreement in order to guarantee the preservation of their rights. Respondents have the right to decline interviews or queries, and the researcher must respect their right to privacy. Maintaining confidentiality is another crucial ethic, which is why names of participants are recorded and data is only utilized for academic purposes.

3.12 Chapter Summary

This chapter managed to outline the techniques including research methods that are used to conduct the research. These include the research philosophy, methodology and design. The chapter also includes population, the sample and sampling methods, data that include primary and secondary collection methods and also highlighting why plus the research ethics. Justifications of the use of each method in this qualitative research have been highlighted and also noting the advantages and disadvantages of these research instruments were highlighted.

CHAPTER FOUR

4.0 DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

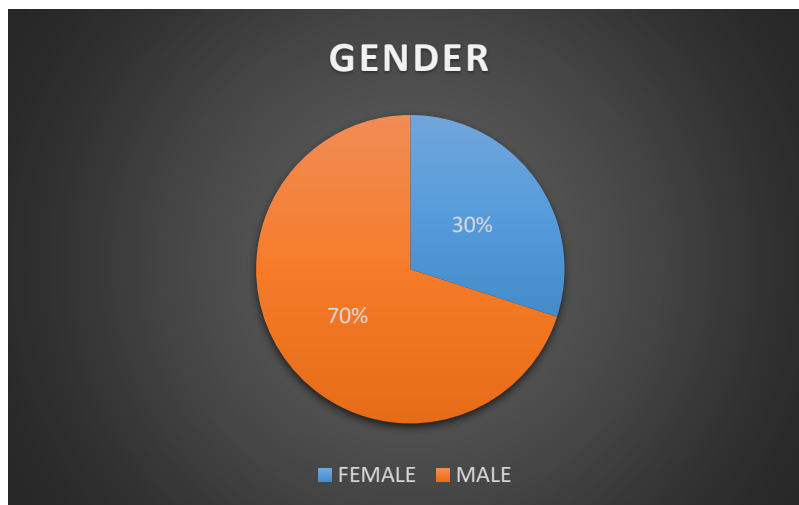
4.1 Introduction

This chapter seeks to analyze the researcher's findings obtained on the effectiveness of awareness campaigns in reducing cases of drug and substance abuse among students at Bindura University of Science Education. Data was collected through questionnaires, key informant interviews and focus group discussions from BUSE students, thus the feedbacks acquired were used to present the research findings.

4.2 SECTION A: Biographical data of Participants

1 Gender

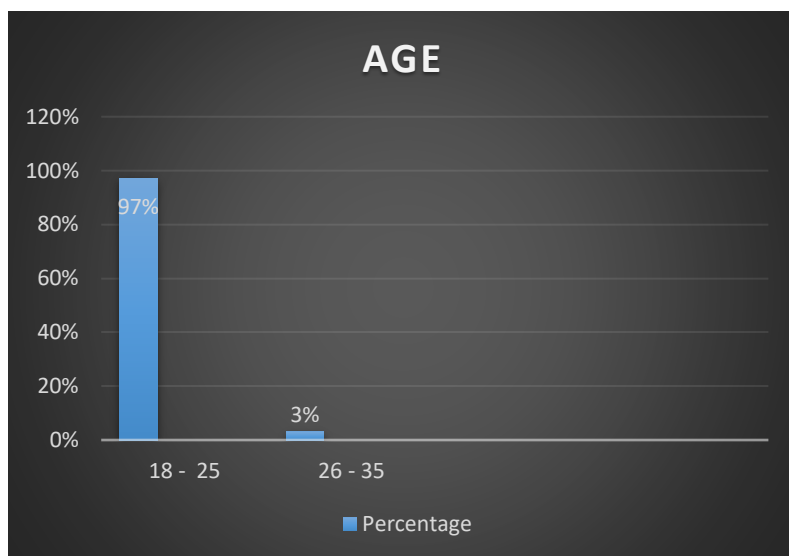
Fig 4.1 Gender



The research findings indicates that the highest number of participants were males thus 70% and followed by females 30%. Males dominated in all methods of collecting data that included interview guides, questionnaires and key informant interviews.

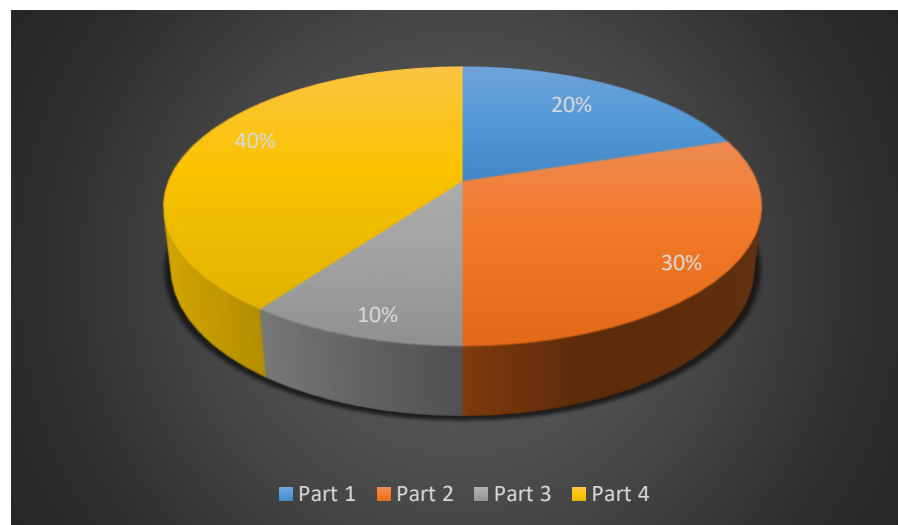
1. Age

Fig 4.2 Age



The research findings noted 97 % of drug use amongst the age of 18 – 25 as the highest as drug and substance use varies according to the substance and age in some cases. This was followed by 3 % amongst the age of 26 - 35 as drug and substance use tends to decrease with age hence a low rate among students at the age of 26-35 within the university.

3. University Level

Fig 4.3 University level

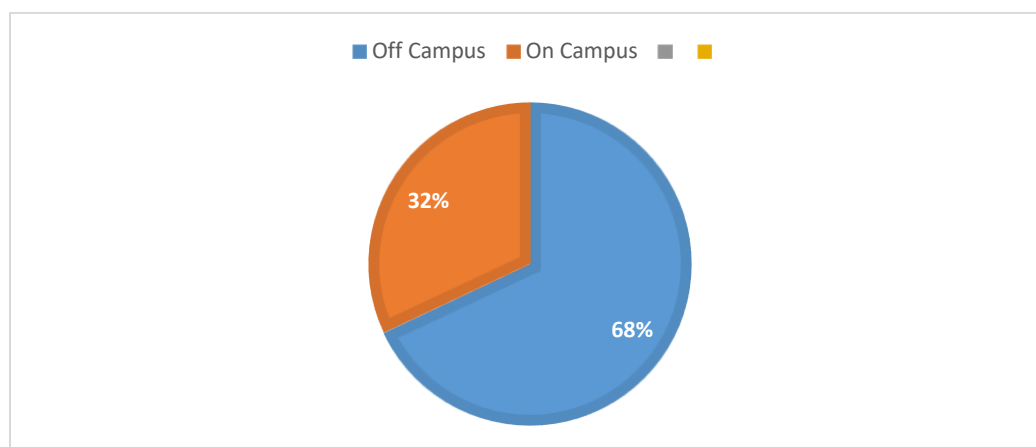
Most of the respondents were part final students who had a lot to say since they have had experience since the first year thus they had 40% followed by part two's with 30%, then part three's on with 10% and first years with 20% as they are the newbies in the system coping with university life and are vulnerable to peer pressure into drug and substance use.

4. Residential place

Table 4.1 Residential place

Respondent place of residence	No of respondents	Percentage
On Campus	16	32
Off Campus	34	68
Total	50	100

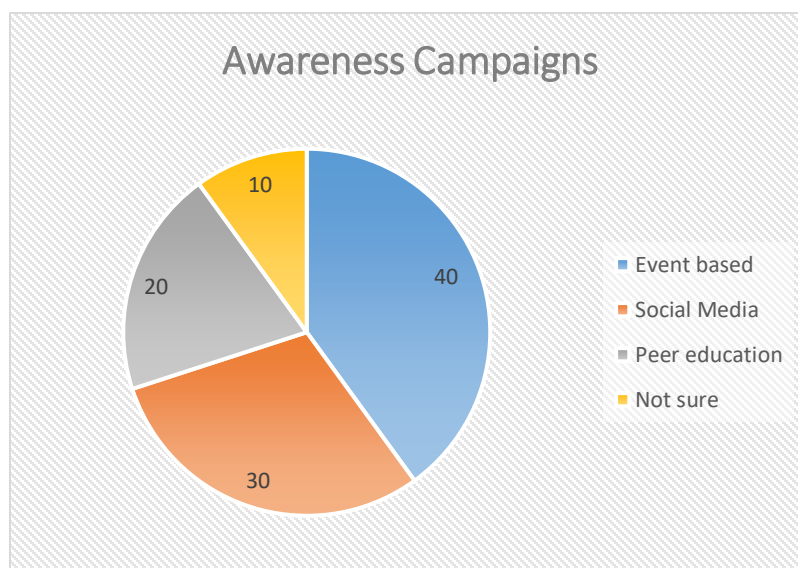
Fig 4.4 Residential Place of Participants



During the course of the research it was brought to light that there is a slight difference on how on campus and off campus students abuse different drugs and substances as a result of their place of residence. Off campus have a leading percentage of 68% followed by on campus students with 32% as there are raids conducted that limit drug abuse on campus.

4.3 SECTION B: Awareness Campaigns that are used in addressing drug and substance abuse at BUSE

During the course of the research the researcher noted that students at BUSE are surely not an exception in issues concerning drug and substance but are rather involved. Therefore this part aims to unfold the different awareness campaigns used by the university in addressing drugs and substance abuse as noted by the participants as they have been exposed to. Based on the research question that stated what type of campaigns students have been exposed to, the findings noted event based campaigns are the most used with 40%, then social media through posters and flyers with 30% and peer education programs with 20% and a 10% of those that were not sure. Below shows some response rate to these awareness at BUSE.

Fig 4.5 Types of Awareness Campaigns

4.3.1 Event based Campaigns

The majority of the students at the university from the research findings highlighted that event based awareness campaigns are the most conducted at BUSE and they are effective to some extent with 40% positive response. Event-based campaigns for drug and substance abuse awareness significantly enhance engagement and education and also due to collaboration with different partners that engage with the university in combating drug and substance use. At BUSE these include color runs hosted by the school in order to raise awareness on drug and substance abuse. Additionally event based campaigns serve as platforms for scholars to facilitate meaningful conversations about recovery and resilience and also with the inclusion of survivors of drug and substance use. Thus, sports galas and color runs improve awareness by sharing research-backed content and personal stories. One participant noted a banner at a colour run event that stated

Stop Alcohol Abuse, Drink It Don't Abuse It

Fig 4.6 Event based campaigns



Therefore, by fostering collaboration with local organizations and integrating scholarly perspectives, these campaigns can effectively address the complexities of substance abuse, ultimately promoting prevention and recovery in the community (World Health Organization, 2020).

4.3.2 Social Media

Moving on social media proves to also be a cornerstone as an awareness campaign that university students are exposed to with a following 30%. It has emerged as a powerful tool for raising awareness campaigns against social ills of the society and in this case on drug and substance abuse through different platforms. BUSE also has the Abiyangu radio station broadcasting awareness on the dangers of substance and drug abuse amongst students amongst other issues. Therefore social media plays a vital role in giving warning signs and its dangers as well as seeking professional help to prevent the harmful consequences. One participant was recorded saying,

We have access to new technologies hence social media is an effective tool to educate young people as almost everyone is on their phones on various social media platforms. It gives insights of the effects and sometimes testimonies of survivors of drug and substance use.

Therefore, according to Westerman (2014), social media can be defined as a set of web-based tools and platforms that allow users to generate, share and disseminate content, and connect with others in online social networks. The Students Representative Council of BUSE formed online groups, channels and twitter handles that hosts programs, discussions and talks about drug and substance abuse. This helps in giving awareness to the students' and helps as a curbing measure to reduce the abuse of drug and substance abuse.

4.3.3 Peer education and workshops

Peer education programs and workshops are some of the awareness campaigns means used at the institution with a 20% positive response as noted by participants. The university held a mental health and substance abuse awareness campaign to promote understanding and an appreciation of the dangers caused by substance abuse among students. Nurmala (2021) notes that it is of importance to provide peer education on the importance of staying healthy and substance abuse which has been a cause of concern at higher learning institutions . These mainly focus on creating awareness to stop suicides caused by mental health and substance abuse whilst encouraging students to finish their studies in good health. Moreover, on workshops there is provision of practical skills and harm reduction strategies, drawing on insights to educate students, educators, and parents. The BUSE institution has witnessed the ZRP CID, Drugs and Narcotics department conducts awareness raising campaigns in universities against drug abuse usually targeting the youth and the students' .One participant highlighted that

These programs are important as they promote healthy behaviors and reduce risk of drug and substance abuse.

According to Assistant Inspector Mwanza cited by Saunyama(2017),

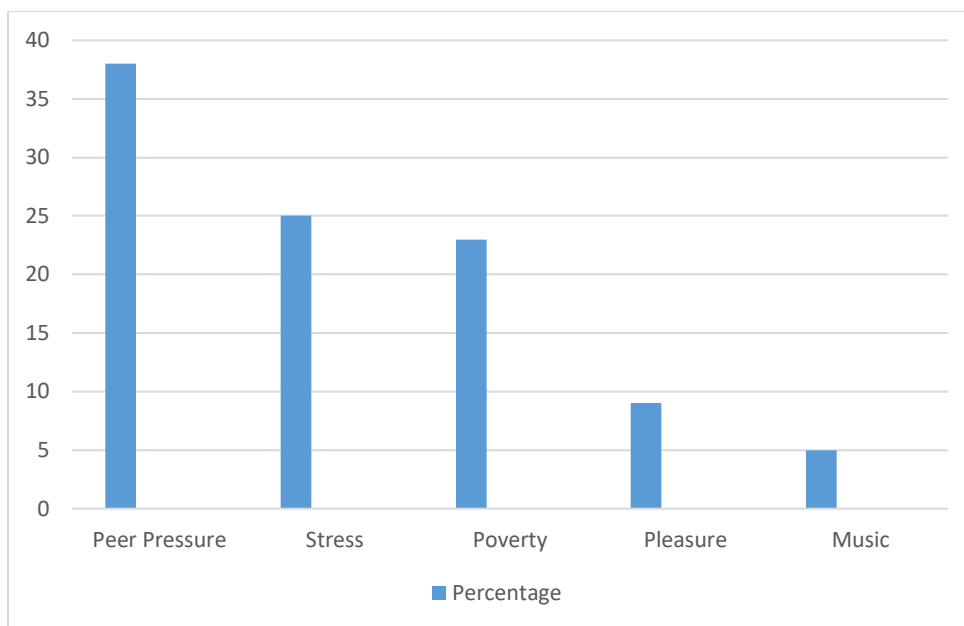
If we fail to take meaningful action to condemn this menace of drug abuse and fight it head on, its effects on the general welfare of the people would be devastating.

This initiative aims to inform students about the detrimental health effects associated with drug and substance abuse, as well as its economic, social, and political repercussions. In the process of raising awareness among the public, the CID, Drugs and Narcotics works in partnership with Communities Against Drug and Substance Abuse (CADASA) to educate young individuals about the dangers of drug abuse. This effort is focused on preventing youth engagement in drug use, particularly since the majority of those apprehended fall within the age range of sixteen to forty-five years.

4.4 SECTION C: Causes of drug and substance abuse at BUSE.

During the research, the researcher discovered a number of causes given by participants on the causes of drug and substance abuse at Bindura University of Science Education. Students have a number of reasons and factors why they engage in drugs which include peer pressure with 38%, stresses 25%, poverty 23%, pleasure 9% and music 5%. Therefore this part of the presentation seeks to present the causes of youth drug abuse at Bindura University of Science Education based on the question on the reasons behind drug and substance abuse among students.

Fig 4.7 Causes of drug and substance abuse among students



4.4.1 Peer Pressure

From the research findings most of the students who are involved in drug and substance abuse are as a result of peer pressure at the university. Students often feel the need to fit in within their peers who are abusing drugs due to fear of rejection hence they encourage each other to try new things leading to desire for new experiences as they seek acceptance from other peers. One of the respondents noted abusing drugs is deemed the new norm and is viewed as a fashionable way in this generation. One participant noted,

For me it started with curiosity and peer influence as I was introduced to it by friends at parties and it seemed so harmless

Ngesu (2008) attributes that a friend or peer group is likely to be the source of information for drug users about the availability of drugs. The interest and expectation of the peer groups have an important bearing-on whether or not a person will try dependence or be lured to taking drugs (Oketch, 1997). Statistics from NACADA (2008) states that peer pressure accounts for 21% to

42% in all types of influences, including drug and substance abuse. Peer pressure in Zimbabwe according to various studies contributes 52% of the causes of drug abuse which makes it a major cause (Rugoho, 2018). Therefore peer pressure is really a cause of concern for drug and substance abuse as supported by the psychological theory which states that substance misuse is caused by an individual's underlying psychological issues. Individual psychological characteristics, including need for acceptance, sensation seeking and the need to act like an adult.

4.4.2 Stresses

It has been discovered that stress is one of the reasons why students at the institution engage in drug abuse. Most participants noted stress as the reason behind them abusing drugs and also they use drugs as a way of getting rid of the stress they face due to different factors. One participant noted that,

I worry a lot and become unable to cope very well due to academic stress as the pressure sometimes is overwhelming thus I resort to alcohol abuse to cope.

Furthermore, the research discovered that a number of participants resort to using drugs as a means for relieving stress for instance due to HIV infection thus they deem drug and substance abuse as a therapeutic measure and is supported by the National Institute of Health (2008), which states that stress has long been known to increase vulnerability to addiction. This is mostly learnt from guardians, role models and peers showing substance and drug abuse is done as a means of relieving stress thus it shows it is a learned behavior as postulated by the learning theory (Burger, 2008).

4.4.3 Poverty

The majority of the entire population in Zimbabwe a country that is facing by plethora of problems which include high unemployment rate results in high levels of poverty. Therefore from the research gathered most of the students have difficulties to get an actual meal per day especially those living on campus accommodation as they are not allowed to cook but rather buy food everyday thus they skip meals and might eat once a day naming it 001 due to shortages in pocket money and clothes. One participant noted,

We as students are facing unfavorable conditions as we even struggle to buy food at the University canteen and the hurting part is finding it difficult to acquire money for printing assignments and we cannot phone back home because the situation there is also unbearable, hence the need to take drugs to relieve these unforeseen circumstances.

This shows that students are actually struggling as poverty is one of the major concern as a reason why drug and substance abuse has been at an alarming rate among students as they fail to get money to take care of their needs and wants in terms of rentals, food and other things as well. As of 2019 youth unemployment was estimated to be more than 66.7 % as noted by (Mtemeri & Nhamo, 2019), hence students have not been spared from poverty.

Poverty leads to failure of meeting university registration deadlines as parents and guardians find it difficult to pay on time leading to some students to defer to the following semester or year. Another student said,

Our parents are civil servants and the amount required to register courses drains them a lot which leads us not to read thus poorly performing academically as you see no reason to continue as you cannot afford to pay the registration fee. This drains us seriously and hence we turn to drug as a means of curbing stress.

One Off Campus participant noted how ruthless landlords can be when there is failure to pay rentals as students are chased out. At some point students are given a week at most to look for some places to stay when there is failure to pay rent and the girls child in most cases is left vulnerable and in some instances they join drugs at bases where they are accommodated. Therefore this reflects how poverty is a cause for concern as it leads to drug and substance abuse.

Drug abuse is therefore a cancer that is gradually but hazardously affecting Zimbabwe to its peak and it has been increasing yearly. Young people most especially students at tertiary level are the corner stone of any nation so if they tend to abuse drugs, the development of the nation will be slowed down because drug abuse continues to kill the health, socio-economic wellbeing of the country (Maraire & Chethiyar, 2020).

4.4.4 Pleasure

Some students at BUSE are taking drugs for fun as they view drug and substance abuse as a means of recreational purposes as they say they tend to socialize freely and is it interesting. One participant clearly said,

Experiencing pleasure is what it means to be human thus we seek comfort in it.

Batsell (2018), notes that there are drugs that make one feel good and high like marijuana which clearly shows why students take them for pleasure as supported by the psychological theory.

As stated by Njeri and Ngesu (2014), substance abuse is defined as the intentional use of a substance by an individual to attain physiological and psychological effects that lack medical

justification, consequently endangering their health. This illustrates how certain students engage in drug use for recreational purposes.

4.4.5 Media

Media is one of the pressing causes of drug and substance abuse at BUSE. This is due to different exposure of western movies and music mostly which makes them justify the use of drugs as their role models tend to be involved in taking drugs (Maguraushe, 2023). In regard to the social learning theory, several musicians, such as Winky D in the newly released song titled ‘Kudhakwa’ (Abuse of Drugs), as he sings,

Hatingatadze kuswera tichidhakwa tichigara munyika yedombo, chinhu chega changosara kudwakwa which translates to

We cannot stop abusing drugs as we live in a country of crystal meth as it is the only thing left to do.

These are some songs that push students to take drugs as these musicians have observed singing about drugs to young people on multiple times without understanding they have become role models (Maunganidze, 2023). As a result, the young people typically emulate them. Henceforth, this proves that media at influences students at BUSE largely to engage in drug and substance abuse.

One of the students highlighted that they are mainly influenced by Jamaican reggae and dancehall artists and also American artists who encourages the use of drugs as supported by (Hilliard, 2019). This therefore shows that, mass media has a role to play in influencing the young people to engage into drug abuse at BUSE.

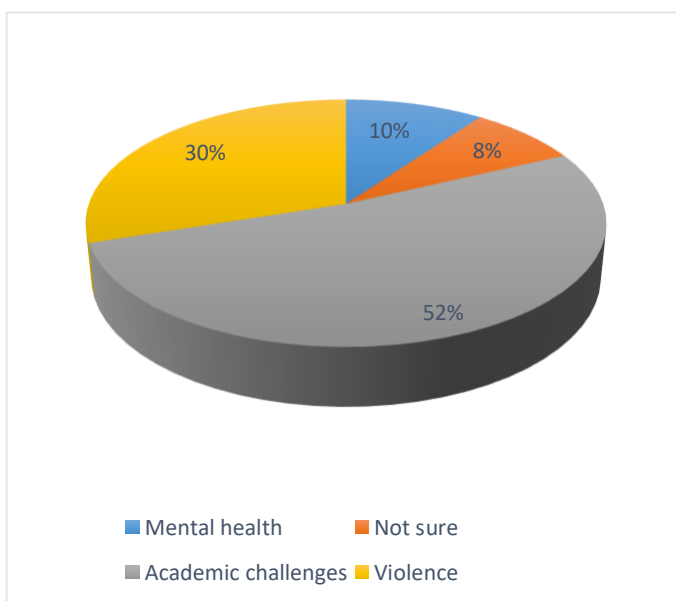
4.5 SECTION D: Effects of drug and substance abuse among students at BUSE

From past existing research and up to date, drug and substance abuse connotes an impression that is negative since everything that is abused carries harmful effects because it is mostly inevitable.

Table 4.2 Effects of drug and substance abuse among students at BUSE

Effects of drug abuse	Frequency	Percentage%
Mental Health	5	10
Not sure	4	8
Academic Challenges	26	82
Violence	15	30

Fig 4.8 Effects of drug and substance abuse among students at BUSE



4.5.1 Mental Health

The dangerous effects of drugs on mental health constitutes long and short term effects. These effects include addiction, stress, schizophrenia, suicide, impaired judgment, distorted vision and fits. The drug users often feel the desired pleasure but in the long term it results in mental illness which affects one's wellbeing. One participant highlighted that,

Due to the sticky nature that is felt by most drug abusers it affects mental health which sometimes results in deviant behaviors like stealing and in some cases suicides.

Adejimi (2021) is of the view that continuous drug abuse weakens an individual's ability to common sense as they develop aggressive behaviors sexually that lead to HIV. As a result, the drug abusers may end increasing drug dosage as a way of coping with the situation and this is well known as addiction (Adejimi, 2021).

4.5.2 Academic Challenges and Time Management

Research has shown that drug abuse has become a stumbling block to the students learning behavior as drug users tend to face academic challenges at school and low performances in their studies though it does not apply for everyone (Mugari, 2024). Some students miss out on school work due to hangovers as they would who have drank a lot of alcohol during the weekend thus they end up missing classes and submission deadlines. Therefore this proves how it affects time management efficiently when this grow to a habit. One participant who is a male said

Smoking weed wastes a lot of my time as I start accommodating and tolerating my weed friends as we gather to smoke at their convenient and also my convenient time. I face

difficulties in studying hence it take more discipline for me to do schoolwork and for example the results portal showing how drug abuse has affected my academic performance

Fig 4.9 Academic Failure

PC108	Citizenship education & conflict transformation	F	F
ES210	Environmental management systems	F	F
NRM220	Integrated water resources management	P	P
Level: 2.2			
Course Code	Course Name	Class	Decision
NR128	Introduction to soil science	F	F
NRM203	Mineral resources management	F	F

This shows the results portal of the participant who willingly shared it for the purpose of the research. Therefore drug and substance abuse leads to poor academic performances and failure of time management which often results in carrying, deferring and not graduating at the proposed time frame and sometimes leads to university drop outs. Thus, Rees (2019) is of the assertion that students who use illicit drugs tend to perform poorly at school.

4.5.3 Violence

A number of drugs are available in nearby locations thus at bars, barbershops and they include alcohol, marijuana and crystal meth. Therefore drug and substance abuse results in interpersonal conflicts, social unrest of the student and property destruction as a sign of such deviant behavior. Another participant noted,

At first, I felt more connected to people who used drugs but over time I lost touch with friends who didn't approve due to my violent behavioral tendencies and this caused conflicts with family members.

According to Munyoki, (2008), drug and substance abuse results in behavioral decay due to lack of moral values. It also results in high cases of criminal activities that include stealing to attain money to buy the desired drugs. As a result violent and aggressive behavior often manifests as verbal abuse, harsh insults, negative criticism and also escalates to physical violence including damaging property, engaging in fights and making threats to use weapons, (McCann., 2017).

4.6 Chapter Summary

Chapter four looked at research findings, data presentation and analysis. The research findings obtained aimed at achieving the research objectives. The data presented include the awareness campaigns done to reduce cases of drug and substance use, the causes of youth drug abuse, the effects of drug and substance use amongst students at BUSE.

CHAPTER FIVE

5.0 SUMMARY, CONCLUSIONS, RECOMMENDATIONS AND AREAS OF FURTHER RESEARCH

5.1 Introduction

This chapter is the final chapter of the research following the research objectives, research findings and the research questions as articulated in other chapters. Therefore it encompasses the summary, conclusions, recommendations and areas of further research and this will be in line with reference to different scholarly views including some observations noted in the process of conducting the research. The research results and conclusions drawn from the research will be used to come up with recommendations that serve to address challenges faced by BUSE and the government of Zimbabwe to reduce drug and substance use among university students.

5.2 Summary

In Chapter one of the study focused on the background of the study at a global level, continental scale, regional level and at a national level. It has the purpose of the study, statement of the problem, objectives of the study, research questions that guided the procedures of the study. This chapter also included assumptions of the study, significance of the study, its delimitations and limitations of the study and some defined terms to be used in the research. Henceforth, the research aimed to show the effectiveness of awareness campaigns in reducing cases of drug and substance abuse among university students.

Chapter two focused on the need for guiding or supporting relevant knowledge on the effectiveness of awareness campaigns in reducing cases of drug and substance abuse among

university students. This chapter introduced and explained the literature review and theoretical framework that supported this research which are the psychological and learning theory. This chapter contains supporting literature and text that validates the effectiveness of awareness campaigns in reducing cases of drug and substance abuse among students. The chapter also explore concerning issues of types of awareness campaigns, causes of drugs and substance abuse, the types of drugs and the effects of these drugs specifically at universities.

Chapter three focused on the research's methodology and research strategy. This chapter explained the data collection methods and instruments used to analyze data. This includes the qualitative research method and further noting the research instruments used when collecting data while explaining and justifying the used research instruments. It also contains the study population and the sampling methods.

Chapter four of this study focused on data presentation and analysis of important information of the study. Data presentation was done through pie charts, graphs and tables. It also showed how cannabis is the highest used drug among university students and how they have been exposed to different awareness campaigns a number of times at the institution. This was also supported by the use of supporting literature review presented and the theories of used in this study proved to be in line with the research findings.

Chapter five of this study is the final chapter of the whole study and if focused on the summary of the research, recommendations, conclusions of the whole study and areas of further research.

5.3 Conclusions

The conclusions are presented in manner that answers to the link between the study findings of the objectives and literature.

5.3.1 To examine the awareness campaigns used by universities in addressing drugs and substance abuse

Based on the research conducted at Bindura University of science education on the importance of campaigns for drug and substance abuse it was noted that more than 80% of the students are exposed to different awareness campaigns. These campaigns that are responded to positively in response to drug abuse. At BUSE there are various awareness campaigns that students are exposed to which include event based campaigns, social media campaigns in all its forms, peer education programs and also distribution of flyers and posters (Maunganidze, 2023). It was noted that students respond more to event based campaigns that include color runs and sports galas in conjunction with different stakeholders in giving awareness on the dangers of drug and substance abuse (SAYWHAT, 2023). This facilitates dialogue and conversations on many factors surrounding drug and substance abuse. Therefore these campaigns effectively address the complexities of substance abuse, ultimately promoting prevention and recovery in the community (World Health Organization, 2020).

Moving on, almost every student has access to social media platforms where information is shared, online discussions are conducted in relation to drug abuse but it is in one's choice to skip or follow but rather social media serves a bigger platform for discussions that are awareness campaigns in relation to drug and substance abuse hence this helps in giving awareness to the students and helps as a curbing measure to reduce the abuse of drug and substance abuse (Maguraushe, 2023). Another awareness campaign that has been highlighted to be useful is peer

education and workshops conducted at the university as it conducted a mental health and substance abuse awareness campaign to give and appreciate the effects posed by substance abuse for students thus this was an effective measure in curbing the alarming rates of drug and substance use at the university.

5.3.2 To identify the causes of drug and substance abuse at BUSE

There are a number of causes given by participants on the causes of drug and substance abuse at Bindura University of Science Education. Mtemeri & Nhamo (2019), attribute that students have a number of reasons and factors why they engage in drugs which include peer pressure, media, stresses, poverty and pleasure. In relation to this peer pressure was noted to be the main cause of drug and substance abuse among students at BUSE due to new friends from different backgrounds and families and in this quest to find friendship one is bound to be controlled by peer pressure due to wanting to be part of the students' social groups. The other cause that was highlighted is stress as a result of medical conditions like when one is positive to HIV, they indulge in drug abuse to relieve stress (Ngesu, 2008).

Moving on, poverty is another factor resulting in drug and substance abuse among students (Mtemeri & Nhamo, 2019). A quite number of students have difficulties to get an actual meal per day especially those living on campus accommodation as they are not allowed to cook but rather buy food everyday thus they skip meals and might eat once a day and also poverty leads to failure of meeting university registration deadlines as parents and guardians find it difficult to pay on time leading to some students to defer to the following semester or year. This therefore leads to students to resort to drug and substance abuse. Furthermore students are take drugs for pleasure. Batsell

(2018), notes that there are drugs that make one feel good and high like marijuana which clearly shows why students take them for pleasure as supported by the psychological theory. Students at BUSE are also taking drugs for fun as they view drug and substance abuse as a means of recreational purposes as they say they tend to socialize freely and is it interesting and also media has proven to influence other young people into taking drugs from the influence they get from their role models.

5.3.3 To analyze the effects of drugs and substance abuse at BUSE

Anything that has to do with abuse connotes a negative impression and has some effects so is drug and substance abuse (Mugari, 2024). There are a number of effects associated with it among students such as academic challenges, mental health and deviant behaviors like violence. Academic challenges is one major effect of drug and substance abuse as drug users tend to face academic challenges at school and low performances in their studies though it does not apply for everyone (Munyoki, 2008). Some students miss out on school work due to hangovers as they would who have drank a lot of alcohol during the weekend thus they end up missing classes and submission deadlines. In some instances, drug and substance abuse results in mental health problems and there are short and long term effects that include addiction and mental illness (Mugari 2021). Violence is another effect of drug and substance abuse among students as they tend to feel the energy to fight leading to destruction of property. There is also decay in moral behaviors that result in stealing in order to acquire these drugs as supported by McCann., 2017, saying violence includes property vandalism, fighting and use of weapons.

5.4 Recommendations

5.4.1 Ministry of Youth Empowerment, Development and Vocational Training

The ministry is to ensure employment amongst the youth and also provide laws governing compulsory salary payment of students on attachment. It is to also enable the application of student grants that are approved.

5.4.2 Ministry of Higher and Tertiary Education, Innovation, Science and Technology Development

The ministry is to engage with different stakeholders including the Ministry of Health and Child Care to address concerns over drug and substance abuse by making it a core course at university level that every student must undertake.

5.4.3 Bindura University of Science Education

The university is to increase the number of awareness campaigns that it conducts. The university to have a rehab center for victims and drug abuse.

5.4.4 Zimbabwe Republic Police

The ZRP should in conjunction with BUSE should ensure that the law punishes accordingly those involved in drugs from the suppliers to the perpetrator.

5.5 Areas of further research

This study focused on the effectiveness of awareness campaigns in reducing cases of drug and substance abuse among university students. Another scholar is to research on how drug abuse amongst the young people affects the economy of Zimbabwe.

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Annexures

Annexure 1: Focus Group Discussion Questions

I am Nyika Glenda, a part 4 student doing a Bachelor of Science Honors Degree in Peace and Governance and my registration number is B211339B undertaking a research for educational purposes on the effectiveness of awareness campaigns in reducing cases of drug and substance use among undergraduates and BUSE. Therefore I am kindly asking for assistance in answering some group discussion questions in relation to the research which is for academic use only.

The discussion will be guided by the following questions:

1. What are the different types of awareness campaigns used in curbing cases of drug and substance abuse at the university
2. What are the roles played by different stakeholders in raising awareness the Institution in reducing drug and substance use i.e. Non -Governmental Organizations, The Students Representative Council, The Zimbabwe Republic Police for example
3. HOW AND WHY students engage in drug and substance abuse
4. What are the types of drugs and substances abused
5. What are the effects of taking these drugs
6. Have you ever been in trouble with the authorities over drugs, If yes what happened.
7. What are the challenges faced by the family, society and the university due to drug and substance abuse
8. What can be done to strengthen the effectiveness of raising awareness campaigns in reducing drug and substance abuse
9. Are there any withdrawal effects when one stops taking drugs?

Focus Group Discussions



Annexure 2: KEY INFORMANT INTERVIEWS QUESTIONS

My name is Nyika Glenda and my registration number is B211339B, a part final student carrying out a research at BUSE on the effectiveness of awareness campaigns in reducing cases of drug and substance abuse among undergraduates. I kindly ask you to participate in the interview questions that are relevant to my study as part of the fieldwork and information acquired is strictly used for academic and research purposes. Therefore confidentiality and anonymity is guaranteed hence your participation and cooperation is greatly appreciated.

1. How long have you been involved in taking drugs and what do you think is the prevalence rate of drug and substance abuse at the Institution.
2. What do you think are the factors leading to drug and substance use among undergraduates?
3. What are the most and commonly drugs and substances used and why.
4. What are the effects of drug and substance abuse on academic performance and social relationships?
5. Who are the suppliers of these drugs and how is the law dealing with them?
6. What types of awareness campaigns are most effective in reducing cases of drug and substance use?
7. Are there any campus or environmental factors contributing to drug and substance abuse?
8. What can the University do in order to support undergraduates recover from drug and substance use.

Annexure 3: Questionnaire for student participants

Bindura University of Science Education

Town Campus

14 January 2025

Dear Sir/ Madam

QUESTIONARE FOR STUDENT PARTICIPANTS

Effectiveness of awareness campaign in reducing cases of drug and substance abuse among undergraduate students at Bindura University of Science Education

My name is Nyika Glenda and my registration number is B211339B, a part final student carrying out a research at BUSE on the effectiveness of awareness campaigns in reducing cases of drug and substance abuse among undergraduates. I kindly ask you to participate in the interview questions that are relevant to my study as part of the fieldwork as it is important to hear you air out your views and information acquired is strictly used for academic and research purposes. Therefore confidentiality and anonymity is guaranteed hence your participation and cooperation is greatly appreciated.

Therefore no names of the responses given will be recorded. One is free to withdraw from answering the questions.

Yours sincerely

Nyika Glenda

Undergraduate Research Candidate

Email: glendanyika200@gmail.com

Kindly use an “X” for your response in the appropriate box and write answers on the spaces provided as well.

Section A

1. Gender

MALE	FEMALE
------	--------

2. Age

18 – 25	26 – 35
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3. Marital status

Single	Married	Divorced	Widowed	Cohabiting
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4. University Level

1	2	3	4
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5. University Faculty

Social Sciences & Humanities
Science and Engineering, Agriculture, Science Education
Medical Science and Optometry

Commercials

6. Residential Place

On Campus	Off Campus
-----------	------------

7. Employment Status

0 – 25	26 – 50	51 - 100	101+
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8. What is your major source of income

9. Do you suffer from any mental health condition

Yes	No
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SECTION B

1. Have you been exposed to any awareness campaigns regarding drug and substance abuse on campus?

Yes	No
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2. If Yes how many campaigns have you been exposed to? _____

3. What type of campaigns have you been exposed to? (Select all that apply)

- Posters flyers
- Social media
- Lectures/ workshops
- Peer education programs

- Other (Specify)
4. On a scale of 1 to 5 rate, do you think awareness campaigns are effective in reducing drug and substance abuse among university students?
 5. What are the most common types of drugs and substance used among students?

What is the primary reason for using these substances?

6. Are you aware of the risks associated with drug and substance use Yes /No.
7. Do you think substance use is a problem among university students (Yes/No/Undecided)
8. Have you experienced any of the health problems due to or associated with drug and substance abuse? (Select all that apply)
 - Hallucinations
 - Anxiety
 - Headaches
 - Respiratory issues
 - Others (please specify)
9. Have you experienced any of the social problems due to or associated with drug and substance abuse? (Select all that apply)
 - Loss of Friends
 - Financial problems
 - Failure to attend lectures
 - Strained relationships
 - Other (please specify)

10. Have you experienced any of the academic problems due to or associated with drug and substance abuse? (Select all that apply)

- Poor grades
- Difficulty concentrating
- Missed deadlines
- Other (please specify)

11. What do you think are the most effective ways to prevent substance use among university students?

12. Are there any additional comments or suggestions you would like to share regarding substance use among university student?

Thank you for your cooperation.

Annexure 4: Letter of Consent

BINDURA UNIVERSITY OF SCIENCE EDUCATION**FACULTY OF SOCIAL SCIENCES AND HUMANITIES**

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DEPARTMENT OF PEACE AND GOVERNANCE

28 November 2024

TO WHOM IT MAY CONCERN

RE: REQUEST TO UNDERTAKE RESEARCH IN YOUR ORGANISATION

This serves to introduce the bearer, Nyika GLENDA, Student
Registration Number B2113398, who is a HBSC PEACE AND GOVERNANCE
student at Bindura University of Science Education and is carrying out a research project in your
area/institution.

May you please assist the student to access data relevant to the study, and where possible, conduct
interviews as part of a data collection process.

Yours respectfully

A handwritten signature in dark ink, appearing to read 'J. Kurebwa'.

J. KUREBWA (DR)
Acting Chairperson

