AN APPRAISAL OF COMMUNICATION APPROACHES OF THE SKILL DEVELOPMENT CENTRE ON MARIJUANA (INDIA HEMP) INTERVENTION IN SAMARU, SABON GARI LOCAL GOVERNMENT AREA, KADUNA STATE

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A DISSERTATION PRESENTED TO THE SCHOOL OF POSTGRADUATE STUDIES AHMADU BELLO UNIVERSITY, ZARIA, IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF MASTER OF ARTS (M.A) DEGREE IN DEVELOPMENT COMMUNICATION

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DECLARATION

I hereby declare that this dissertation is my original work and has been written by me in its entirety and has never been submitted for any previous application for a higher degree. All quotations are indicated and sources of information are suitably acknowledged by means of references.

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CERTIFICATION

This is to certify that this dissertation titled " An Appraisal of Communications Approaches of the Skill Development Centre on Marijuana Intervention inSamaru,SabonGari Local Government Area of Kaduna State" was written by Hills, Ugwu Blessing (P13ARTP8046) meets the requirements for the award of Master of Arts (M.A) degree in Development Communication from Ahmadu Bello University, Zaria, and is approved for its contribution to knowledge.

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DEDICATION

To the Hills and to all that have contributed immeasurably to the success of this piece, this is for you!

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ABSTRACT

Marijuana abuse is said to be one of the commonest substance adopted by young people in recent times, particularly in Nigeria. More worrisome is the peculiar sociological and socio-economic problems youth find themselves in, as a result of indulgence in Marijuana use, such as reckless sexual activities, rape, murder, idleness, restlessness, interference with academic and vocational career, mental and physical health disorder leading to socio-economic incapacitation and economic dependency. This research, therefore, set out to study the communication approaches of the Samaru Skills Development Centre (SDC) as one of the Organizations that has been part of the Marijuana intervention among the youth in Sabon-Gari Local Government Area of Kaduna State. The objectives of this research were to identify factors that stimulate youth into Marijuana abuse and the attendant implications to their developmentto examine the communication approaches of the Skill Development Centre and their effectiveness for positive behaviour change among youth. The research deployed Paulo Freire's (1970) Theory of Dialogic Communication and Action. It is a normative theory of participatory communication that asserts that communication is ideally a dialogue that leads to expanded consciousness and power to deconstruct social contexts. The qualitative approach of research was employed with a purposive sampling technique and sample size of 39 discussants, comprising relevant stakeholders of the selected community, trainees and trainers as well as volunteer staff.The instruments for data collection include the Focus Group Discussion, Key Informant Interview and Documentary Observation. The findings of the study revealed that,lack of parental care, poverty, peer group pressure, inadequate information and environmental influence are the reasons for Marijuana abuse among youth. It was also discovered that, the skills development approach is the most utilized communication strategy adopted by the Organization while skills are mostly imposed on target audience (trainees). It further revealed that some of the Community Based Organisations and target audience are not included in the whole processes of the intervention programme.Consequently, the study recommends the use of inclusive communication approaches and effective partnership with other multi-disciplinary bodies, such as Health promoters, psychologists, Counsellors, Development Communicators, Technical experts and a host of others to enhance.Facilities and equipment should be made available for effective skills training,because the skills development is the major communication strategy SDC utilizes and is perceivedas asubstitute technique of engaging youths against psychoactive substance (Marijuana).

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CHAPTER ONE

GENERAL INTRODUCTION

1.1 Background to the Study

Communicating for effective health behavioural change has been thought-provoking and arousing concerns since the early 1970s.Bella Mordy (1991:24)poises that:

> the challenges of effective communication not because of the paucity in messages put across or lack of expertise but mainly due to inadequate "popular" participation. "Popular" here infers that the intended target audience are not for the most part integrated in the processes of initiating and designing plans meant for their own change. An effective message is the centre piece of any advocacy. A message conveys the campaign's core argument. It answers the 'why' question, like "why does an issue matter?. 'Why should I care? The most effective communication and messages are clear and concise and resonate with the target audience's interests and value.

There are a lot of developmental concerns in Nigeria such as health issues, agriculture, gender communication,governance,socio-economic,political, concerns on conflict resolutions, insurgenciesand a host of others.One of the bothersome and non negligible health development issues isrelated to youths' excessive exposure to Marijuana, which has reduced some of the youths' mental ability.Chioma,(2013), reveals that young adults are the highest users of Marijuana in Nigeria.This supports the United Nations' data that youths have the highest level of abuse of Cannabis (Marijuana) in Nigeria. This adverse behaviour, incredibly demands effective alternative communication approaches that are not in tandem with themodernization paradigm (a top-down vertical model) ofcommunication hitherto utilized in Third World countries. The paradigm from the 1950s till late 1970s projects communication strategies that were mainly top-down and had no recourse to culture, thus, not people oriented.

Fromthe foregoing, communicating behaviour change underpins the utilization of effective approaches, which are not momentary but in continuum since once behaviours or attitudes are cultivated,they are extremely difficult to change,Reardon (1988:100). Therefore,

theconcentration on substance (Marijuana) abuse by most youth has necessitated interventions by some security agencies and National bodies such as the National Drugs Law Enforcement Agency (NDLEA), citizens and community based organizations such as the vigilante groups especially in Samaru, Sabon Gari Local Government of Kaduna State and some civil societies and groups, such as the Skills Development Centre and groups who are interested in youth's sustainable behavioural change, particularly on health issues.

Some of the ways through which some of the agencies and stakeholders try to address this disturbing menace include physical force, conventional media approaches, such as television, radio, electronic billboards,public service announcements, Information, Education and Communication (IEC) materials such as handbills, posters, T-shirts etc.Meetings are often arranged to train trainees, who will in turn pass down their skills to the people in their localities where the intervention projects take place. All these approaches are significantly top-down and more concerned with information dissemination than fostering positive behavioural change.Additionally, the approaches corroborate the positions of Verosa and Mitchel (2002), Onukwue (2003)and Jegede (2010) that the media of communication being used by some development agencies are usually conventional mass communication tools such as radio,distribution of forms, television and general public enlightenment. Theevasion of the target audience whom the messages are meant for poses some form of resistance and audience's apathy towards information or intervention projects.

Nwadigwe (2012:17)asserts that "many communication projects fail to make the intended impact due to experts' total involvement and vertical communication approaches". The strategy for intervention of any kind is to raise resources and socio-political leadership commitment for developmental goal and social mobilization for wider participation and ownership. The

communication programme is to bring about changes in knowledge, attitudes and practices among specific participants.

However, there is the need for a systematic assessment of communication approaches of some organizations and public office holders geared towards behaviour change.The *Saturday Vanguard* of June 26, 2017:9(onlinereport) of the International Day Against Drug Abuse and Illicit Drug Trafficking also reports on the widespread of substance abuse among youth as thus:

> the more worrisome drug abuse in our Nigerian environment is that of Marijuana.Youths, (sic) school drop-outs, homeless and unemployed constitute a major portion of Marijuana users and this poses a concern to everyone in view of the place of youth in national development. The abuse of substances is the primary reason why many youths are incarcerated as well as a source of crime and health problems. It has become unprecedented problem in Nigeria that the number of youth incarcerated in various prisons across the country has increased dramatically over the last few decades. Some of the factors contributing to this arrest are lack of effective public awareness of the danger in drug abuse and the inadequate approaches on 'war' against drugs as declared by the Federal Government through various agencies. Thus, the gory tale of open use of Marijuana by youth in Nigeria is an indictment on the parts of our security operatives and agencies because the anti-drug war and campaign is still cosmetic in approach. It will be foolhardy to be satisfied with current efforts that focus mainly on mere sensitizing at motor-parks and running jingles in the media without effectively starting the war from the grass-root.

Organisations, such as Samaru Skills Development Centre is one of the few organizations that have been undertaking some measures in curbing youth's exposure to psychoactive substances such as Marijuana.Its Marijuana intervention programme has been instrumental in communicating behaviour change messages and sensitizingsome youths who are addicted to Marijuana in Samaru, Sabon Gari Local Government Area of Kaduna State.

The Skill Development Centreis one of the United Nations Development Programme assisted projects, started in Nigeria in 2001. The Skill Project is one of a kind in Samaru community, Sabon Gari Local Government Area, Kaduna State.One of the guidelines of the United Nations DevelopmentProgramme is tobreak down developmental projects into tangible manageable

components, so it involves Federal, State and Local Government. As a federal phenomenon, some States in the Federation took off operations immediately in 2001. In essence, the Skill Development Centre and the various intervention programmes are not only locally based but draw its sponsorship from international donors.The Kaduna State Government took over the project and extended it to some of the Local Governments such as Makarfi, Kudan, Soba, Zaria, Giwa, and Sabon Gari, all falling under Kaduna Zone A, and Kaduna Zone B (Kaduna Central, Doka, Magajin Gari, Makera and Tudun Wada) as well as Zone C (Kaduna South; Chikun, Kachia, Kagarko, Jaba) (FGN 2007).

The Skill Development Centres in Sabon Gari Local Government Area arelocated in Samaru, Bomo, and Muchia ward respectively butonly the Samaru Skill Development Centre is functional and itserves the whole of Sabon Gari Local Government Area and other Local Government Areas under Kaduna Zone A.The Centre's involvement in Marijuana intervention programmeis geared towards changing the behaviour of youths prone to psychoactive use (Marijuana). Apart frombuilding capacity of youths and women, this selected organization partly works with some community based organizations and individual facilitators with whom they partner in order to train trainers who in turn are expected to work within localities or centres where intervention projects take place.

The devastating effects of psychoactive substance abuse (Marijuana) on youthscan be traced to cases of widespread violence, rape, idleness, theft, mental derangement, social withdrawal, incarceration,early death caused by substance abuse,all these have been issues of globaland developmental concern. Noticeably, the problems associated with Marijuana use among some youths in the study area have consequences for thelack of economic growth of the nation because when youths are disempowered, it increases dependency and crime in the society.

Thereoccurring health and behavioural dangers of youth exposure to Marijuana calls for effective communication strategies, which will not only educate them but also empower them through sustainable development programmes such as acquisition of skills to improve vocational capabilities. The development programmes are aimed at collectively revitalizing and salvaging victims from the total loss of societal values, self values and ideals caused by their exposure to Marijuana abuse.

The Skill Development Centre has a number of objectives and strategies it deploys in its Marijuana intervention. Some of the fundamental objectives are;

i. To equip youths with vocational skills to partly make up for academic deficiencies caused by psychoactive substance abuse
ii. To enable youth fashion a more fulfilling course of livelihood
iii. To build methodological frameworks in capturing economic damages and losses as a result of Marijuana abuse.
iv. To boost creative capacities of youth, improve productive and self-fulfilling roles in the society through the establishment of small-scale workshops, trades and business in areas of acquired training and apprenticeship.

There are also some strategies such as Training Workshops for trainers, Seminars, Public Service Announcements, Stakeholders Meetings, Religious Organisations/faith based organisations (Mosque and Churches), Threat campaigns (Physical force by security agency such as the Police force) awareness campaign, Billboards, IEC materials like the use of posters, handbills, sign posts, skills development activities, counseling and enlightenment Programmes.The Centre also usesconventional media such as Radio, Television advertisement, and even distribution of

registration forms as means of reaching out to youth towards ensuring a drug free life/society for youths in the study area who are consequently school dropouts as a result of substance use (FGN, 2001:13).

The skills development and counseling approaches are the most overriding activities that the Skill Development Centre usesin order to achieve the set goal of the intervention programme on Marijuana use among youth.The skills refer to entrepreneurial or livelihood skills, necessary for economic survival. The skills enable individuals, especially youths who are prone to substance use to think and behave in a pro-active and constructive way in dealing with themselves, relating to others and succeeding in the wider society. Moreso, the Mental Health Promotion Unit of the World Health Organisation in Geneva (1994) analysed that skills provide a starting point and strengthen people's ability to clarify their values more effectively.Skills also build supportive relationships with family and friends by promoting healthy living and dealing with conflicting values and norms for behaviour.Neil Mckee, Rachel Carnegie, (1994) posit that "acquisition of skills is clearly the development of values, it goes hand-in-hand with promotion of self-esteem, self-control and personal responsibility".

The Samaru Skill Development Centreadopted and designed such a platform in its intervention programmeto enable participants acquire skills, vocational capabilities and empowerment. This brings to bea the fact thatit is notsufficient to only create awareness through campaignsof the health implications of Marijuana use, but it is important to create means of empowermentthat would engender sustainable behavioural change and human development forthe youth who are addicted to psychoactive Substances (Marijuana).

Some of these vocations include welding, carpentry, computer training, furniture making and Tie and Dye, net making, tailoring, knitting and a host of other vocational skills, meant to improve the quality and technological contents of technicians and artisans' trades and practice (FGN:2001:17). The training is usually for a period of 5-6months and the daily routine are mostly in the morning hours, and within tight schedules, so that the addicts are fully engaged all through the day to ward-off moments of intense urge for Marijuana use.The vocations or skills are for the purposes of redirecting some of the youth towards relevance rather than leaving them to the dangers caused by substance abuse.

In addition, creative capacities of the youth are being boosted to enable them play more productive and self- fulfilling roles in the society through the establishment of small-scale workshops, trade and business in areas of acquired training and apprenticeship (FGN 2001:13). The Skill Development Centre and its intervention activities is not government largesse but programme targeted at specific youths who really need help. Participants of the programme are given take off grants and also equipped with the tools of the skills they have acquired; this enables them to fit into related jobs in big industries (FGN 2001:15). In order to support the learning and practice of skills, some of the participants are usually taught in the context of low risk, non-threatening situations, to provide opportunities for positive feedback (UNICEF,1994).

Considering the health and social issues addressed with the skills programme, the information contents and approaches are, of course very significant. However, effective communication methods used, such as teaching facts for life, participatory learning and active learning methodsare what will clearly distinguish the intervention programme from other information dissemination initiatives.This objective is to create an environment conducive to learning of skills (WHO/MNH,1994:3).

The purpose for the utilization of some of these strategies such as counseling, is to create awareness of the dangers associated to youths exposure to psychoactive substances and the most frequently used-Marijuana. The counseling sessions are basically carried out in cases of resistance and nonchalant attitude of trainees (addicts) to the activities especiallyskills needed to be acquired in order to make up for either academic or vocational loss.Moreso,the Skill Development Centre uses the counseling period to evaluate the level of the behaviour change of the addicts and to test out their reaction to new behaviour. Usually local languages are used during counseling to avoid misunderstanding and for openinteraction.The counseling section makes up for the interactional problem being encountered both within their immediate families and the larger society. Obviously, all efforts are made to create supportive environment through parallel work with the trainers.

The above stated approaches are the driving force of the intervention programme but other approaches such as media broadcast through radio, television, motivations,(start-up packages) incentives, through stakeholders,public announcement services,physical force by security agents are all part and parcel of the means of achieving the goals of the Marijuana intervention of the Skills Development Centre. The resistance and recalcitrant attitude of the youth towards the intervention programme could partly be as a result of the top down communication components of the intervention programme. The addicts, by virtue of some approaches deployed by the organization especially the physical force and threats from stakeholders, security agents as well as unfulfilled promises of providing incentives and start up packages, see the intervention projects as unreal and mere oppressors of their own “rights” and freedom rather than agents of change. Conversely,after many decades of employing the modern mass media as tools for development the records in many African countries show that very little has been achieved in

such critical areas as political mobilization, national unity, civic education and diffusion of new techniques and products Okigbo's (2007:105).

Therefore, with the inherent dangers associated with Marijuana abuse among some youth, there is an urgent need to control this problem through an effective communication strategy that will increase the frontiers of participation as well as charting a course for behaviour change in the selected group of people. It is given that the youths of any society are often referred to as its active workforce but regrettably, some of the young people within the study area have been economically and mentally incapacitated and some others have died prematurely as a result of psychoactive substance abuse, especially Marijuana intake.

Imperatively, the economic, health and social setbacks experienced by youth's indulgence in psychoactive substance use cannot be holistically tied to the paucity or ineffectiveness of any communication strategies of anygiven organization.The reason is that communication for behavioural change has its ingrained intricacies, which range from poor infrastructure, incongruity in organizational policies and legislations, poor service provision, socio-economic factors, physical environment and owing to Reardon(1998:100) notion of behaviour or attitude being extremely difficult to change as soon as they are cultivated.Allthese are some of the constraints in behaviour change communication but integration of effective communication approaches that are people and process orientedcould significantly alleviate the problem of psychoactive substance abuse and its attendant consequences on Nigerian youths, because "involving people is evolving behaviour" (UNICEF Report, 1994:1-19).

In this vein, the question of why the streets of Samaru, Sabon Gari Local Government is still bedeviled with idle youths who are prone to substance abuse (Marijuana)despite the efforts of intervention programme is what the research seeks to answer. There seems to be gaps in the

communication approaches being deployed in the campaign by the Skills Development Centre.Meanwhile, the ground objectives of theSkill Centre are to project a society free from youths' involvement in drugs and to provide a positive substitute dimension to life through the organization's strategies,such ascounseling, distribution of registration forms, stakeholders' meeting, the use of faith leaders, (faith based organizations) Public service announcements, media broadcast, workshops, and their most profound approach,the skill acquisition and development activity,these approaches seem to be futile. Since the researcher's preliminary research shows that there are still a large number of youths in Samaru, Sabon Gari, Kaduna State who are suffering from hazards caused by psychoactive substance abuse, this research is therefore pertinent in order to interrogate the selected Centre's communication approaches and identify the gap(s).

1.2 Statement of the Research Problem

Psycho-active substances ranging from Kola-nut to Marijuana popularly known as "Igbo", "Indian Hemp", "Weewee", "Ganja" "weed" have been used for centuries by various societies and the intake is becoming a vogue or even a lifestyle among youths. Moreso, evidence has shown that in the last decades in Nigeria, youths are the major group involved in the use of Marijuana and youths in Samaru community, Sabon Gari, Local Government Area, Kaduna State, are also not exempted in the consumption of this substance(Salihu, H Idris & Mohammed,.N Sambo,(2009;4). The use of this substance (Marijuana) has turned out to be a plague and ironically a fashionable trend among youths in Samaru, hence they smoke it even in public glare disregarding the adverse effects and societal scowl. Meanwhile, there have been agitations and calls by National and International organizations, civil society, individuals even at the grass-root level to battle this menace but it seems futile as cases of addictions and

unwillingness to pursue a more fulfilling means of livelihood are on the rise. More worrisome is the peculiar sociological and socio-economic problems in which youths find themselves as a result of indulgence in marijuana use, such as reckless sexual activities, rape, murder, idleness, restlessness, interference with academic and vocational career, mental and physical disorder leading to socio-economic incapacitation and economic dependency.

It is therefore, so lamentable that despite the existing interventions of the Skill Development Centre, which is being assisted by United Nations Development Programmes (UNDP) in the selected area, some youths appear not to take advantage of the presence of these learning facilities to steer away from substance abuse as well as to improve themselves,consequently, cases of youths'addiction are on the rise. The benefits and values of the Skill Development Programme for the economic development of youths who are involved in Marijuana use in particular, and the nation at large are not being achieved to the expected degree and this has great impediment on human development.

It is of significance to this research to examine the approaches so far articulated by the Skills Development Centre in Samaru, Sabon Gari Local Government Area, Kaduna State,in theirMarijuana intervention programme geared towards youth's behavioural change, so that the effectiveness and gaps of the communication approaches can be improved upon for asustainable youth development.

1.3 Aim and Objectivesof the Study

The aim of this study is to enhance the communication approaches used by the Skills Development Centre in Marijuana intervention among youths in Samaru, Sabon Gari Local Government Area of Kaduna State.

In order to accomplish the aim above, the following objectives were pursued:

1. To identify factors that stimulate youth into psychoactive substance (Marijuana) abuse and the attendant implicationson their development.
2. To examine communication approaches of the Skill Development Centre and their effectiveness for positive behaviour change among youths.
3. To examine the constraints experienced by the Skills Development Centre in communicating change to youth prone to Marijuana use and other undesirable behaviour.
4. To identify ways by which Marijuana intervention can be effectively communicated among youths in Sabon Gari Local Government Area, Kaduna State.

1.4 Research Questions

Thus, the research questions for this research are as follow;

1. What are the factors that stimulate substance abuse among youths and its implications on youths' development?
2. What are the existing communication approaches adopted by the Skills Development Centre in Marijuana intervention programme in Samaru, Sabon Gari Zaria?
3. What are the constraints experienced by the Centre in Communicating positive behavioural change?
4. Howcan the Marijuana intervention be effectively communicated among youths in Samaru, Sabon GariLocal Government Area, Kaduna State.

1.5 Significance of the Study

There have been demands for a drug free society and youth's behaviour change over the years, and every society, either in its government or non governmental policies,seek to communicate positive change especially to the youths. The effects of psychoactive substance abuse on an individual form the basis for its cumulative effects on the society. This reinforces the fact that the youth of any given society are key stakeholders of that community, and a relying workforce with embedded potentials. But in instances where some of the youths are caught up by the outcome of substance addictions and consequently giving rise to other social vices such as under-achieving, idleness, murder, assault, rape, theft and other aggressive tendencies that are detrimental, development becomes impeded. Hence, this research is germane in addressing situations that pose challenges to the realities of our existence and improving knowledge on the relevance of effective communication approach, through partnership, collaboration, giving voices to the seeming marginalized, dialoguing, building mutual trust, which are all core in behaviour change communication.

Moreso, this study is relevant to groups, individuals who have concerns for national development and sustainable behaviour change of youths who are susceptible to some social vices, especially substance abuse. This study, which to an extent reviews the strengths and weaknesses of the Skills Development Centre (SDC)is very relevant when added to the manual of the selected organization and general intervention programmes in Nigeria gearedtowards sustainable behavioural change and a drug abuse free society.

1.6 Scope of the Study

The study is confined within theSamaru Skill DevelopmentCentre and the communication strategies it has been employing in its campaign against the use of psychoactive substance such as Marijuana among youth in Samaru, Sabon Sabon Gari Local Government Area of Kaduna State. It is worth mentioning that the term "youth" stands for both male and female, but for the purpose of this study, the researcher focused on "male youths" (young people 18-30), this is dependent on the background study carried out in the selected communityas at the period of this study that most of the categories of trainees/participants in the Samaru Skills Development Centre are males.

The choice of the age group was also informed by the report of the Psychiatry Department, Ahmadu Bello University Teaching Hospital (2016), that psychoactive substance abuseis mostly peculiar with people between the ages of 18 and 30 this was observed by the researcher during the preliminaries.

The rationale for the selection of the study area is that drug abuse, most notably, Marijuana among young people in the area is highly prevalent and the adverse effects are always reoccurring, thereby leading to high degree of misconduct, youths unrest caused by idleness despite interventions by several civil societies and organizations. Evidently, the *Journal of Medicine*,(2009;4)has shown that in the last decades in Nigeria, youths are the major group involved in the use of Marijuana and youths in Samaru, Sabon GariLocal Government Area, Kaduna State, are also not exempted in the consumption of this substance.

1.7 Limitations

This study encountered some challenges that limited information gathering, collation and pictorial documentation of data.Some discussants,specifically the Trainees (Marijuana users) initially found the interactions difficult and offensive,partlydue topaucity in communication skills (language barriers) and personality traits.In order to avoid offending sensibilities and having a lop-sided discussion, the researcherutilized theinterpreter communication approach. (CommunityBased Interpreter). The respect for thewishesof some of the discussants regarding photographs limited the pictorial documentation of the research. TheFocus Group Discussion with the women participants was characterized by rowdinessbecauseevery memberof the group wanted to be heard.With this, the researcher was posed with the challenge of paying rapt attention to every comment in order to collate relevant information that corresponds with the objectives of the study. The women discussants also turned down the use of Camerasforfear of publicity.This aspect also affected the procedures of pictorial representation and documentations.

Another drawback is that some security agencies, such as the Samaru, Police Station,which is a relevant agency as well as a fraction of asecurity committee referred to as the SamaruPolice Community Relation Committee,turned down request for interactions with the researcher. Financial constraints andtechnical failures of devices such as laptops, Camera and other recording devices also posed a conundrum to this research.

CHAPTER TWO

REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

2.0 Introduction

This chapter reviews various literatureon development communication and sustainable behaviour change communication,participation and communication in intervention programmes, participatory communication and youth community development.It also explores the concepts of Marijuana use among youths; causes and effects and some of the health, and socio-economic implications of psychoactive use among youth.

2.1 Development Communication and Sustainable Behaviour Change Communication

Development in itself is all about human beings–children and adults, male and female.Development is all about equity, defined as equal opportunities for well-being as well as comprehensiveness of objectives,Soubbotina, (2004). It does not segregate or refer to only groups of individuals but a holistic concept with due consideration to intended or set objectives. The concept of development is a word with an ever-changing definition. It has no shape, no parameter and has connotation of which assumes the most convenient definitions for the context in which it is applied. However, development could be best described as a "philosophy, a process, the outcome or product of that process, and a plan guiding the process towards desired objectives" Sharpley, (2002:23). The fact that 'development' and its 'sustainability' are human dependent, the all round global agitations and broadened policies and framed international debates for 'sustainable development' since the late 1980s is a step in the right direction. Furthermore, the broad understanding of sustainable development was used by the United Nations Environment Programme, particularly in the report titled *our Common Future,*

published by the World Commission on Environment and Development (WCED 1987). It has a widely quoted definition of sustainable development given in Brundtland Report. The definition reads "… sustainable development is that, that meets the needs of the present without compromising the ability of future generations to meet their own needs…." (WCED 1987).

This working definition or concept has been incorporated towards communication that will enhance development through the participation of the local people in the entire development processes. Development communication in this research is not condensed to mere definitions of terms but a conceptual framework for effective development initiatives and policy. According to Nora Quebral (2006), development communication "the process of multilevel exchange within a society of information whose intent is to advance human development and which is channeled through selected media" Her view buttresses that development communication embraces multiple means of communication to promote human development. Development communication, however, is a tool for attaining a sustainable development. The opinion ofEverett Rogers (1976) in Servaes (Eds, 2003) of development communication is also a building foundation for a development that is achievable and people oriented. He says "… development is a widely participatory process of social change in society, intended to bring about both social and material advancement, including greater equality, freedom, and other valued qualities for the majority of people through their gaining greater control over their environment…."

Development communication addresses everyone who has an interest in the success and sustainability of development initiatives from communication practitioners to policy maker (Mefalopulos, 2008). This view infers that development communication is far reaching; it is beyond communication for the sake of it. Development Communication constitutes an

indispensable exchange part of participatory approaches. The communication approach is thus a vehicle for liberation from mental and physiological shackles. In 2006, the World Bank sees development communication as the "creation of mechanism to broaden public access to information on reforms and empowering grassroots organizations to achieve a more participatory process; and undertaking communication activities that are grounded". These views are resoundingbecause theyprovide platforms for grass root inclusion in communication strategies. Although there have been models of communication strategies throughout the 1970s and 1980s, to enhance individual behavioral change. Development communication rests on the premise that successful development calls for the conscious and active participation of the intended beneficiaries at every point of the development process; in the final analysis development cannot take place without changes in attitude and behaviour among people concerned.

The early models like Lasswell's communication theory (1948) were linear in their understanding of communication, which was understood as a transfer of information, leading to foreseeable step-by-step change processes. These processes were usually identified with changes in behaviors much in line with the development thinking of the modernization paradigm, Rogers (1962). In these early models of strategic communication, there were no participatory elements.It is a paradigm characterized by a top-down vertical system of information dissemination, monologic, undemocratic as it is always expertise encumbered while people are only perceived as passive receivers of information and behavioral instructions.

The assumption was that the power of communication to enhance development or behaviour change was in the correct crafting of the content and in the adequate targeting of audiences. The strategies are more of the beatifications of modernization tenets of development (www.worldbank.org).The modernizationmodel was the ostensible system of facilitatingthe

overall duties of the United Nations Development Programme (UNDP), Food and Agricultural Organisation (FAO) and other Special Agencies of the United Nations as well asin strengthening the Harry Truman's 1949 inaugural speech of helping the underdeveloped nations states that:

> More than half of people of the world are living in conditions approaching misery. Their economic life is primitive and stagnant. Their poverty is a handicap and a threat to them and to more prosperous areas, for the first time in history, humanity possesses the knowledge and skill to relieve the suffering of these people (McPhail 2009: 5).

Also to addressthe most pressing problems in developing countries, including poverty, unemployment, provisions of minimum level of education, health, gender equality, environmental sustainability, housing, food and other development goals Todaro and Smith (2009:14).

However, some of the goals as stated above are set to be achieved through programmes sponsored by the United Nations Development Programme such as the National Poverty Eradication Programme (NAPEP), Capacity Acquisition Programme (CAP) also known as Skill Acquisition Programme (SAP) and presently referred to as Skills Development Programme Centre (SDPC). Some of these were launched in Nigeria in 2001 to empower and strengthen the people's capacity to design and implement development processes. Kankwenda, (2001).

The United Nations Development Programme (UNDP) is a principal International donor assisting developing economies through capacity development and currently one of the main agencies involved in development of post 2015 development agenda. Developing economies is regarded as the core contribution of the United Nations Development Progamme (UNDP) and is seen as a pre-requisite for achieving national ownership (Journal of Interdisciplinary Studies, 2013). Pertinently, the United Nations Development Programme (UNDP has guidelines that call for the breaking of capacity development into tangible and manageable components. This

component includes access to information, inclusion, participation, equity and dialogue and at the core, is viewing local context as a primary determinant of capacity development initiatives. No doubt, around the globe, political leaders, public administrators, international organization and NGOs now routinely justify policies, projects and initiatives in terms of the contributions they would make in realizing sustainable development William, et.al., (2002).

This study presupposes that effective communication is essential in any form of development because it involves human subjects as agents of social and behaviour change. Desired behaviour change and empowerment could be achieved when information is not transferred but shared mainly through dialogue. Since empowerment is a process through which individual, organizations, communities gain control and mastery over social and economic conditions in their communities Rappaport (1981). On the platform of effective communication strategy, people are seen as dynamic actors in the processes of their own development, it infers that behaviour change communication requires more than just information delivery and diffusion of innovation but that greater importance need be given to organizational value of communication. (Freire, 1970:58) argues that individuals have the internal capacity to develop themselves on their own terms but need relationship to recognize and act on the capacity. Relational however, is never instantaneous but requires a process of communication which means sharing meaning between people, building commonness among members of a group or community thriving to change their present situation.

However, empowerment as a construct has a set of core ideas, defined at different levels, individuals, organisation and community, and operationalised in different context Rowlands (1998). According to Fawcet, et al (1984:146) empowerment is the process of increasing control by groups over consequences that are important to their members and other broader community.

It is also an intentional, ongoing process centred in the local community, involving mutual respect, critical reflection, caring and group participation, towards gaining greater access to and control over resources. The above postulations points to the place of communication in gaining control of essential skills through critical reflection that leads to actions. The people's right to communicate their stories should be at the heart of participatory strategies leading to empowerment.

Usually, a starting point in the process of behaviour change,which leads to empowermentis a realization on the part of an individual, group or community of its inequitable position, its powerlessness in the system. Therefore, there should be a standard for equity and the creation of realization by development practitioners in changing behaviour and building capacity, This can be achieved through effective communication channels, which requires more than just information delivery and diffusion of technical innovation. This line of thinking was on the emphasis of letting the stakeholders get involved in the development process and determine the outcome, rather than imposing outcome already decided by external actors. Speer and Hughey, (1995) prescribe that empowerment is achieved through organizational effectiveness. Effective organization serve as important constituencies and as sources of power for participants, also as laboratory wherein leadership skills, political skills, group problem solving abilities, peer support and motivation skills are tested and honed Kieffer (1984). Aside from organizational effectiveness, strong interpersonal relationship sustains any developmental projects. Viable and self-sustaining organisations are built up through interactions with people based on shared values. Inter-relationship can facilitate processes of group problem identification via the use of contextually appropriate communication channels. Belbase ,Williamson (1991,1994,).

Behaviour Change Communication is a process of working with individuals, communities and societies to develop communication strategies to promote positive behaviours which are appropriate to their settings, provide a supportive environment which will enable people to initiate and sustain positive behaviours. Behaviour Change Communication (BCC) is a multi-level tool for promoting and sustaining risk-reducing behaviour change in individuals and communitiesby distributing tailored health messages in a variety of communication channels. (Behaviour Change Communication Handbook, 1999).

Accordingly, Information, Education and Communication (IEC) materials are thus, part of behaviour Change Communication tools, whileBehaviour Change Communication (BCC) builds on Information, Educationand Communication. But before designing a behaviour change communication intervention, it is important to be clear about exactly whose behaviour is to be influenced and which aspect of their behaviour should be the focus for change. Communities are made up of different groups with different risk and vulnerability factors. Even within the same broad group, there may be subgroups with distinct characteristics. Different target groups will require different approaches.

Therefore, when making decisions about which target groups and which factors to address, it is necessary to consider which target groups are most vulnerable,which vulnerability factors are most important, and issues a community wants to address as in the case of the Marijuana intervention, which has youths as its target.It is also crucial to ascertain motivators for behaviour change and likely barriers to behaviour change.What type of messages will be meaningful to each target group; which communication media would best reach the target group, which services and resources are accessible to the target group and also factors feasible in terms of

feasibility, expertise, resources and time.These considerations build up to the strategic role of behaviour change communicationas Cecilia Verosa (1999:44) asserts:

> the strategic role of effective behaviour change communication is to increase knowledge and to ensure that people have the basic facts in a language, visual medium or other media that they can understand and relate to. Motivating audiences to change their behaviours in positive ways is another feature of an effective behavioural change communication message. Also stimulating community dialogue,this is mostly achieved through audience participation.Effective behaviour change communication should encourage community and national discussions on the underlying factors that contribute to the epidemic, such as risk behaviours, risk settings and the environments that create these conditions. And create a demand for information and services that could spur action for reducing risk, and vulnerability.Cecilia Verzosa, in (UNICEF Report 1999:44).

Behaviour Change Communication interventions have been utilized by different organizations at different levels, either to promote health or communicate healthy living, but it seems that most of the processes from the point of message designing to implementation are carried out by experts without due recourse to audience participation.The fundamental point is the "stimulation of community dialogue" through participation, this mobilizes people for development action, and to assist in solving problems and misunderstanding that may arise during implementation.

2.2 Participation and Communication in Intervention Programmes

MacBride et al (1980), Rosengren (2006) and Gastil, Ken (2000) confirm the fact that commnication is at the heart of all human endeavours. As a process of mutually influencing one another through interaction, the exchange of ideas, sound reasoning and negotiations strengthen the feelings of togetherness. Essentially, communicating the need for behaviour change against Marijuana abuse, which is deeply seated in the fabrics of youth in Samaru could beaccomplished through active participation, since it triggers the people into taking in their own hands their future through the process of dialogue and democratic participation in planning communication activities; rather than expensive unsustainable top-down campaign that help to mobilise but not

to build capacity to respond to the needs of change. When programming for behaviour development and change, it is key to think in broader terms. In essence, programmes that aim to decrease the number of people (youths) who smoke or abuse drugs, number of road accidents, teenage girls becoming pregnant, require much more than developing individuals' knowledge, motivation and skills to be effective but requires more of creating a supportive and enabling environment through the use of accessible communication channels. This supports the position of Erma Manoncourt et:al in (UNICEF report, 1994 :268) that:

> the programmes need to build on those aspects of the environment which are supportive to positive behaviours and minimize or change those which are negative or resistant. There are two dimensions of the environment, first is the "immediate environment" of parents and family, friends and community members where interpersonal communication is the major influence on behaviour. The second is the 'wider environment', such as culture and religion, health and education systems, news and entertainment media, all these influence and are influenced by pervading social values.

Many development communication and behaviour change campaigns succeed admirably in raising awareness about a particular issue while failing at the same time to bring about sustained behaviour change such awareness is supposed to trigger. For example, in a drug free campaign or anti-tobacco campaigns, smokers may quickly learn about the dangers of smoking, but continue to consume the same quantity that they did prior to their exposure to the message campaign. This is partly due to the absence of integrated efforts in nurturing new behaviour, such as conducive environment to practice their new skills and knowledge and effective communication processes. A good communication system either interpersonal or intrapersonal can keep a dialogue open among those involved in a development initiative or project, thereby addressing problems as they arise. Such an ongoing information flow can also help ensure coordination and proper orchestration of inputs and desired results to a development initiative.

Attempts at operationalisation of the term "participation" range from those of the dominant paradigm that is, the participation as-a- means- approach to the context based paradigm, which is the participation –as-an-end approach. Ascroft and Masilela (1989); Dervin and Huesca (1997),argued that participation must be recognized as basic human right. It should be accepted and supported as an end. But within the context of this study, the participation –as-a-means- to an end approach could be visualized along a continuum; ranging from attempts at mobilization of the populace to co-operation in development activities, to empowering people so that they may articulate and manage their own development. In the words of Diaz-Bordenave (1989), he cogently states that "participation is not a fringe benefit that authorities may grant as a concession but every human being's birthright that no authority may deny or prevent".

The above postulation sees participation as an inherent feat in every human as such, everyone especially the marginalized must exercise. It supports the reason for understudying the Skill Development Centre in Samaru, where their strategy of communication in the Marijuana intervention is suppose to incorporate target audience (youth) in the processes of designing behaviour change programmes.

Notably, in the participation as- an- end, the people may not be expected to participate in identifying the problem or designing a development programme, in such situations, participation becomes shallow, reduced to a process whereby people are externally manipulated to serve the ends of authorities in charge of such programmes Ascroft and Masilela (1989); Diaz Bordenave (1989); Nair and White (1987). Participation –as-a-means –to –an-end involves individuals who are active in development programs and processes, they contribute ideas, take initiative, articulate their needs and assert autonomy Ascroft et. al ,(1989).

Many scholars and practitioners over the past decades have favoured active participation of the people at the grass-root. On the surface, these signaled a positive departure from the earlier overly top-down and prescriptive approaches where people are induced to participate in self-help activities but the basic solutions to local problems were already selected by the external development agencies. True participation, however should go beyond such pragmatic goals but efforts should be made to facilitate conscientization of youth towards improving their socio-economic structures in their societies. It is through conscientization and collective action that some of the youth perceive the needs for building capacity, identifying constraints to addressing their behavioural lapses and plan to overcome problems.

Participation as an empowering process has distinctions- participation as a goal versus participation as a tool used in specific project stages, these distinctions allows different perceptions of participation to be identified. Each of the categories below refers to different levels of participation and communication, Mefalopulos(2008:91).

Passive participation: is the least participatory of the four approaches. Primary stakeholders of a project participate by being informed about what is going to happen or has already happened. People's feedback is minimal or non-existent, and their participation is assessed through methods like headcounting and contribution to the discussion (sometimes referred to as participation by information).

Participation by consultation: is an extractive process, whereby stakeholders provide answers to questions posed by outside researchers or experts. Input is not limited to meetings but can be provided at different points in time. In the final analysis, however, this consultative process keeps all the decision-making power in the hands of external professionals who are under no obligation to incorporate stakeholders' input.

Participation by collaboration: forms groups of primary stakeholders to participate in the discussion and analysis of predetermined objectives set by the project. This level of participation does not usually result in dramatic changes in what should be accomplished, which is often already determined. It does, however, require an active involvement in the decision-making process about how to achieve it. This incorporates a component of horizontal communication and capacity building among all stakeholders—a joint collaborative effort. Even if initially dependent on outside facilitators and experts, with time collaborative participation has the potential to evolve into an independent form of participation.

Empowerment participation: is where primary stakeholders are capable and willing to initiate the process and take part in the analysis. This leads to joint decision making about what should be achieved and how. While outsiders are equal partners in the development effort, the primary stakeholders are primus inter pares, i.e., they are equal partners with a significant say in decisions concerning their lives. Dialogue identifies and analyzes critical issues and an exchange of knowledge and experiences leads to solutions. Ownership and control of the process rest in the hands of the primary stakeholders.

With the mentioned distinctions in participation, it is useful when initiating a development project or program to clarify what perception of participation will guide the strategy conceptually. Albeit, successful development interventions call for the conscious and active participation of the intended beneficiaries at every stage of the development process because in the final analysis, development cannot take place without changes in attitudes and behaviour among the people concerned.

2.3 Participatory Communication and Youth Community Development.

Participatory communication is a strong action-oriented concept. It is hinged on the people's inclusiveness and has dialogue as a crucial ingredient and presents empowerment process not only based on reflection on problems, but also on integration of action—the attempt to act collectively on the problem identified. It grounds the "talk" in real life problems. Key results of participatory communication are the articulation of awareness raising and commitment to action. First and foremost, it becomes a process of empowerment for involved communities that feel commitment to and ownership of the problem. Issues of leadership lay inherent in the attention given to the catalyst, and the emphasis of the collective nature of the process speaks to the need for mutually reinforcing the commitment to change, as well as speaking to the actual issue of development.

Participatory communication has its focal point on communication among local community, for their own development. Today, these guiding principles are widely recognized as the foundation of most participatory communication. In the 1970s, the Bolivian communication pioneer Luiz Ramiro Beltrán spoke of "horizontal communication" as a way of pinpointing what participatory communication brings to the table, which is significantly different from the diffusion- and effects-oriented communication models Beltrán (1979). The emphasis is on collective processes in research, problem identification, decision-making, implementation, and evaluation of change. The people themselves define who they are, what change they need and how to get what they need in order to improve their own lives Melkote,Srinivas R.,(1952).

Furthermore, participatory communication could raise consciousness and deep understanding about social and health realities, a self-determining model that is not focused on describing conditions only but collectively working on problems and solutions; rather than persuasion for short-term behavioural changes that are only sustainable with continuous campaigns. It is

without much doubt to say that the unsustainability of the behavioural change campaign impedes the control of the hazardous attitude of Marijuana abuse among reasonable number of youth in Samaru, Sabon Gari, Kaduna State. Paulo Freire (1970) observes that participatory communication is a dialogic communication approach where people are seen as equal. The Paulo Freire's participatory model is being characterized by some interrelated qualifiers which are:

(a) Communication between equals,

(b) Problem posing,

(c) Praxis, a cycle of action and reflection,

(d) Conscientization and

(e) Five values.

The attributes emphasized equality between the change agents and the development partners, "true" dialogue, contrasted to the banking –type or deposit system of learning. The processes of advancing critical consciousness through love, humility, hope, faith in development partners' capability and critical thinking towards development.

In light of these attributes, Servaes Eds (2003), elaborates that participatory communication for development must start from community level. It is at the community level that the problems of living conditions are discussed, and interactions with other communities are elicited. However, some scholars have placed emphasis on creating models for effective youth community engagement in changing behaviour and building capacity instead of indifference partly instilled by exposure to psychoactive substances. In addressing issues of youth apathy in developmental concerns, the Oregon State University developed and pilot-tested a curriculum, participatory Communication and Evaluation with Youth: Building Skills for Youth community Action Arnold & Wells, (2007). The curriculum however, follows the social inquiry cycle, providing

training activities for each step. It is youth-adult partnerships, a critical ingredient for successful youth community engagement. To add to this, are the views of Cousins& Whitmore (1998), which stipulate that "the focus of participatory communication and youth development is to strengthen communities through empowerment of stakeholders". Involving youth in planning and conducting program allows youth to develop social capital Sabo Flores, (2008). The participatory experiences also allow youth to develop five key psychological, social and behavioural characteristics of positive youth development: confidence, competence, caring, character and connection Lerner & Lerner,(2006).

The concept of participation enhances life skills in youth participants. Youth who participate in developmental projects infuse the community with fresh, new, dynamic energy and perspectives. In addition to developing social inquiry and life skills, youth get a chance to direct their energies towards civic engagement projects. Moreso, the participatory approach aids organizations and agents who work in the areas of positive youth development, and capacity building benefit as well as in community action projects.

The Life Skills training can be considered as an intermediary model of development communicationHendricks (1998). In Life skill training, the focus is on the development of personal skills, because development goes beyond infrastructure to the abstract such as knowledge acquisition, skills acquisition and attitude change. This approach originates in adult education but in development work it is connected with addressing structural conditions that impede skills development. This postulation is in tandem with the research objectives of examining the approaches used in the intervention, which according to the base-line research, the organization hinges more on Live Skill development of youths as one of its approaches of

communicatingbehavioural changein order to make up for academic and vocational deficiencies among youths.

The Participatory Video Programme, which was introduced in Zambia in 1994, is an empirical grip on the role of participatory programme. Although it embodied the use of Camera and recording devices by the participants/target audience to document and present their issues, yet it is a valid tool for effective communication. The methodologies have been used for strengthening teams, project planning, strategy development, generating information, and training trainers. Also used with numerous different types of organizations and groups to develop range of issues, including; promoting girls' retention in schools, improving youth access to media about HIV/AIDS, problem-solving with street children in urban areas, community and capacity building for health reforms and youths participation in development in Zambia (UNICEF 1998). It is no cynical that the credence of participatory communication cannot be dismissed with a shove of the hand in salvaging the non negligible developmental concern of youth addiction to Marijuana. Arguably, the nature and structure of the communication strategies deployed over the years have adversely limited the effectiveness of the Marijuana intervention initiative.

As a matter of principle in participatory communication, the researchers' inquiry must be of immediate and direct benefit to the community, and not just a means to an end set by the researcher nor a means of social control because people's voices undergo a metamorphosis into useful data, and instrument in the hands of anotherEwen,(1983, :222). To this, every person has a critical contribution to the equation, teacher and students should work together, both subjects in the task of recreating reality Paulo Freire, (1983). The participants cease to be objects and become Subjects, able to transform their realities and be liberated from the constraints and adverse effects of substance addictions. This approach of communication is heightened by

scholars to tangibly increase the frontlines of development in developing countries particularly Nigeria, due to the growing health challenges, youths' addiction, redundancy leading to high rate of poverty and hunger, indifference to vocational and of capacity building.

In addition, dialogue as a feature of participatory communication presents itself as an indispensable component of the process of both learning and knowing Friere, (1997). In this vein, people's ability to handle challenges and influence the direction of their own lives is inherent in participation, which intrinsically becomes a turning point towards positive behavioural change.

2.4 Marijuana Abuse in Nigeria.

Marijuana, popularly called 'Igbo' 'Indian hemp' 'Ganja' 'Ggbanaa' refers to the dried leaves, flowers, stems and seeds from the hemp plant – *Cannabis sativa* which contains the psychoactive (mind altering) chemical delta-9- tetrahydro cannabinol (THC), as well as other related compounds. The leaves and the flowering tops of the female plant secretes an amber-colour resin containing the chemical cannabinol, tetrahydrate which is believed to be the active substance causing mood modification and behavior changes in its users (Jones, 1999). This plant material can also be concentrated in a resin called hashish or a sticky black liquid called hashoil. The World Health Organisation describes drugs and substances as "harmful or hazardous use of psychoactive substances including alcohol, drugs and cannabis (Marijuana). In 2016, the United Nations reports that around 185 million people globally, and over the age of 15years will be consuming drugs by the end of the 20^{th} century and mostly Marijuana which is the most common illicit drug used in the World. It has been called a "gateway drug" or a stepping stone to even more harmful and addictive substances,after a period of decline in the last decade, its use has been increasing among young people since 2007 (WHO,2009).

Reports from the International Day Against Drug Abuse and Illicit Drug Trafficking by *Weekly Trus*t (June 26, 2017an online-edition) states that psychoactive substances is on the rise among Nigerian Youths and is a war the Nigerian Government and the various agencies cannot afford to lose. Young adult, are said to be the highest users of Marijuana in Nigeria, this finding supports the United Nations' data that Nigeria has the highest level of abuse of cannabis (Marijuana) *Vanguard*, (2013).It is mainly smoked in hand-rolled cigarettes (joints) or in pipes or water pipes (bongs). It is also smoked in blunts—cigars that have been emptied of tobacco and refilled with a mixture of marijuana and tobacco. Marijuana smoke has a pungent and distinctive, usually sweet-and-sour, odour. The substance can also be mixed in food or brewed as a tea.

The negative impact of this substance cannot be over emphasized especially to the brain. When marijuana is smoked, tetrahydro cannabinol (THC) rapidly passes from the lungs into the bloodstream, which carries the chemical to the brain and other organs throughout the body. It is absorbed more slowly when ingested in food or drink. However, when ingested, tetrahydro cannabinol (THC) acts on specific molecular targets on brain cells, called cannabinoid receptors. These receptors are ordinarily activated by chemicals similar to tetrahydro cannabinol (THC) that naturally occur in the body and are part of a neural communication network called the endocannabinoid system; this system plays an important role in normal brain development and function. Marijuana use may have a wide range of effects, particularly on cardiopulmonary and mental health, when smoked it causes an irritant to the lungs, and frequent marijuana smokers can have many of the same respiratory problems experienced by tobacco smokers, such as daily cough and phlegm production, more frequent acute chest illness, and a heightened risk of lung infections.

Chronic Marijuana users may develop a motivational syndrome characterized by passivity, decreased motivation and preoccupation with taking drugs, acute panic reactions, impairment in judgment, cancer, it impairs speech and problem-solving abilities. Of particular worry is the permanence of its ill-effects among youth.People who smoke marijuana frequently but do not smoke tobacco have more health problems mainly because of respiratory illnesses (Substance Abuse and Mental Health Services Administration, 2010).

The trade in *cannabis sativa* is also a big challenge for the Nigerian National Drug Law and Enforcement Agency (NDLEA) because this is a drug that is easily accessible, having been documented that Nigeria is the third largest cannabis growers in Africa (United Nations Office on Drugs and Crime, 2015). Unlike cocaine and heroin that cannot be easily processed in Nigeria, because West African countries are only transshipment centres, while Columbia, Ecuador, Venezuela and Brazil have giant conversion laboratories despite its demolition by security agencies yet itsproduction is still rampant.

In Nigeria, as gathered in a report by Aghatise in the *Punch News (February,17, 2015 (online-edition)* that in the drug fight, *cannabis*takes the lead in drug seizures that the Nigerian National Drug Law Enforcement Agency reports that within the period of 1999 to 2007 alone, about 2,267,830.53 kilograms of various drugs including marijuana are seized all over Nigeria. In 2010, the National Drug Law Enforcement Agency (NDLEA) seized 1174, 661.59kg of cannabis and destroyed 631.17 hectares of cannabis plantations nationwide. In 2011, the amount went up to 191,847.91kg of *cannabis* seized and 918 hectares of plantations destroyed. Marijuana, has turned out to be the predominant drug of abuse in Nigeria, particularly because it is so cheap, and can be grown in any part of the country effortlessly, though the cultivation is more prevalent in the South-West and South-South because of the soil fertility. The challenge is

that often, farmlands dedicated to the cultivation of this drug are located in inaccessible forests, making *cannabis* farm destruction operations very difficult. (NDLEA,2010).

2.5Substance Abuse (Marijuana) Among Youth: Causes and Effects

Adolescence is a period of identity formation and experimentation. Part of this developmental process includes risk taking, whether it is unsafe sex, dangerous driving, or substance use. Meanwhile motives for experimenting with substances vary; some youths perceive it as a form of rebellion, sensation-seeking, providing pleasure, alleviating boredom, satisfying curiosity, facilitating social bonding, attaining peer status, or as an escape or coping mechanism Amos, Gray, Currie, & Elton, (1997;). It could be expressing solidarity in a group or marking of social boundaries in front of audience or associates Room, (1994). Bandura (1977) also states that amidst the effects there are causes or reasons to addiction, which ranges from peer pressure, rebellion and even observational learning. Moreso, Chikwen et.al, (1989) postulate that"family destitution has forced many youths to join gangs, criminal groups resulting in high wave of urban crime like stealing, rape, drug abuse, murder and even suicide and consequently an extra judicial killing of youth offenders".

This signifies that whatever rationale is attached to substance abuse, it is not void of some consequences that render youth invalid in the society. Marijuana smoking is the single most preventable cause of death and insanity among youths in Nigeria, yet its prevention has not been achieved, as a reasonable population of youth are seen in possession of this substance openly, having moved from the ordinary tobacco to Marijuana smoking, which also has its own attendant health hazards and is estimated to have killed more than 5 million people each year (WHO 2009). Beenstock and Rahav, (2002) and Bentler et al., (2002), and (Global Youth Tobacco Survey Collaborative Group, 2002), present that throughout the World, nearly 20% of 13 to

15 year olds use some type of Tobacco products, by implication serving as a gateway to Marijuana and other illicit drug abuse.

Marijuana (MJ) is the most commonly used illicit substance among youth and young adults, with approximately 7% of U.S. adolescents age 12 to 17 and 18% of those age 18 to 25, in 2009 (Substance Abuse and Mental Health Services Administration, 2010). Roli Bode-George, a onetime Director of the National Drug Law and Enforcement Agency (NDLEA) laments that the intake of Cannabis and other drugs have destroyed the lives of many promising youths (Daily Trust, June 24,2015). Her position is suggestive of the fact that Marijuana abuse has left its consumers worse than they were, since it impairs judgment, distorts reality and diminishes the users' sense of personal and social responsibility.

According to reports of the National Commission on Marijuana and Drug Abuse, Iowa,(2015), the consequences of the drug use are worse than the individuals alone can bear, therefore, it has become a societal concern primarily because of the perceived relationship to other social problems which destroy youth.It becomes therefore, apparent that the social vice still lingers to an unbearable degree in the selected area, thereby reducing effective youth output because they are being cut off from relevance in their primes by sheer addiction to Marijuana (*Cannabis*). The increasing trend of substance abuse among teenagers and young people is mostly behavioural and physiological. Additionally, Akindele (1974), found that drug abuse, mainly of *cannabis* was more prevalent among poor and illiterate youths in Nigeria. Critically, Akindele's position of illiterate and poor youths being prone to Marijuana consumption is somewhat not holistic as argued by Idowu,(1987,1992); Adelekan, Abiodun & Ogunyemi, (1992), where they cite that "the problem of drug abuse among university students in Nigeria is a recognized phenomenon".

The alarming rate of the problem is such that it may be regarded as one of the greatest malaise in contemporary Nigerian society (NDLEA,1993).

However, most University students are susceptible to the influence of peers Falaye,(2001); Enang,(2007). Some of the students gain admission at impressionable ages where they are often ruled by the interest of their peers. Consequently, some of them start smoking, taking alcohol and eventually advance to the use of psychoactive substances like Marijuana Osarenren,(2002). The above positions by scholars support the fact that illiteracy or poverty is not to a certain extent a determinant factor for Marijuana abuse among young people thus, University students are also victims of the drug scourge in Nigeria.

This infers that the regular street youths are not the only set of the Nigerian population involved in Marijuana abuse butthe scope of the research is exclusively on regular street youth in Sabon Gari Local Government Area of Kaduna State. The drug war also in South West Nigeria, is captured in a report by Akinyemi in the *Daily Trust*, (30 November, 2008, on-line edition), it was reported that a total of 196.5 acres of cannabis was discovered and destroyed by the Nigerian National Drug Law Enforcement Agency (NDLEA). Despite efforts of NDLEA and other non governmental agencies to stem the tide of substance abuse in Nigeria, there has been a consistent rapid rise in the number of cases among young people 10-24 (NDLEA Report in Akinyemi 2008, Online-News).

There are other studies in the United States that have been established on drug addiction and reasons adduced for the trend are peer pressure, societal influence and bad friends, broken homes, parental neglect and legalizing of illegal drugs by agencies who are charged with the responsibilities of executing laws and orders. This is identified by respondents in the poll conducted between July 1st and 4th, 2013.*Leadership* (14 September,2016, online News).

2.6Health and Socio-Economic Implications of Substance Abuse on Youth.

Substance abuse (Marijuana) with its attendant health disorder and societal disapprobation has been part of the reasons for the clamour for effective communication strategies that could stir its users into a positive behavioural change by acquiring life skills that could enhance their human abilities. The development of skills, which is one of the approaches the selected Skill Development Centre utilizes in its campaign against Marijuana addiction is clearly linked to the development of values. Most significant are the attitudes relating to the individuals' perception of self. The enhancement of skills goes hand- in- hand with promotion of self-esteem, personal responsibility and self-control against social vices. "Once a behaviour or attitude is changed, there is need for other promoting life skills to avoid the feeling of ambivalence, confusion and alienation for young people attempting to make sense of their World", Chin Saik Yoon et;al (1994:264).

In an empirical study in Zimbabwe, the Zimbabwe school HIV/AIDS action programme provides a skillacquisition approach from small-scale intervention into a national programme. This is introduced through the formal education system. With HIV/AIDS prevention as its primary objective, however, the programme has broad foundation in development of life skills. The programme targets all students from primary Grade 4 to the highest secondary class. Students are issued textbooks and pose a series of scenarios requiring exploration of feelings, examining alternatives, thinking through situations, taking decisions and making judgments. This approach demonstrates how HIV/AIDs education can be planned around skills development, rather than pure information transfer, (UNICEF Harare, 1994:1-9).

Moreso, in an online News report, (*TVC News*, 8May, 2018, on-line edition), the Federal Government of Nigeria on a roundtable discussions with relevant health and security stakeholders on the ban psychoactive substances such as Codeine cough syrup and others, is proposing to build more Skill Development Centres and rehabilitations Centres worth millions of Naira in order to alleviate the youths from the health and behavioural pitfalls caused by psychoactive substance abuse. The skill education is a long-term process and requires follow-up activities as synonymous with behaviour change. Therefore, follow-ups are to ensure learners continue, over-time to apply their skills in different context. While strengthening the capabilities of individuals through media campaign, skills acquisitions, and other means possible, the skill developers should also recognize the importance of wider environmental factors, which can constrain people's behaviour and limit their choicesNeill Mckee et;al (1994:267).

The adverse impact of this substance use being disseminated through channels most valued by the people and in an atmosphere of mutual understanding rather than compulsion, could cause expected behavioural change and development.In view of the fact that the consumption of Marijuana as a psychoactive substance sets the overall burden of death, diseases, disability, economic incapacitation, displacement, total reliance on vices such as thuggery and theft to make a living. Accordingly, Obianwu (2005:329) posits that: "…substance abuse and chemical dependency among young people has been a social problem and continues to be one of the most significant medical and social and economic problems facing man-kind…."Howbeit, some scholars have stated the effects of Marijuana addiction, thataddicts experience problems of interaction and this interactional problem is encountered both within their immediate family and larger society; there is also the danger of early death.

A psychiatrist report (Punch New Online Editor, February 17, 2015) states that addiction to Indian hemp figured prominently in most cases of substance addiction handled by the psychiatric hospitals in Lagos, Nigeria. At present, hemp is the most commonly used drug. A lot of mental illnesses have been linked to the drug addiction, in 2014 there were about 328 cases of drug addiction; in 2013, it was 302. In the larger society, these figures could be more. Most of these patients were addicted to hemp although not all were new cases. Some were old patients who had relapsed. On the whole, there seem to be an increasing number of new cases of drug addiction every year. This report brings to bear that psychoactive substances cause mental illness over time especially on unemployed youths who take hold of the substance and use them. Reports indicate that prolonged use might lead to mental illnesses, restlessness, aggression and schizophrenia.

Youth addiction to drugs, most uncontrollably the intake of Marijuana has spurred great concern to the Nigerian society especially to parents and stakeholders. During the 2017 *International Day Against Drugs Abuse and Illicit Trafficking*, the Chairperson of theNigerian National Drug Law Enforcement Agency' (Col. Muhammad Mustapha Abdallah) remarked that:

> listening to children and youth is the first step to help them grow healthy and safe. Emphasis is to enlighten parents on the need to understand the needs of the youths and prevent them from getting involved in drug abuse.When youths are conversant with the consequences of psychoactive substance abuse it becomes easy for them to make informed decisions. Moreso, involvement of stake holders and religious organizations will facilitate collaboration in line with the principles of collective responsibility. (International Day against Drugs Abuse and Illicit Trafficking 2017)

The health damages Marijuana abuse presents and socio-economic imbalance the recalcitrant behaviour triggers have been alarming but some of the youth are still not in tune with the resultant effects of their obstinate mind-set towards the substance intake. It could be argued that some of the youth do have an understanding of the effects of Marijuana abuse but have challenges in building capacity or getting empowered as such, susceptibility

increases(WHO,2011). The hard core difficulty is the fact that addicts experience problems of interaction and this interactional problem is encountered both within their immediate family and larger society. In instances where most of these youths have grown up with a positive image of security agents (police) as protectors of society but now many are confronted with the possibility of intrusion by these agencies into their lives because of their exposure to drugs.

Apparently, there is a blanket rejection and distrust by youth, of both the agents and institutions of government, this is due to the fact that the programmes designed frequently focused on exhorting them to change their lifestyle but ignoring the wider environment and forces which push people into doing things that undermine their health, such as using drugs, having unwanted sex and other impeding behaviours (UNICEF 1994:267).Therefore, behaviour change communication programmes can gain far greater impact by building on existing cultural, social, economic and other factors, which support safe, healthy behavioural choices, for example, in discouraging the use of psychoactive substances or alcohol.

The abuse of Marijuana is a man-made disaster, and man-made hazards are preventable unlike the natural disasters that are only assuaged Iguisi, (2014). This buttresses the social, and public health concern that has drawn attention from multidisciplinary researchers such as educationists, psychologists, counselors, social workers, medical practitioners and development workers on substance abuse among young people because it is a man made or self induced disaster that could be prevented or mitigated if effectively embarked upon. The supposition above is an expression of the threats that young people are exposed on the grounds of substance use, the dangers are not only directed at the culprits alone but man-kind in its entirety, addressing psychoactive substance abuse among young people generally continues to be a societal problem which requires high quality and cost effective treatment Smith & Hall (2008:185). Marijuana users are prone to

altered perceptions and mood, impaired coordination, difficulty with thinking and problem solving. Disrupted learning and memory, generally affects brain development, and when it is used heavily by young people, its effects on thinking and memory may last a long time or even be permanent.

Moreso, Obianwu (2005:329) states that "…the abuse of Marijuana and other drugs is an important factor causing the disruption of family life, crime, violence and other social illness.…"The adverse effect of Marijuana or the consequences are not far-fetched from collateral damages, which extend to distortion of family life, violence leading to disruption of social health, mental and physical health. In 1986, the WHO, in the Ottawa Charter for Health Promotion, said that health is "a resource for everyday life, not the objective of living. Health is a positive concept emphasizing social and personal resources, as well as physical capacities." Throughout the World, recognition of the importance of health to sustainable, safe and healthy societies is growing. Health is an integral part of wealth creation and the overall development of any country.

Overall health is achieved through a combination of physical, mental, emotional, and social well-being, which, together is commonly referred to as the Health Triangle. (WHO, 1986). A distortion of the health triangle as a result of addiction leads to a crack in the organic functioning of a society. It therefore, infers that the vulnerability of young people to psychoactive substance reduces productivity and self empowerment among young people, and in a bid to salvage this incongruity, which is a scourge to a veritable living, multidisciplinary researchers such as educationists, psychologists, counselors, social workers, medical practitioners and development practitioners even parents who see the addiction as a shift from the ideal health condition can

adapt strategies essential for communicating the need for skill acquisition as ways of reducing addiction.

This buttresses one of the key goals of health communication which is empowering communities to break vicious circle of poverty and ill health and establish virtuous circle of wealth and good health as well as development of personal skills.With these concerns and realities, there is therefore, the need to utilize practicable or more inclusive communication strategy that would arouse the interests of some of the substance users into acquiring a non-formal education such as trades or any form of artisanship that would reduce the risk of dependency.

2.7 Theoretical Framework

Theory of Dialogic Communication and Action

This study has itsbasis upon the Brazilian Educationalist, Paulo Freire'sDialogic Communication and ActionTheory (1970).Itis a normative theory of participatory communication. Dialogic communication and Action Theory sees development communication not only as a message communication but rather as emancipatory dialogue, a particular form of non-exploitative, egalitarian dialogue, which is carried out in an atmosphere of profound respect and humility (Freire,1994).For Freire, communication ideally is dialogue that leads to expanded consciousness and power to deconstruct social contexts and reconstruct a thematic universe for pursuing social transformation. The Theory of Dialogic Communication and Action is humanistic in nature and spurs dialectical thought process, empowered by cognitive power to reflect over concerns and taking actions.

The impact of Freire's arguments and methodologies have been broad, beginning in Latin America and spreading globally as a result of its practical contribution in promoting ethical

communication choice within development context.The theory is significant in articulating processes of collective action and reflection by relevant stakeholders. It is potent in group dialogue rather than amplifying media such as radio, television and prints media as the only means of reaching the target-audience.TheDialogicCommunication and Action model emphasizes a close interaction gearedtowards collective action for development in stark contrast to information transmission model emerging from Laswell's (1964) 5 point questions of "who says what, in what channel, to whom and with what effect?.

The model requires development researcher and practitioners to seek out experiences, understanding and aspiration of others to jointly construct and formulate actions (Beltran 1980). Accordingly, Thomas, (1993:53) posits that; "the relationship involves equality, openness, and mutual affirmation, both in conversation and action. It is in the actual reaching out to the other, in the affirmation of the otherness, that genuine dialogue takes place and the act of dialogue is the act of making oneself whole".

Freire, further builds an argument for a dialogic process ofcommunication, he argues that individuals have the internal capacity to develop themselves on their own terms but need relationship to recognize and act on this capacity Freire, (1970).

Significant amounts of research have been done with regards to the impact Dialogic Communication has on typical developmental issues such as the HIV/AIDS, Polio, smoking, Cancer sensitization and other health issues.The Theory is also used in classroom and educational functions with the aimof using communication to promote higher cognitive functions in students and other categories of audience. Its wider application is succinctly as a result of its ethical and practical approaches to public relationsand the collective responsibilities it poses, which leads to actions.

The reason for adopting this theory for this research is mainly due tosome of the tenets it embodies, which arguably leads to effective communication thatsteer intended behavioural change.

Many communication campaigns fail on account of audience members resisting the messages because they contradict adopted habit and ingrained behaviour. Successful intervention programmes have to address these behaviours directly or indirectly in an acceptable and non threatening manner, using appropriate and logical persuasive appeals, designed to elicit desirable attitudes and behaviours. Thus, the tenets play a vital role in attitudinal change, some of the tenets of the Dialogic Communication Theory and Action are;

(i).Placing ourselves into a relationship, to truly understand and be with other people without mask or pretence. The bond created enlarges each person, and each person responds by trying to enhance the other, characterized in more or less degree by the elements of inclusion. This supposition plays out in the relationship between the change agents and the target audience(Marijuana addicts). Hence, one of the objectives is to examine the existing communication approaches and suggest ways by which Marijuana intervention can effectively be communicated among youths. The Dialogic Communication and Action Theory also helps in analyzing the roles of the stakeholders in the intervention and how the existing communication approach of the organization has created a well-intended people-based approach in the Marijuana intervention among youths.

(ii) The act of listening to the views of others is an element in the heart of Dialogic Communication and ActionTheory. By implication, this study sees this aspect as veritable in analyzing responses to the reasons behind the adoption of some negative behaviour among

youths and how the intervention facilitators, relevant stakeholders can achieve intended change through listening to the reasons for the target audience's choice of behaviour and putting into consideration their preferred communication approaches of curbing negative behaviour.

(iii) Respect and genuineinterest in the views of others.In dialogic theory, conversation is treated as a means to an end and requires being conscience-oriented and the dialogic communicators in turn will engage in conversation to find outcome that maintains values and ethics. Once more, conversation fromboth groups (agents and participants) are viewed in order to understand the other,instead of external change agents driving the processes, with little or no room for participation. Therefore, this theory is effective in entrenching behaviour change among the target audience covered by this research.

It is pertinent to understand the tenets of respect in conversations are not meant to appease or compromise the participants' beliefs but requires a balancing of concerns for proportionate degree of solution needed to a situation.Predominantly,the Dialogic model entails the articulation of awareness, raising commitment to action by target audience and communities that feel commitment to and ownership of the problem. The above stated tenets of the Dialogic Communication and Action is highly pivotal in assessing the level of participation or inclusion of the target audience (Marijuana addicts) in making decisions and partaking in the design and implementation of change programmes meant for them. It also aids in highlighting the converging and diverging opinions of participants on the strategies deployed in the campaign on Marijuana addiction among youths.

The implications of the theoretical explanation about Dialogic Communication and Action, is that many organizations and practitioners utilize the one-way, top-down and linear approach of

the modernization paradigm in behavioural change initiative.Diaz-Bordenave (1977), calls it the transmission mentality, a conceptualization that did not incorporate the transactional or the multidimensional nature of communication. There is no integration of the people and no organizational value of communication in empowering citizens. Information is only transferred and the process of dialogue de-emphasized. Government and Non Governmental Organizations (NGOs) are most often operating in their own self-interest. Therefore, Freire's Dialogic Communication and Action Theory sees the relevance of having a critical and liberating dialogue, which allows collective reflection and action. When developmental planners and the people involved, work together throughout the decision-making process, genuine dialogue takes place, and people are empowered to control the action taken and allows them to develop social capital, attitudinal and behavioural change.

Summarily, this modelaids in the active involvement of target audiencein the identification of problems, development of solutions and implementation of strategies towards a sustainable behaviour change. It is being utilized as a guiding principle in the data analysis of this study.There are no doubts some criticisms to the Theory. Some Critics like (Martin Buber 1923) argues that dialogic communication does not really happen because there is agreement between participants or persons or that the groups like each other. Neither can equality still guarantee dialogue nor ensure action, but mutual respect, ability to listen and understand the views of others and finding a common ground despite the differences can promote positive behaviour.

The underlying Theory is clear in its value of emphasizing community dialogue despite differences in opinion. It provides a platform for highlighting the strengths and weaknesses of the Marijuana intervention communications approaches of the selected organization and

promoting the need for a dialogic process arming the youths themselves with new knowledge of the risk associated with their behaviours then could come-up with action plans that would liberate them from their hazardous and substance dependent status. It is therefore, a potent framework employed in this study to enhance the communicationapproaches in the Marijuana interventions programme of the selected organization.

Some of the features of the Theory of Dialogic Communication and Action are represented as follows:

Table 2.1 Main Features of Dialogic Communication and Action Model

	Monologic (One-way Communication)		**Dialogic (Two-way communication)**	
	Communication to inform	**Communication to persuade**	**Communication to Explore**	**Communication to empower**
Main purpose	Raise awareness,increase knowledge	Promote attitude and behaviour change	Assess, probe and analyse issues, prevent conflicts	Build capacities, involve stakeholders
Main Model or reference	One-way (monologic)	One-way (monologic)	Two-way (dialogic)	Two- way (dialogic)
Preferred methods and media	Predominant use of mass media	Predominant use of media	Heavy use of interpersonal method	Use of dialogue to promote participation

Source: World Bank, 2009.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter covers the research method, location of the study, sampling method, sample size, research instruments, sources of data and procedure for data analysis.

3.1 Research Design

This is the general plan or structureon how the researcher assembled information, through workable and reliable tools in analyzing findings in accordance with the aim, objectives and scope of the study. Kerlinger (1997) explains that research design is "the plan, structure, and strategy of investigation conceived so as to obtain answers to research questions and control variance".In essence, research design is the bedrock of a research because it determines variances and their feasibility in researchworks. For the sake of this research therefore, the qualitative approach is used.

The studyadopts the qualitative approach to research. The choice to use the qualitative approach arose from the quest to put together the views of various relevant stakeholders of the selected area in addressing the social menace of marijuana addiction, as well as harnessing their different voices on potent communication approaches towards youth behavioural change. As a behaviour change communication study,the qualitative research approach is central because human attitude and behaviour is dynamic,therefore, it entails an in-depth engagement with the respondents to get their oral, pictorial, symbolic materials and non-materials expressive forms instead of statistical or arithmetical summation or presentation. It is devoid of numbers but characterized by narratives. Moreso,all discussions are in accordance with the aims, objectives and scope of the

study. The method also creates insights into the youth (users of Marijuana) perception of their conditions, causes and effects. This goes in line with the submission of Kothari, (2004) that "through the qualitative method, we can analyze the factors which motivate people to behave in a particular manner".

3.2 Population/Location of the Study.

A population can be defined as all people or items with the characteristics one intends to understand Alliger & Williams, (1993). The population, according to Krueger, & Sokpe, (2006) is the total number of members of the target area, as defined by the aim and objectives of the study which may be people, institutions or things.Samaru Community, being a predominantly semi-urban residential area in Sabon Gari Local Government Area of Kaduna State, has a total population size of 18,978 based on the 2006census and projected to be 24,039 in 2011 (Skill Development Hand Book). Samaru is a large community and a melting pot often defined as a cosmopolitan community because it is drawing and fusing people from divergent cultures, basically, heterogeneous.Therefore, the Skill Development Centre situated in Samaru, Sabon Gari Local GovernmentArea is meant to serve all the Local Government Areas in Kaduna Zone A and all thewards in Sabon Gari,Local Government Area. It has fifty-five (55) Trainees (both users and non users of psychoactive substances).As at the period of this study, there are nine (9)Instructors (including volunteer Instructors and a Campaign /Field Coordinator.

3.3Sample Size/Sampling Technique

This refers to the smaller portion of the entire population selected for this research work. It is the selected subset of the whole which is being used to represent the entire population Magnusson & Bergman (1990). Due to the fact that there is very rarely enough time to gather information from

everyone or everything in a population, it becomes pertinent to determine a representative sample (a subset) of the total population size.

The population size for this study comprised 39 discussants,the sampling technique employed was the purposive sampling. The research haddistinct participatingdiscussants, especially Trainees in the Skill Development Centre,who were selected based on their age, sex, and level of exposure to Marijuana and other psychoactive substances. Some of the Samaru Skill Development officials such as the community Campaign Coordinator, members of staff (Instructors) were part of the discussants. Moreso, relevant stakeholders like the Community Heads, (Masu Anguwani) FaithLeaders,parents (both maleand female) as well as few youths (Volunteer Instructors) who have benefitted from theMarijuana Intervention programme, all formed part of the study population.The selection ishowever, in accordance with the objectives and scope of the study.

The engagement of these categories of discussants improved the understanding of the researcher who also gathered relevant ideas from the participants' different views on the causes of youths'psychoactive abuse, some of the communication approaches used by the Skills Development Centre in changing behaviours, challenges encountered in communicating positive behaviour change to youths prone to Marijuana abuse and further put in words on ways the communication strategies of the behaviour change intervention can be strengthened.

3.4 Instrumentation

In line with the view of Osuala (2005), that qualitative research approach has been associated with risk of a tendency to generate vast and cumbersome data andto minimize this risk,therefore, this study hinged on the objectives of the study, research questions, scope of the study to gather

information, using instruments such as interviews, focused group discussion, key informant interview, and documentary observation.

3.4.1 Interview Method

The interview carried out was a face-to-face encounter between the researcher and the participants to obtain verbal responses to the researcher's questions. The researcher used semi structured (open-ended questions), which allows the researcher to probe deeply into issues of interest to this study, also creating valuable new insights to the subject matter. Without much doubt, information provided in the discussants' own words became useful in the research analysis.

However,in this study, the researcher conducted interviews with the Skill Development Centre (SDC)Coordinator who also majors as one of the community representative. Some of the interviews were on the communication approaches and challenges faced in their interventions programmes, such as the Marijuana intervention initiative, which has youthas target audience. The trainers (instructors) and few youths who were once users of Marijuana but presently rendering their services to the Centre were also part of the participants interviewed in this study.

Key Informant Interview

The KII is another form of instrument put in place in gathering information. The purpose of this technique was to "learn through discussion about conscious, semiconscious, and unconscious psychological and socio-cultural characteristics and processes among various groups"Berg (2001:111). Therefore, this research also engaged three (3) DistrictHeads (Masu Anguwani) each representing significant areas in the study location. Other stakeholders were three (3) discussants from faith based organizations such as the Chief Imam of the Central Mosque Samaru and Imam from one of the daily prayer Mosques in Samaru community). On the other hand, a clergy (Faith

Leader) from the Evangelical Church of West Africa (ECWA) and the campaign Coordinator of the Samaru Skill Development Centre all made up the key informants interviewee. The selection of this category of people is due to the key rolesthey play in communicating behaviour change messages to youths in Samaru community,their views were very paramount to this research analysis.They were however, interviewed on their ratings of the communication approaches of the Skill Development Centre generally, also their views on the effective communication approaches to be adopted in the ongoing Marijuana campaign on youths.

3.4.2 Focus Group Discussion (FGD)

Focus Group Discussion was another viable instrument of the qualitative approach utilized in this study. Unlike the single flow of information characterized in the interview instrument, the focus group is a discussion –based interview, where information is beinggenerated from broader conversations between participants and facilitators. Kothari, (2004)states that "listening as people share and compare their different points of view provides a wealth of information". It was on this account that this study undertook the FGD processes to engage some of the participants.The Trainees, basically some of the Marijuana users under training, constituted the first two groups (small group consisting of six people each). Another two (2) groups of six(6) each, was the discussion with some parents (male/female groups) who alsoare direct stakeholders in the host community.The inclusion of parents (both sexes) as stakeholders, and the Traineesin the discussionhelped in the representation of different views on the causes, effects of substance abuse and the communication approaches used by SDC in the campaign against Marijuana abuse.

3.4.3Documentary Observation Method

A cautious study of the documents of the Skills Development Centre gave the researcher an understanding of the communication strategies dominantly utilized in its various behaviour change campaign initiatives. Documents like handbooks, training manuals, organizational chart, registration forms, workshop materials, skills acquisition kits (carpentry, welding, plumbing, and sewing materials, computers and so on.) There were some usable household stools, furniture and designed paper works,which are usually done by the trainees and kept in the store.Billboards, posters, pictures, minutes of meetings held with stakeholders, request memos, training time-tableand so on. Thedocuments gave clues of the activities of the SDC and the various levels of their campaigns for behavioural change.These documents also support the views of Payne & Payne (2004), that documents are not deliberately produced for the purpose of research, but naturally occurring objects with concrete or semi- permanent existence, which tells us indirectly about the social world of the people who created them.

3.4.4Sources of Data Collection and Procedures

The research instruments wereused by the researcher in the field. Tapes and recording devices were used in gathering and storing information from field. The sources of information for this study were categorized into primary and secondary sources. The primary sources consisted of voices from the study area, which were gotten through interviews, focus group discussion,and key informant interviews.Whereas the secondary sources include Journals, relevant documents relating to the activities of the Skill Development Centre (SDC). Still pictures, handbooks, newspapers, magazines, medical handbooks, WHO Journals and other published and unpublished articles were all germane to the research.

3.4.4Method of Analysis

Data gathered and collated for this study were analyzed using some of the qualitative research methods such as content analysis, focus group discussion, and interview method.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.0 Introduction

This chapter presents and analyses information collected from the field through the use of the qualitative research kits. The presentation of this data analysis, is inappraisal of the communication approaches of the Skills Development Centre, in its Marijuana interventionprogramme in Samaru, Sabon Gari Local Government of Kaduna State.There is also the analysis of the strengths and weaknesses of the communication approaches of the Centre as well as the challenges that impede effective communication in campaigns against psychoactivedrug abuse (Marijuana)among youth.

Data Presentation and Analysis.

4.1 Factors that stimulate youth into Marijuana use and its attendant implications

The first objective of this study was to identify the factors that stimulate youth into Marijuana use and its attendant implications. In realizing this objective, the researcher engaged the first two groups of discussants who were the Marijuana addicts under trainingand some parents in a focus group discussion.The trainee discussantshighlighted their response to the questionof whether they know what Marijuana is all about, and factors that stimulate youth into Marijuana use as well as its implications on their development. The trainees, revealed that Marijuana at first, did not appear to them as a deadly “leaf” but a mere supplement and medicinal like any other leaf as *Moringa* leaf, spinach, Neem leaves (Dogon yaro) and so on, because at times, the Marijuana leaves are found in farms or among shrubs like other leaves.

> When some of us started using Marijuana, we never knew what it was, because we were given in powdered form as prepared spices, which we were told by our friends to regularly add to our food or drinks especially cow milkand Soya beans cake. We were made to believe that it was medicinal and increases strength and sexual libido, also cures diseasesjust the way other plants like *MoringaandNeem* Leaves *would* do. But with constant use in our meals at the early stage, the urge for more became uncontrollable, so one step led to the other. Now, we are struggling to stop but we are already addicted and is causing us a lot of pains.*(Translated responses of the Focus Group Discussion held with Trainees at the Skills Development Centre held on 19/12/2016.*

The group further stated that they initially added the "Marijuana leaf" to their meals after sun drying to cure some diseases such as ulcer but subsequently degeneratedinto smoking the substance after wrapping and rolling it in plain papers as advised by friends and some close relatives. The researcher investigated further, into some of the push factors and implications. The second group(parents) added that there is a natural urge or tendency for humans to do what they see friends, some family members or peer groups do for social acceptance.

> What we can say about what leads to youth's addiction to drugs is simply peer group influence and bad mentorship, some of these youths have elderly ones like brothers who use these substances behind closed doors, in fact, even in the open disregarding the presence of the upcoming youths. Unlike when we were young, there were some actions we never put up before our younger ones but now the reverse is the case.Some of the younger ones,who are being observant, also pick up this habit of psychoactive use. We have given birth to these children but we did not give birth to their behaviours and there is a limit to which we can monitor their activities. Sincerely, we find it difficult to control this issue, some of the youths if you observed closely around here, are always looking aggressive, not willing to do anything reasonable with their lives. We are old people, but we still work as labourers in the University. But these young ones only loiter, steal and smoke. Tell me, when we are no more, who takes care of the little children that would be left behind.*(Translated responses of the FocusGroup Discussion held with male parents in Samaru, Sabon Gari, Kaduna Stateon 21/12/2016).*

The causes and implications of Marijuana use among youth have ravaging effects on the economic and social developmentof youth and the society at large. From the quotation above, the youth are likely to be incapacitated to even carry the next generation along because of addiction which has been impeding their development.

Moreso, the discussants disclosed that at the initial stage ofMarijuana use, it tasted appealing and satisfying but consequently, there arose heavy appetite for food and in the absence of adequate supply of meal, the users gouncontrollably hungry and in some casesresorted to stealing to get more supply of food and Indian hemp. It was also revealed that gradually, health challenges set in such as cough, ulcer, most times bleeding from the nose, provocation, depression, restlessness and anxiety. The discussants proceeded touncover points of purchases, which include farmlands, sports viewing centres, uncompleted or deserted buildings.

The researcher, in an interview with one of the volunteer Instructorsat the Samaru Skills Development Centre(SDC) who was also an Indian hemp addict as a testimonial, replies to the question of the causes and effects of Indian hemp addiction as follows:

> I started smoking Indian hemp when I was in Junior Secondary School (JSS1). I saw it with some classmates, and out of youthful exuberance, I adopted the habit wholeheartedly. I was so proud of it. I saw my action then as a symbol of maturity and boldness. Smoking Marijuana became part of meand I detested anyone who dared to call it by its original name. What was acceptable to me then was to call it *Leaf*. I became addicted thereafter, and started skipping school to hide-outs. Eventually I dropped out of school when I got to JSS 3: as a result of addiction,Istarted developing stomach pain, sleeplessness (insomonia) and excessive expenditure, I was always looking for money to spend and I was not earning any income.All we did with my friends was to do some petty stealing from our homes in order to smoke hemp not even to eat.We did this in turns, each day. Because I felt sick and depressed if I did not inhale or chew Marijuana so I needed to maintain the flow of the substance. But on a certain day, members of the Police Force raided our hide-outthen, I was apprehended for few days and then our District Head took me on bail and handed me a form to bring to the Skills Development Centre.The first two weeks in the Centre was so tormenting for me, we spent longer hours in training, and because the urge to smoke was unbearable, I was constantly sneaking out of class. I trained for 6months under the carpentry unit. I'm stable now, I have developed carpentry skills and I am here as an Instructor and still work outside with my skills in carpentry.*(Translated interview response with Muktar Abubakar, volunteer Instructor at SDC Samaru, Sabon Gari LGA, Kaduna State 19/12/2016).*

In an interview with the Coordinator of the SDC, he remarked that parental negligence is also part of the reasons for some cases of addiction among youths in the selected area.

> As a community based person,there were occasions we had to be called upon to either identify dead bodies of some youths who either engaged in a fight in some hide-outs or badly injured in motorcycle accident due to reckless driving influenced by psychoactive substances (Marijuana). Sometimes security agencies will call our attention for the bail out of youths who were either

> arrested in their drug joints at nightor for one crime or the other. We do not hesitate in carrying out this task because it is one of the approaches of bringing them to the Centre. The greatest pain is that the parents of these youths do not care to know about their whereaboutor even check any of nearest police stations to complain about the disappearance of their children.
>
> *(Translated interview responseheld with the SDC Coordinator MallamIsah Ahmadu on 19/12/2016).*

In anotherdiscussion with the researcher, somefocus group discussants, declined to thenotion of parental negligence as the only cause of youth involvement in Marijuana use. They saw poverty and unemployment as the main factors that push youth into the wider world of psychoactive substance abuse(Marijuana). This is made manifest, when a child or youth is being deprived of life's benefits and basic amenities, and is exposed too early in life to taking financial responsibilities. He decides tofend for himself through any means unguided,alongside other individuals of questionable characters. In so doing, youths become initiated intovarious forms of vices such as the abuse of psychoactive substances like Marijuana.

> If we call the youths to order, and we do not have the means of giving them what they want, you know they would not listen. They usually ignore us, and go their ways to get possible ways out. But these ways are more often than notunfavorable because they meet other peer groups who initiatetheminto other forms of lifestyles especially drinking and smoking hemps and other psychoactive drugs. We told you that the ways are not beneficial but we cannot help it. It is heart breaking to have our children being brought home either in the pool of their own blood or even deformed. We always live in panic, because our DistrictHeads (Mai Anguwani) could summon us at anytime, as parents, to take responsibility of the misconducts of our children, who have either vandalized public properties, maimed,or caught in the act of stealing, raping or under Police custody for crimes committed. And as parents, we go extra miles in our state of abject povertyto bail out the child and even pay for damages.*(Translated Response from Focus Group Discussants(Male parents) in Samaru,Sabon Gari, Kaduna State. on 21/12/2016).*

In another interview session with some key informants, they also wereof the view that high cost of living and education can send youths to the street. A state of financial incapacitation from parents and guardians could be responsible for this social menace among youths. But one of the key informantsgave a different perspective to the question. In his own dimension;

> Financial strength or incapacitation is not mainly a factor that leads youth into drug use,which resultantly leads to misconduct and premature death.Some parents around this Samaru area are civil servants, working with the Ahmadu Bello University,some parents are titled and well respected men in the community but some of their children (youth) have refused to be useful.They are always found in hide-outs smoking and constituting nuisance. I know of a friend whose son dropped-out of school. He was in Division of Agriculture, (DAC) Samaru.There are some of my fellow stakeholders who are faced with such challenge.Are you also aware that females (youths) not only males are also indulging in Marijuana use and addiction to other substances? In situations as this, one can be quick to say that the individuals (youth) have made the choice to lead their lives in that order orjinxed (Asiri) by either an enemy or an acolyte to bring disrepute to the family. Only divine intervention can be asked in such cases because humans or organizational interventions could be futile.*(Translated Key Informant Interview response conducted on 22/12/2016, with Abdullahi Hassan Kakale, the District Head (Mai Anguwa) of 'Yan Dorawa, Samaru, Sabon Gari, LGA).*

From the information assembledby the researcher in the course of discussions with some participants, it is obvious that some of the youths who abuse drugs specifically Marijuana were influenced by peer groups and partly poverty and unemployment contribute to the adoption of certain negative behaviour among youths. There were indications that the discussants to a reasonable extent are not oblivious of the consequences or implications of psychoactive use.These consequences range from early death, mental and physical incapacitation, economic dependency, depression, restlessness, societal disapprobation to abject poverty. Albeit, poverty according to the findings in this study, is a leading factor to psychoactive use by youths,

Moreso, findings above suggested that some of the users are aware of the implications of their actions but are quite helplessbecause they are already addicted, "Now, we are struggling to stop but we are already addicted and is causing us a lot of pains".*(FGD Response at the Skills Development Centre held on 19/12/2016*.

4.2Communication Approaches of the Skill Development Centre(SDC) for Positive Behaviour Change.

In consonance with the second objective of this study, which examines communication approaches of the Skill Development Centre (SDC) and their effectiveness for positive behaviour change and inaccomplishing this objective, the researcher engaged the various groups of

discussantsselected for this study in order to draw up opinions on the communication approaches of the Skill Development Centre in its Marijuana intervention initiatives.

In responding to the question of the medium through which they got to know about the Skills Development and the Marijuana Campaign, the trainees (Marijuana users) who constituted the first set of the focus group discussion revealed that they never knew what was going on in the Centre, neither were they aware of any campaign,since nothing indicated that such activities have been taking place. Some of the discussants maintained that they have not come across any form of awareness through any sign post, posters, banners, billboards or advertisements on radio or Television. The only means through which they came in contact with the Centre and knowing about the Marijuana campaign was through personal interaction with the programme Coordinator/ Youth representative, who usually came for their bail out when apprehended by security agents. The discussants reveal as thus:

> We are area boys, we know about happenings in this area, but it never occurred to us that anything of such happens in here.Most of us got to know about the interventionprogramme through the youth representative/Coordinator of SDC. Thepremises looks likea motor- garage because vehicles, trucks, pick up vans for goods are constantly parked in here. The Centre (building)is in a dilapidated condition, there are no signs to communicate to us what actually the structure is meant for. It was recently we discovered that there has been a signboard mounted at the entrance. It has been there but the write-ups are washed off and the iron rusted and bent. No posters, handbills or flyers, so, how do you expect us to know about the awareness andbehaviour change programme in Samaru.It is true that most of us cannot read, but the Centre should have utilizedRadio advertisement, with the use of our common language at least, it would reach out to any willing youth.
>
> *(Translated response from Focus Group discussants(Trainees)in the Skills Development Centre, Samaru,Sabon Gari, LGA on 19/12/2016)*

The above statement is an evidence of the claims of the Instructors, Field Project Officials, and theCoordinator of the Skills Development Centrethat they usually go through the community without any form of identification to have a friendly interaction with some of the youths prone to Marijuana addiction in Samaru, Sabon Gari Local Government Area of Kaduna State. The reason for the disguise and friendliness according to theCoordinator of the Centre,is that the

youth see some of the security agents as“oppressors” and people who only come to put them behind bars.So the officials go as friends to their hide-outs for interactions and counsel them on the need to change their behaviour and develop their skills for a better means of livelihood.

> There are some methods we have utilized. We go though the community, and even hide-outs where these youths converge,we engage them in discussion and counsel them on the need to be part of the ongoing training in the Skills Development Centre. At times we encounter resistance from them. Some of them even change locations because they see some of us as security agents while others usually come up with complaints of being financially incapacitated to see themselves through the training processes, which we told them is free for all.*(Key Informant interview held with Mallam Isah Ahmadu, Field /campaign Coordinator Skills Development Centre, Samaru Sabon Gari,,Kaduna State on 19/12/2016)*

From the information gleaned from the key informant above, it is apparent that some of the addictswere wrongly informed or have no adequate information about the activities of the Centre in respect to its intervention programme. Since they viewed the Centre as a profit orientated organization, as such, they felt unqualified because of their poor financial status. However, it can be deduced that one of the reasons for this apathy is ineffective communication strategy of the intervention programme, and theyouths not being integrated in the whole processes of the intervention. Their involvement could have aroused sense of ownership of the project as well as becoming main agents of reaching out to others on the street.

In another sphere of the focus groupdiscussion with someselected parents. They claim to be aware of the presence of the Skills Development Centre and its various intervention programmes since its commissioning in 2001 by the United Nations Development Programme. But in recent times they can give little or no account of the activities of the Skill Development Centre but attested that there have been callsby faith leaders in places of worshipand districts heads on the need to utilize the facilities to reclaim some of the youths who are being drawn away by the peril of Marijuana addiction in order to acquire life skills.They alsovoiced that registration forms are usually distributed by stakeholders who are usually given slots. But it is more lamentable that the

forms are not equally distributed to some of the youths who are on the streets and exposed to the dangers of psychoactive substances but given to preferred few due to the benefit of incentive or start-up package promised by the Centre.

> The SDC has been in Samaru for long but some of the youths that are supposed to benefit from the Marijuana campaign are not in any way found there. We agree that some of them that are involved in psychoactive use are so difficult to relate with and very obstinate but they can still be reached. It is commendable that some of the district heads take it upon themselves to bail them out when arrested but after that, what next? It is not enough to bail them out but giving them a means of livelihood. We learnt that the Centre helps in developing skills of some of the youths and it gives out forms to some of the heads for the purpose of some of these addicted youths, with a promise of a start-up package(working tools and cash offer) after training.But some of the leaders distribute the forms to their relatives who do not need them as much as those youths already on the streets.*(Translated Response from the FocusGroup Discussion held withmale parents in Samaru, Sabon Gari, Kaduna State on 21/12/2016).*

From the assertion above, it can be summarized that the uneven distribution of registration forms as asserted by the discussants impedes the effectiveness of the behaviour change campaign in the target area. Because the registrations forms are a link to the target audience but when not equally distributed based on need, it creates knowledge gap and inaccessibility to means of relationship between the Centre and the target audience.

Also in an interview with some of the Trainers/Instructors, they revealed that they utilized the information, Education and Communication (IEC) materials to reach out to the target audience. The most used materials are the posters, banners,public service announcements and signposts. The resolve to reach out to the people through the distribution of forms, involvement of stakeholders, faith leaders and physical force arose from the minimal turn-out of youth in the intervention programme and a drastic rise in youths restiveness and involvement in social vices as a result of Marijuana abuse.Mallam Mustapha Yusuf an Instructor inSDCsubmitted;

> At the inception of this Marijuana intervention programme, a lot of strategies were put in place, so as to reach out to youths, both users and non-users of psychoactive substances, most dominantly Marijuana.The Centre initially used the posters, signposts, banners, we had Trainers using t-shirts, P-caps and jotters as forms of enlightenment outreach, and communicating the need

> to develop skills rather than remaining addicted to Marijuana.There was a later strategy of giving any youths who successfully completes the training a start-up package as a motivation. All these thrived for a while but the result was not sustainable. Therefore, as a result of the high rate of misconducts recorded, theCentre in collaboration with some security agencies, faith leaders, District Heads employed the physical force and threat approaches, whereby any youth being arrested as a result of misconducts caused by psychoactive substance abuse could be granted a conditional bail-out all depending on the degree of offence committed. Such youths are usually forcedto come to the Skills Development Centreto learn life skills,otherwise he would not be bailed out on subsequent arrest.These measures are still ongoing but there are still cases of resistance, some of the users opt out of the intervention activities.(*Translated* interview *responsewith Instructor, Mallam Mustapha Yusuf at SDC, Samaru, Sabon Gari,Kaduna State on 19/12/2016).*

On the roles and communication approaches used by the stakeholders as partners in the Marijuana campaign,the researcher held a key informant interview with some faith leaders, and districts heads. Some of the discussants voiced that mainly, public announcements are usually made in places of worship, and meetings are occasionally held with parents, especially men, on the need to curb the social menace of Marijuana abuse prevailing in the community. One of the key discussants, *Mallam Mohammed Awal*, Imam, Yan Dorawa Mosque, Samaru, replied:

> It is unspeakable the waysome youths have become difficult to control by parents, government even faith leaders. They move around aimlessly, only gathering in joints doing nothing. At times when performing ablution by the mosque, I see some of them also coming to say their prayers. After prayers we normally wait briefly for discussions and I pass across information on how the youths can better their lives through acquiring skills, which is the major activity of the SDC intervention programme.We use the megaphone to announce either the sudden passing away of someone, and the need to converge for burial rites and marriage ceremonies. In the same light,I play my role as a stakeholder in the community, by announcing constantly on the need for parents to ensure their children (youth), leave the street to either attend schools or become part of the training activities of the SDC which cost nothing. Do you know that they also engage in the use of more destructive psychoactive drugs other than Marijuana now? It is so devastating how some of the youths ignore what is relevant to their lives to pursue destruction. (Translated Key Informant Interview response held on 22/12/2016 with*Mallam Mohammed Awal, Imam, Samaru, Daily Prayer Mosque).*

In another vein,*Mr. Ezekiel Yakubu* who belongs to the Guidance and Counseling Units of the ECWA Church in Samaru, and also doubles as an Instructor in the SDC confirms that places of worship play a vital role in communicating to youths on the need to stay off the street and acquire life skills through the intervention initiatives of the SDC in Samaru Sabon Gari, Local

Government of Kaduna State. According to him, some of the youths do not see places of worship as a place where people are compelled to take right steps in the right direction, but a place to fulfill only religious rites. The counseling unit of the Evangelical Church of West Africa (ECWA)Church, based on the discussant words, issues forms that are being given out by the SDC to youths in order to be beneficiaries of the intervention programmes. Despite the distribution of forms and announcements going on, some of the youths still resort to the street to smoke Indian hemp. A number of youths who filled and submitted forms in order to be trained are mostly non- psychoactive users, who are either waiting to be admitted into higher institutions or wanting to have their skills developed.The position of the non users to acquire skills, works in line with some of the documented objectives of the Skill Development Centre- building capacity of youth.

Going by the informant's discussions, the main target audiences of the Marijuana campaign are not fully participating in the intervention initiatives, but SDC maintained that the method has helped in reaching out to other non-users who could be susceptible to drug use in the environment.

The researcher also asked how SDC has been able to communicate and reach out to other youths in other partsof Sabon Gari Local Government Area, since the Samaru Skill Development Centre is the only functional Centre that carries out such campaign programmes onyouths, and by jurisdiction should be able to cover other wards such as Muchiya, Chikaji, Zabi and few other Local Governments under Kaduna Zone A. In response to this question, the Field Coordinator, revealed that when they meet at the Local Government Secretariats for workshops and reviews, they hand out some forms and campaign leaflets to various wards representatives to distribute to youths, both users and non users in their areas of jurisdictions but this has not been effective,

because there has not been any record of participants coming from any of the Local Government Wards due to financial constraints and inadequate manpower.

With the aim of ascertaining the level of youths participation in the processes of designing and implementation of the campaign programmes, the researcher inquired if the target audience (youths) are involved in designing the leaflets, handbills and forms distributed and the language of communication whether in English or local language, specifically Hausa Language. The answer was in the negative. In confirming the language of communication used in the contents of the forms distributed, the researcher observed a documented format of the form was also written in English language. The SDC Coordinator responds to the language use and likely barriers,he said:

> at first, the Sabon Gari Local Government Secretariat designed, financed and made available all the IEC materials to the Centre.The materials were all printed in simple English Language but subsequently, the supply of the materials stopped, we have been making requests to individual partners and the Local Government for supports but nothing is received, no financial assistance,so we constantly reduplicate the old materials given to us in the Secretariat. It is disappointingto say that some of the materials are not too clear due to regular duplication. The facilitators here use ink to shade or make bold some of the contents on the IEC materials. Regarding the language barriers in communication or in filling forms, I think it is not much of a challenge to us because any participants who reports to the Centre with his formduly given to them by any stakeholder, carries the signature or stamp of the stakeholder appended on the form. So what we do is to collect the forms during counseling session, get them filled as we ask the questions in a language the participant is more conversantwith. We do all this to reach out to the youths because some of them arein pathetic condition.It is difficult and unrealizable to engage the trainees in designing programmes, are you aware that controlling mentally sound sets of youth is extremely difficult?and we are talking of addicts who care about nothing but on how to be intoxicated. It is really challenging getting them involved, most of them joined this training out of threat and are not friendly with the us, they are veryobstinate and the Instructors in turn are stern, in order to avoid being disrespected by the Trainees. So no friendly or cordial relationship is built, how then can we engage them in planning and designing programmes? Eventhough few of them could turn-out to be useful to us towards the end of the training. *(Translated interview response with Field Coordinator of SDC Mal. Isah Ahmadu in Samaru, Sabon Gari, Kaduna State on 19/12/20*16).

The excerpt above establishes that participation of the target audience is not enhanced in the communication approaches utilized. It is also evidenced that the main sources of information and contact with the Centre's campaign activities is through threats or coercion either from security

agencies and some stakeholders. The target audience in this situation is not regularly involved in designing the processes of their own development. Therefore development and behaviour change initiative becomes only an alien projectbecause no sense of ownership,thus placing the target audience on a platform of mere passive participants.

Giving further details on the communication approaches used in the Marijuana campaign of the SDC,the researcher engaged another key informant who is also a stakeholder in the host community. Barrister, Shamisilu Muh'd Nasir, the Imam, Samaru Central Mosque, He asserted that the SDC campaign has been ongoing and he was one of those who participated in the commissioning of the Centre, thereby qualifying him as a stakeholder. He lamentedover the decay in societal values especially among youths who are into psychoactive substances, and the most common- Marijuana.

He claimed that the communication approaches of the organization are inadequate,the laxity and lack of participation of government in financing and equipping the Centre can cause target audience apathy. This infers that organizational effectiveness promotes positive behavioural change. He mentioned that he belongs to a forum in the selected area called Police- Community Council Relationship. The police and members of the community occasionally meet to discuss issues of concern in the community. As a stakeholder, he involves the security agencies in the campaign. Once a youth is being arrested for drug peddling or abuse he is being compelled to be part of the training in the Centre,according to him, the approach seems to be the best approach amidst other communication approaches that are mostly trial and error, andhave failed.

The researcher proceeded to find out the various activities that the SDC undertakes to engage youths who are addicted to psychoactive substances (Marijuana)in order to build their capacity and instill positive behaviour change.

Information gathered from an interviewee, Mohammed Adamu, an Instructor in the carpentry Unit of the SDC indicated that the major mission of the Centre is to develop life skills of participants in order to conquer dependency and to make up for academic deficiencies. It is an aspect of vocational training in tailoring, tie and dye, carpentry, designing and knitting,plumbing, computer training and electricalworks. The Centre has six (6) departments where rigorous training is undertaken for youths to acquire skills.This approach enhanceseconomic development as well as influence positive behaviour change of some Marijuana addicted and non addicted youthsin Sabon Gari Local Government Area.. However, the processes and periods of acquiring skills help to curtail the hours of indulgences in social vices among the drug users. The training is a control measure adopted by the Centre to build up capacity of the youths and to cut out hours of exposure as stated by Mohammed Adamu in an interview;

> It is never enough to get youth off psychoactive substances or off the streets. Once we get them off the street, it is important to keep them busy so that the period within which they go out to smoke becomes occupied. The moments some of these youths come in, we try as much as possible to separate them from non-users, to avoid distractions. We engage them in intensive training for longer hours daily, usually 9am-1 and 2pm-6pm daily with short moments of rest in between,specifically for prayers. The reason for the longer span of time of training is to assuage the urge for psychoactive use. It is usually difficult to get their full attentions in some instances due to restlessness they go through if the stimulant is not taken at a given time. Some of them escape while some continue. First they start as apprentice, serving the Instructors with needed tools at workshop, then after 5-6 months they are due for graduation in various artistry either tailoring, carpentry, plumbing, or tie and dye. Initially the organization promised a start-up package and the sum of Three Thousand Naira monthly as motivation but theterms have changed. We only ensure that the participants acquire skills that could help him in life.*(Translated interviewresponse withInstructor Mohammed Adamu at SDC Samaru, Sabon Gari, Kaduna State 19/12/2016).*

The researcher agrees with the Instructor's view that when some of the youths prone to Marijuana use are adequately armed with life skills as part of the rehabilitation process, they will not relapse to the street or into negative behaviour but workout a meaningful livelihood through the utilization of the acquired skill such as carpentry, plumbing, tailoring and a host of others.

Furthermore, the researcher also found out during discussion with trainees that skills acquisition process is mainly the approach the Centre uses in getting them engaged. They revealed that they never had any skills before participating in the activities of the SDC, some of them affirmed that when they needed fund to buy any psychoactive substance of their choice, they joined some of the bus drivers to become bus assistants (conductors) for just few hours or look for the simplest ways out in order to satisfy their urge. Some of them initially refused to consent to the training processes because of the unfriendly nature of the Instructors but they came to the consciousness of the threat of not being bailed-out when in the custody of security agents.Some of the discussants agreed to have been benefiting from the skills programme because they no longer malinger around the street or continually being found in Police custody. The constant engagement of the addicts for a long period of time in the workshop makes them forget taking Indian Hemp or other psychoactive substances and gradually suppressing the urge.

> We are benefitting from the activities carried out in this Centre, mostly the skills acquisition session. Truly, some of us never had any tangible skills, and we are not educated, it is not our wish but it became so. We usually sourced for funds in diverse ways not only to get our daily meals but to smoke weeds. But since we came here, some of us have spent three months, while some five months, and within this periods, our Trainers have been engaging us in a lot of skills as plumbing, carpentry and tailoring. At times, the trainers take us out for their personal jobs as their apprentices and they give us little tokens. Initially, it was challenging coping, because some of the Trainers'unfriendly attitude. We were well-known for our free-lifestyles in the street, but the training hours encroach into the time we normally took the hemp,we felt a sense of restriction.But we have realized the need to be skilled, even if we did not go to school,acquiring skills would help us improve our standard of living than being on the run always for fear of being apprehended by security agents who see us as criminals even when no offense is committed.(*Translated FocusGroup Discussion response with Trainees at SDC, Samaru, Sabon Gari, Kaduna State, held on 19/12/2016).*

Circumstances as above signify that the communication approach which engages the Marijuana addicts in the development of skills helps in controlling the dangers of youth addictions because some of them see the Centre as a way of being out of the streets and gaining economic independence as well as being out of constant apprehension by security agents. Moreso, the level of involvement, which is more of a collaborative participation of the Trainers and Trainees in the process of learning skills by and large, improves behaviour change.

In responding to the various activities undertaken in the campaign initiatives once more, a testimonial account by a former addict, who is also an instructor in SDC substantiates in an interview with the researcher that the SDC uses the skill acquisition session as a rehabilitative tool. He testified that the campaign helped him to acquire skills in carpentry. He added that he has become useful to himself and his family. Even though when he was brought to the Centre, he was promised an incentive of a monthly token of Three Thousand Naira (#3,000) and start-up packages, which comprises tools of any artistry but as the case maybe, he was not given any of these but still remains positive because of the life skills he has acquired through the intervention programme.

In an additional response gathered from the focus group discussions held with some parents (females) in the study area about the activities of the SDC in their intervention programme, they also agreed that the SDC utilizes the skills acquisition methodsin the campaign against psychoactive use. They however, noted that some of the youths after the training still relapse to their negative behaviours because of lack of financial support and failure on the part of the Organization/Centre in fulfilling the initial promise of providing start-up packages and funds to any participant.

> Yes and No! The Centre has been helping in developing skills of youths, users and non users of psychoactive substances-Marijuana. Some women in this community are also participating in the skill acquisition sessions particularly the tailoring Unit. We have heard announcements from our Districts Heads compelling us to send our youths to the Centre to acquire skills but of what use is it, if a child goes to the Centre and spends six (6) months with the promise of start-up packages and in the end, nothing is given. What do you expect that youth to do after being trained? We have records of youths around here who were users of Indian Hemp and were sent to the Centre but never got the incentives or any help to start-up their own business, therefore, they went back to their past negative behaviours partly caused by idleness and lack of financial support. (Translated *FocusGroup Discussion response with parents(Female discussants)at Samaru, Sabon Gari,Kaduna State, held on 21/12/2016).*

The researcher in another session of interview with some of the Instructors, *Mallam AminuNababa* and *Mr. Ezekiel Yakubu,* gathered that counseling is one of the vital approaches utilized in engaging some of the youths in the Campaign against Marijuana abuse and other psychoactive substances.The counseling is carried out once in a week, specifically on Thursdays. As gathered by the researcher, some of the addicts distort sessions of activities, prove difficult and unwilling to adapt to the principles of changing behaviour. Cases of this nature becomeemergency situationswhere the counselors move into action immediately.Based on findings also,the counseling period is usually a-one-on-one interaction with participants. A counselor is mostly attached to three or four participants, questions are asked about their reasons for resisting the approaches towards their own change, especially during skill acquisition sessions, also what they feel about the programme generally. The participants are being counseled on the benefits of developing skills and changing behaviours and how to graduallyovercome addiction. Mr. Ezekiel Yakubu who is one of the counselorsstated that:

> Counseling is the very first approach SDC utilizes when we come in contact with some of these addicts.You have to understand that some of them do not just participate on their own volition but by compulsion.As soon as they are brought in, we immediatelyengage them in some counseling sessions. Asking some questions and encouraging them to be part of the intervention activities which will be beneficial to them. We are usually careful and strict, because some of them are usually disrespectful, violent and unwilling to yield to instructions. After the counseling we introduce them to the workshop where training on different skills takes places. They are appointed to different Instructors who teach them skills. Subsequently, we engage them on a weekly basis in some form of counseling based on what we observe about them during the

> periods of training. (*Interview Response with Mr. Ezekiel Yakubu at SDC Office Samaru, Sabon Gari Kaduna State on 19/12/2016).*

The assertion above tells that counseling is fundamental in the communication strategy of the SDC. Meanwhile, in the process of the first counseling session with some of the participants,they are not given the opportunity to choose whatever skills they wish to acquire but rather skills areimposed on them. The right to participate in making decisions about their lives is de-emphasized which could be a reason for the unwillingness usually exhibited by some of the participants.

Counseling, as claimed by the Field/ Campaign Coordinator is a communication approach and activity that has been effective in controlling youth's exposure to Marijuana and other psychoactive substances, because the counseling session serves as an enlightenment procedure into the dangers of psychoactive use. The addicts through the counseling sessions are gradually talked into acquiring life skills and fully engaging in the activities of the SDC in order to stay away from the street and adopt a positive approach to life as youths.

To weigh the efficiency of counseling as a communication approach utilized by the SDC in its Marijuana intervention, the researcher, in a focus group discussion with the trainees gathered their views on the effectiveness of counseling in changing their behaviour positively. Some of them owned up that the counseling sessions broadened their knowledge of some of the consequences of their negative actions and spurred up their interests in some of the activities SDC undertakes, such as the acquisition of skills and re-orientation campaigns.

They also eulogized the counseling approach of SDC far above the physical force that some of the security agencies employ in changing behaviour.They emphasized that the counseling sessions should accord the trainees opportunities to choose the skills they prefer rather than being

compelled to acquire skills imposed on them by the counselors. The impositions of skills or choice for training on the participants hamper participation and sustainable development. Freire's (1970) argumenton dialogic process contravenes the above finding of organizational imposition on participants. He argues that "individuals have the internal capacity to develop themselves on their own terms but need organizational relationship to recognize and act on this capacity". Therefore, the relationship involves equality, openness and mutual affirmation both in conversation and action Thomas (1993:53). The focus group discussion with the traineegroups in SDC Samaru, Sabon Gari Local Government Area revealed the following:

> Counseling has been very useful to us. Some of us were not too comfortable initially being around this place, it was a huge challenge but gradually we embraced everything here with the consciousness that is for our own benefit. Though the constant counseling sessions we are subjected to, help us to understand a lot such as the need to learn some trades, and have a positive change of our behaviours. Unlike when we were always in the custody of some of these security agents who treat us with disdain and in return we saw them as oppressors. We started using "Weewee" due to some reasons, everyone here has his reasons, some of us poverty, peer group influence, personal resolution and societal negligence and lot more but during counseling we are always reminded that no reason is worth destroying our future. There isalways a constant reminder that we could defeat poverty when we become skilled with diverse trades, we would not need governmentor other bodies to provide us with food but our skills will definitely put food on our tables.*(Translated response of the Focus Group Discussionheld withTrainee at SDC Samaru, Sabon Gari Kaduna State 19/12/2016).*

Equally, some key informants such as the Districts Heads vouched that the SDC has been utilizing the counseling approach. The strategy has helped to conscientise as well make some of the willing Marijuana users to reflect and take actions towards positive behavior change. Mai Anguwa Sabiu Jibril Tsauni, Yan dorawa, one of the stakeholders in Samaru, Sabon Gari, declared that:

> The youths, particularly users of Indian hemp have an erroneously feeling that they are grown up, therefore, listening to instructions and calls for positive change of attitudes through the medium of Radio, Television, posters, handbills, warnings or accepting piece of advice from either parents or guardians is archaic. That is the reason whenever we are gathered for stakeholders meetings, which usually has in attendance some of the personnel of the SDC, we suggest that counseling be parts and parcel of the activities of the intervention programmes of SDC. The counseling session in the programme agenda of the SDC could always make up for the lack of adherence to parental counsels and paucity of other media in reaching out to the

> youths.Continuous counselingand proper communication will stir up meaning and causetangible behaviour change among youths susceptible to drug use.
> *(Researcher'stranslated Key Informant Interview response with Mai Anguwa Sabiu Jibril Tsauni, Yan Dorawa, Samaru, Sabon Gari, Kaduna State on 22/12/2016)*

The processes of stirring up meaning leading to action is dependent on a -one-on-one interaction or dialogic conversation between the project facilitators and participants. Conversely,the Freire's Dialogic Communication and Action Theory is being enhanced through the counseling processes, which is more of engaging the target audience to reflect and take collective action for their development with the assistance of relevant stakeholders. Moreso, group dialogue or counseling builds up the gap created by theover amplificationof media such as radio, television and prints media as the only means of reaching the target-audience.

Some group of participants responded to whether the activities and approaches carried out in the Marijuana intervention campaign of the Skill Development Centre (SDC) have helped in curbing Marijuana use and other undesirable behaviour among youths. The trainees who also form part of the focus group discussants narrated that the information on the IEC materials such as handbills, posters, leaflets have not been effective because it never directed them to the Centre for rehabilitation, they also were of the view that the messages and general designs and contents on some of the IEC materials were not appealing, often faded out and notsufficient to get them into participating in the intervention project.

They further declared that the only signboardthat leads to the Centre does not indicate that any campaign project of much importance is undertaken in the premises; therefore, the communication needs to be improved upon. At the same time, the discussants commended the distributions of formsthrough various stakeholders and places of worship, stating that distribution of forms as another component of the IEC materialsutilized in the intervention programmes is the first contact they had with the organization, otherwise little is known of the campaign. Moreso,

pointing out thatthe form is helping in bringing youths closer to the intervention project, thus, helping in shaping the behaviours of some of them and creating better opportunities of livelihood.

Based on interview conducted by the researcher with some of the instructors in the Centre, the skill acquisition and counseling activities score high in reducing the rate at which youths involve in psychoactive drug and other undesirable behaviour.The hours spent daily in training ground does not accord the users time to go for health and behaviour debilitating activities.The approaches aid in equipping the youth into gaining economic independence and reasonably steering them away from other associated social vices such as theft, rape, murder, thuggery, suicide and a host of others.

An interviewee,Aliyu Nababaalso supportedthe fact that the activities of the SDChave been helpful. Some Marijuana addicted youths who have successfully gone through the skills acquisition and counseling session in SDC are now leading responsible lives, though some of them do not own workshops of their own due to financial constraints but usually come back to the Centre to either hire some working tools or assist some Instructors in carrying out some outside jobs all in the bid to earn a living. In his words;

> Marijuana addiction and other undesirable behaviours cannot be totally wiped out in a society, especially when it is obtainable among youths.There are some youths who work and are learned yet they are addicted to Marijuana. Therefore, I cannot firmlysay that the Marijuana intervention programme of the SDC has eradicated in its entirety psychoactive drug use among youths in Samaru Sabon Gari, but it is helping. Despite obvious challenges faced when it comes to government financial neglect and lack of community participation, I can say the project is doing its bestthrough the skill acquisition training and counseling because there is lesser financial involvement in carrying out the tasks inherent in these approaches. Some of the working tools used for the training are privately owned by individual instructors but we put them into use to ensure that the aim of the intervention programme is achieved. A number of the psychoactive users who were under training and have completed the durations still come to the Centre to rent working tools to work outside because they are unable to afford their own tools, this certainly shows a positive change in behaviour*(Translated interview with Mallam Aliyu Nababa Instructor SDC Samaru Sabon Gari, Zaria on 19/12/2016).*

Barrister Shamsilu Muh'd Nasir,a Faith Leader in the study area responded alsoonthe effectivenessof the activities and approaches of the SDC in controlling Marijuana use and other undesirable behaviour among youths. He sees the approaches and activities as insufficient because the Centre lacks the vital facilities in terms of manpowerand the communication capacity to satisfy therequirements involved inchanging the behaviour of youths, either psychoactive users or non users in the entire selected community. He added:

> The communication approaches do not reach out extensively to all the communities inSabon Gari,andother Local Governments under the Kaduna Zone A, that are supposed to be beneficiaries of this project. It could be shocking to know that the Intervention Project of Samaru SDCis meant to serveother six Local GovernmentAreas, namely Kudan,Hunkuyi, Giwa, Zaria, Makarfi and Soba. For me, the Centre and its intervention campaignhas not reached a level of recommendation, the campaign approaches are not satisfying the requirements of changing attitude, especially the task of changing behaviours of the youths whether user or non-users of Marijuana. I can say kudos to some of the Instructors who engage in developing skills, few of them are volunteers, who graduated from that same place while others are employed staffers who are rarely paid but use their own resources to keep the project going just for the benefit of the community. I must say, as a Faith Leader, that the Centre is falling short of manpower. I visit the Centre occasionally, and the sight of the place no longer encourages me to refer candidatesthere anymore.It looks deserted compared to the original setting.It is a Government project, therefore, it should be re-equipped with manpower, facilities and incentives or packages initially promised, so that youths can find it appreciable to partake in the campaign without necessarily applying threats as a way of getting them involved. Government funding and community participation should be encouraged, this can be accomplishedif subsidiary Centres arelaunched with the community members or target groups fully included. Otherwise, the intended development projects will not be brought closer to the people orserve the purposes of changing behaviour.
> *(Key Informant interview with Barr. Imam Shamsilu Muh'd Nasir, Chief Imam Samaru Central Mosque, Sabon Gari, Kaduna State on 22/12/2016).*

From the above statement, there is an understandingthat the skill developmentactivity is more viable amidst the whole campaign activities of the SDC hence some of the Instructors were trainees and now volunteer workers in the Centre. Moreso, the ineffectiveness of some other approaches like the posters, handbills, forms, leaflets, banners which the SDC claims to use in its projects fail in conditions of wider coverage and accessibility due to poor funding and non active participation of target groups. These shortfalls in the communication strategies adopted by the SDC impair behavioural change projects.

4.3 Factors Impeding Effective Communication in the Campaign against Psychoactive Drug Use (Marijuana) and Positive Behaviour Change.

The third objective of this study is to examine constraints encountered by SDC in communicating for positive behaviour change.The Campaign Coordinator and Instructors of the intervention projects were engaged by the researcher in an interview toput together the different types of constraints encountered by the Centre in the Campaign against psychoactive substance use (Marijuana).

The campaign Coordinatoremphasized that the constraint is chiefly youth's apathy. There is refusal to participate in the project cycle, even when some of them are on threatened conditions of not being bailed out when apprehended or under custody of security agencies such as the Police, National Drug Law and Enforcement Agents and some paramilitary bodies.He also revealed that some of the addicts cart away or vandalize working/training tools. Also faced withthe spiral of silence conundrum during counseling sessions, ideally, counseling is meant to be dialogic or interactive but some of the participants turn out to be headstrong, unwilling to either respond to discussions or questions, therefore, making communication extremely challenging.Also pointed out was the dearth of funds and assistance from government, individuals, partners and other stakeholders have made the intervention less effective. The IEC materials in particular are in shortsupply and therefore cannot be accessed by a good number of the target audience in the immediate host community and other communities. The inability to reach out to other beneficiary Local Government Areas under the Kaduna Zone A, either through electronic media (Radio, Television) or print media is a pressing challenge facing the entire objectives of the intervention programme.

In addition, the campaign Coordinator grieves over the non fulfillment of the promise made by the organization to ensure that each Trainee gets a motivational package, which can be a start-up point. This poses a challenge in ensuring the target audience is off drugs because there are tendencies of behavioural relapse when constantly idle. He highlighted that some politicians take advantage of the idle status of these youthsto turn them into their political thugs, issuing them meagre amount and making surplus supply of Indian hempto some of the youths.. The provision of the psychoactive substance by the politicians is toarouse the youth into misconduct usually at polling booths and other spots all for their selfish interest.

In addressing these challenges, the Programme Coordinator as gathered by the researcher, uses his personal resources, grants from individual researchers and facilitators to partly make up for the financial gaps encounteredin the intervention programme. Based on documentary observation also, the efforts made towards alleviating some of these encumbrances are printing of requests letters, fund raisingand appeals forms suitably addressed to stakeholdersand the various Local Government Secretariats under the Kaduna Zone A for the provision of relevant materials and their participation towardsthe smooth sailing of the campaign.

TheInstructors in SDC also enumerated some of the constraints encountered in the SDC intervention programme in the study area and their efforts to ameliorate some of the challenges. It was revealed that the staff strength is not commensurate to the activities carried out in the Centre. In essence, lack of adequate manpower and the lackadaisical attitudes of the trainees are some of the major constraints faced. One of the Instructors, Mallam Mustapha Yusuf added that:

> If the Centre will have enough staff that would be able to control every section of the programme, some of the trainees will not have any escape route.We focus on the non users of psychoactive substanceand users all at the same time.Coordinating the various levels is actually problematic because activities carried out in this Centre are numerous.An Instructor can be assigned to carry out more than three tasks both field

work andadministrative works, this is not appropriate. EveryInstructor is supposed to have a specialty, during the counseling sessions, we also partake, I feel the Centre should have different trained personnel who should be Counselors, Instructors, Field/Pcampaign Coordinator,General Coordinator but everything is done by the same persons. How then can the Centre accomplish its aim? The participants are also aware of the shortage in manpower and working materials,so they do not participate as required, and if you ask me, they are not to blame. We have requested for staff, funding to get the necessary materials needed but till date the Secretariat has not responded. (*Translatedinterview response with Mustapha Yusuf Instructor SDC Samaru, Sabon Gari, Kaduna State o*n 19/12/2016).

4.4 Effective Communication Measures for Marijuana Intervention and Behaviour Change.

The various communication approaches utilized by the Samaru Skills Development Centre in its Marijuana intervention, certainly possess some strengths and gaps as drawn by the researcher through the responses of the discussants. Thus, this section covers the fourth objective of the study which presents suggestions of viable communication approaches that could be incorporated in the already existing communication strategies of SDC for the purpose of promoting and bridging some communication gaps that have impeded positive behaviour change among target audience.

Supportive Environment

In communicating positive behaviours, there should be first and fore-most appropriate settings, provision of a supportive environment thatwill enable people to initiate and sustain positive behaviours. This is in accordance with the views of some of the target audience during a focus group discussion with some of the discussants under training. They expressed dissatisfaction over the physical structure of the Centre, which goes a long way to discourage other willing participants still on the streets. They suggested that the Centreshould berenovatedand equipped to serve the number of participants (youths) in the community and other neighboringcommunities as well. They also stated thatmost of the youths are oblivious of the

existence of such intervention programmes because there are no pointers or sign posts to that effect.

> A programme of such relevance being undertaken in a community as this should be widely known by all through the presence of a big billboard; anyone who comes to Samaru, will certainly know that there is a University here because it is boldly written at the entrance of the school. Infact, the Leather and Chemical Research Institute here, most schools all around here have their identification banners or sign post. Why then should a government and a UNDP assisted project as this be neglected? One cannot easily say what interventionprogramme the Centrecarries out because of the physical state of the environment; as a matter of concern, some of our friends who refused to be part of this programme see us as jokers because they do not see the seriousness of theintervention. There are no signposts,banners andbillboardsto that effect, we suggest that there should be a large billboard at the junction with an arrow sign, banners should be hoisted at strategic positions, especially hideouts where some of the psychoactive users are found. It is true that some of us cannot read, but pictures could tell us or pass across the intended messages to us. We come across a lot of billboards about Malaria,HIV/AIDS,Cholera and Ebolaand handwashing campaigns, some are written in English, but the pictures give us clues, and some are even written in local languages like Hausa, all geared towards communicating change. SDC should be serious when it comes to that aspect of banners and billboards, it will make us happy and also signal to our friends and mates out there that we are part of a serious project.*(Translated response of Focus Group Discussion with Trainees at SDC Samaru Sabon Gari Local Government Area of Kaduna State 18/12/2016)*

Improved Manpower and Provision of Basic Materials

The researcher discovered that there is shortage of manpower in the Centre and there are no specialized or trained programme personnel in charge of the intervention initiatives. This paucity creates a gap in communication because knowledge is required in mobilizing target audience to participate in the processes of their own change.

Isiya Goga, another interviewee who benefitted from the SDC intervention stated the constraints and suggested some communication approaches SDC should adopt in its campaign against psychoactive substance use (Marijuana) and other related undesired behaviour among youth in the study area. From the information gathered in the course of the interview with some discussants, training of staff and equipping them with basic knowledge of communication and community development principles is very paramount. The discussant views the trainers as not too competent enough to carry out the task, therefore workshops, (training the trainers) should be

organized regularly. This is for the purpose of keeping the trainers updated on the ways of relating and communicating with youths with peculiar psychological cases. When the youths are treated with some degree of mutual understanding, their level of participation will boost and overtly or covertly become agents of positive change themselves. According to him:

> I was trained in the Centre in 2015. I voluntarily come to assist in the Computer Unit because I do not have any job or my personal Computer to work with. Even though we were promised some start up packages or cash but is not forthcoming. This has been discouraging some youths from participating in the programme. Some of us that were users of Hemps came because of the monthly offer of Three Thousand (#3,000) each and other benefits. While on training here, and even now, I observed that the Instructor do not add anything new in the processes of training, it has been the same old ways since and I believe even before I joined it has been the same pattern. Nothing new is introduced to make it interesting for every participant. Some of the Instructors in the Computer section do not know how to operate the internet or do certain things online, but I learnt through my personal handset. Some of the youths here sincerely cannot sit under this kind of persons as Instructors, because some of the Instructors are too elderly and intolerable when it comes to handling the youths. I am aware that in mobilizing people for possible behaviour change, there should be mutual understanding, improved styles and activities that could spark up interest in the participants. There should be training for the trainers at intervals. Most of the times, some of the addicted youths engage in brawl with the Instructors either because of the use of offensive words by the Trainers or insubordination on the side of the youths. These displayed attitudes are mostly stirred up by boredom and irritation experienced during counseling or other rehabilitating activities.*(Translated interview response with Isiya Goga (Volunteer Instructor) in SDC Samaru, SabonGari Kaduna State, on 19/12/2016).*

From the discussant's response above, it is clear that some of the youths who initially participated in the intervention programme, only did so for material gains. This is a form of participation for material incentive rather than the functional and self-mobilisation participation where target audience form group to meet predetermined objectives, which can involve the development or promotion of their behaviour as well as having control over their own development projects. The incompetency of the trainers poses a challenge in communicating behaviour change, because in cases of lack of proficiency in personnel/facilitators, message designs and implementation become ineffective.

Partnership with Community Volunteer Groups, Security Agencies and other Stakeholders

Still dwelling on some effective communication approaches to be integrated intothe SDC strategies, the researcher gathered that in strengthening the ongoing intervention of the SDC, there is a need to establish a very cordial relationship with the Security agencies especially the Police to be part of the campaign. The discussant recommends that some of the IEC materials like handbills, leaflets should be made available in all the Police posts and desks to enhance publicity and referrals. The key informant discussant also summed up that government negligenceshould not bring an end to the intervention projects but the organization should place requests to royal fathers who could sponsor the printing of IEC materials and provisions of start-up packages for participants to get empowered. He further stated that the Centre should engage the participants in social activities in form of friendly competitions among participants, games and reward presentations.In an interview with Barrister (Imam) Shamsilu Nasir Muh'd, the following emerged:

> It is disappointing how government have neglected the programme for this long. I have personally spoken with the Coordinator of SDC on ways to keep the Centre going irrespective of the apathy from the youths. I confirmed that the youths are partly not at fault because you cannot engage people in anintervention project and there will be nothing to fall back on. Most of the health campaigns I have seen,principally, Polio and the Malaria campaign that is now on going, nursing mothers are being given treated mosquito nets, HIV/AIDS campaign also distribute some form of protections, in agricultural intervention as well, fertilizers and seedlings if not given out freely, are mostly sold out at subsidized rate to farmers.All these relieving incentives attract participants and create sense of ownership and control of development projects. In strengthening the present intervention strategies of SDC,royal fathers and stakeholders are to be part of the intervention initiatives and their presence or participation through the provisions of basic materials, incentiveswould go a long way to enhance behavioural change.Friendly competitions, social activities,can lead to dialogue that would stimulate action. Debate, games and rewards sponsored by royal entities will strengthen participation of the target audience.*(Researcher's discussion withBarrister Imam Shamsilu Nasir in Samaru Sabon Gari Local Government Area Kaduna State 19/12/2016).*

The second category of focused group discussants suggested that the organization should partner or adopt the use of volunteer group or some community based social groups to assist in reaching out to target audience, to make up for the shortage of manpower which has been posing a

challenge in reaching out effectively to some target audience in the community. Moreso, the utilization of the volunteer group will help boost the intervention programmes farther than the immediate host community because volunteers who are trained will be charged with the responsibility of reaching out to the target audience in all the locations that are to benefit from the intervention project.The volunteer groups are to be given stipend or incentive monthly or based on stipulated number of days. As earlier noted, some of the youths who participated and completed their training in SDC have turned out to be volunteer staff and change agents, this approach is of relevance because the youths who have become volunteers will serve asmodels to the intended target audience on the streets.

In the same light, one of community stakeholders Mallam, Bello Salihu Dahiru, in an interview proposed that the Marijuana intervention programmecan be more effective and people orientated if the Centre can collaborate with other social groups in the community, such as the youth forum, the Gamji Social Club (a community based social club where dramatic and cultural performances take place), and the vigilante groups. He attested that various activities are being undertaken in some of these fora and youths are the largest participants, because of the exciting activities carried out either weekly or daily, these activities are friendly football matches, cultural exhibitions and competitions, dramatic displays and performances portraying societal thematic concerns/ills and ways out.He therefore, pinpointed that the officials of the Marijuana campaign can take advantage of some of the dramatic performances by infusing contents relevant to the intervention as a medium of passing across message to the youth. In his further response he noted that:

> The SDC as we all know is a government owned intervention programme and the government is todo all it can to keep it functioning. But the campaign has not met its mark in this community because we are constantly having cases of youth involvement in drugs, and lack of concentration in things of importance to their wellbeing. As community members we cannot wait for the

> government forever, because the Centre has been there for years for our own benefit, I suggest that the present officials of the organization shouldinclude some of the social groups and security groups like the vigilante in the campaign. These groups have meeting days and days of social activities, like drama, cultural performances, football competitions and more. And an appreciable percentage of the youths whether users and non users of Marijuana are usually converged in such places. Therefore, it will be advantageous to relate or communicate the goals of the interventions to the target audience through the contents of the drama and other performances being showcased in some of these social activities. I am certain that it will be very effective more than the use of any IEC materials because most of them cannot even read, and if the Radio is to be used, they may decide not to tune to the campaign channel instead tune to channels that suits them, after all they have the right to choose what to listen to. (*Translated responses from Key Informant Interviewee, Mal. Bello Salihu Dahiru, District Head Anguwan Guava, Samaru, Sabon Gari,Local Government, Kaduna State 19/12/2016).*

Conventional Mass- Media Tool (Radio Drama and Jingles)

Radio drama is also suggested to be another element that could be factored into the communication toolkits of the SDC to ensure effective communication of intervention programmes. A lot of campaign programmes such as the HIV/AIDS, Malaria, Ebola, Polio, and other Environmental Sanitation campaigns have utilized the radio drama medium to communicate behaviour change. This is because radio has a very wide coverage ability, accessibility also is certain for both the rich and poor, old and young possess Radio. It costs less and does not depend holistically on electric power. Television programmes or advertisements are also potential tools. Unlike, the new media or ICT gadgets, theyare mostly inaccessible to some target audience due to social status, knowledge gap or economic status, in essence,radio bridges the digital divide.

Radio drama has very broader appeal to youths and adults, especially when the contents are captured in languages they are conversant with. Therefore, the intervention facilitators are to put into adequate consideration the environment and setting of target audience in designing change programmes and message contents. Radio jingles are effective tools of reaching out to youths on the campaign against drug abuse due to its multiple purpose of informing, entertaining and

communicating the need for the adoption of positive behaviour. The entertaining elements in the radio jingles and drama have the propensity of drawing the attention of target audience into deep-seated change messages.

Participatory Communication Approach

The Skills Development Centre (SDC) should adopt a communication approach that will stimulate interaction between the facilitators and participants. Though the Centre utilizes the counseling approach to dialogue with participants but the campaign can be strengthened through the deployment of edutainment. This is an idea that combines education and entertainment to convey the campaign's core arguments for development and social change.Entertainment as a performance or spectacle captures the interests or attention of individuals, giving them pleasure and amusement. Education on the other hand can be the formal and non-formal, but aim at creating awareness andpublic consciousness. All these mediums put together providetraining that has the potential of developing an individual's skill to achieve a particular goal by boosting his or her mental, moral or physical power.

Community theatre/ drama, Theatre for Development and Participatory Learning and Action are potent components of participatory communication that practically engage participants into reflecting and taking action towards positive behaviour change.The processes however, require the integration of both participants and facilitators to tell their own story using their material and immaterial culture and beliefs to tease out their problems and take possible action.

All the communication approaches identified above are geared towards mobilizing the people to own their development by using their endogenous resources to collectively identify their challenges in order to take appropriate actions. The model requires development researcher and

practitioners to seek out experiences, understanding and aspiration of others to jointly construct and formulate actionsthereby enhancing development and positive behaviour change.

4.5 Discussion of Findings

Having assessed the communication approach of SDC, the researcher observed some of the weaknesses and strong points in the communication approaches of SDC in the campaign against Marijuana use among youths in Samaru, Sabon Gari Local Government, Kaduna State.

Based on the set objectives of this research which are: to identify factors that stimulate youth into Marijuana use and its attendant implication of their development; to examine communication approaches of the Skill Development Centre and their effectiveness for positive behaviour change among youths; examine the constraints experienced by the Skills Development Centre in communicating change to youth prone to Marijuana use and other undesirable behaviour and lastly to suggest ways by which Marijuana intervention can be effectively communicated among youths in Sabon Gari Local Government Area, Kaduna State.

This research found out that counseling is one of the approaches that make up the communication toolkits of SDC Sabon Gari, Local Government in its intervention progragmme.

Counseling is a one–on-one interaction approach between the facilitators and participants in the SDC. The approach has been able to heighten knowledge of some youths on the benefits of adopting a positive behaviour and the dangers associated with psychoactive drug use and other undesired behaviours. Despite the utilization of the counseling approach there still remain instances of spiral of silence among participants, unwillingness to voice out expectations or reasons for the useof psychoactive substances such as Marijuana. Though in the course of data collection, some of the Marijuana users (target audience) and other discussants stated some

stimulating factors as poverty, idleness, parental negligence, peer group pressure, youthful exuberance, poor mentorship and environmental influence.

The intervention programme however, seeks to ameliorate all these contributing factors through systematic application of approaches as counseling, where the voices of the people can be heard yet there are challenges of youth's apathy. Thereby, the counseling session as the case maybe, is usually characterized by recalcitrant silence from target audience, invariably giving rise to a top-down approach, where information is only transmitted to passive participants. Instead of been characterized in more or less degree, by the elements of inclusion with an an eye-opening and engaging interactions with facilitators and participants in order to raise their voices towards reasons behind their exposure to psychoactive substance and collectively design actions towards a positive change .

The counseling approach,though arguably, partly corresponds with the Dialogic Communication and Action Theory, which stipulates that interaction must be one-on-one,in order tocreate room for collective reflections and actions. However, one of the embedded tenetsof Dialogic Communication and Action theory, postulates that placing ourselves (facilitators) into a relationship with the target audience to truly understand them without mask or pretence, creates a bond and the bond created enlarges each person, and each person responds by trying to enhance the other. This supposition is vital in the relationship between the change agents and the target audience.

The Skills development is another strategy utilizes and is the Centre's commonest tool that serves as a rehabilitation process and capacity building of youths, who by reason of their exposure to psychoactive substances (Marijuana) have lost the values of survival or means of livelihood. The skills acquisition technique has been the strongest point of the SDC initiative,

apparently it does not only create awareness on the dangers of Marijuana abuse but provides supplementary ways of making up for academic and vocational deficiencies caused by substance addiction among youth.

The skills development approach as observed has been effective in building capacity of the target audience. From the field findings, it was figured out that most of the target audiences only participate because of incentives, monetary materials gains, such as start-up packages and a monthly stipend of Three Thousand Naira (#3,000) a promise, which has never been fulfilled according to findings. The researcher,found out that the approach of imposing skills on the target audience makes them feel oppressed and unwilling to participate in any of the activities carried out in the Centre. Nonetheless,the level of participation for incentive purposes supports the participation ladder in the normative participatory communication theory, where target audiences participate for material gains. And situations where such promises of materials gifts and start–up packages are not fulfilled cases of youths relapse to negative behaviour are recorded because some of them are unable to afford the working tools while some return as Volunteer staff to the Centre.

The Theory of Dialogic Communication and Action stipulates respect and genuine interest in the views of others, it is therefore pertinent to understand that the tenet of respect and genuine interest in intervention conversations are not meant to appease or compromise the participants' beliefs but requires a balancing of concerns for proportionate degree of solution needed to a situation. Therefore, if participation is enhanced because of incentive or materials gains, this theory is not dysfunctional in its operation. Hence, it respects views of others (participants) not to appease or compromise beliefs but necessitating equilibrium in the degree of needed solution.

Furthermore, this study also discovered that the SDC utilized direct and indirect communication approaches of reaching out to the target audience. The direct approach entails the SDC officials reaching out to the youths directly especially in their hide-outs or joints. While the indirect approaches is usually through community stakeholders. Meetings are usually held only with some stakeholders and facilitators whilethe trainees are exempted. Usually it isa form of participation by collaboration, yet incorporates a component of horizontal communication but does not involve the target audience, it lacks total inclusion and could evolve into an independent form of participation. The above does not hold up to the assumptions of the Theory of Dialogic Communication and Action that when developmental planners and the people involved, work together throughout the decision-making process, genuine dialogue takes place, and people are empowered to control the action taken and allows them to develop social capital, attitudinal and behavioural change.

The channel of communication which involves stakeholders, partly supports the Dialogic Theory, which entails articulating processes of collective reflection and action by relevant stakeholders and based on group dialogue rather than amplifying media such as radio, television and prints as the only means of reaching the target-audiences.

In discussing the communication approaches of the SDC based on findings that hinged on the objectives, the researcher,additionally found out that the Centre does not have satisfactory media relationship in its campaign strategy, either in prints or electronic media. There is no corroboration with media houses, Radio, Television programmes and ICT. IEC materials are not made accessible to target audience, neither are they integrated in the processes of designing IEC materials. The few available handbills and posters are constantly being reduplicated to a non legible state. Participants are only passive participants, there is no room for feedback

mechanisms, participants are only seen as apprentices and superior-subordinate relationship is promoted, principally a banking system of learning. No mutual respect, humility, care, listening skills and understanding between participants and facilitators, this approach could only create awareness instead of enhancing behaviour change. This is no doubt a major weakness in the communication toolkit of any development project. Meanwhile, the Dialogic Communication and Action Model emphasizes a close interaction geared towards collective action for development in stark contrast to information transmission model.

Therefore, the theory is effective in the actualization of the campaign against Marijuana abuse among youth in Samaru, Sabon Gari Local Government Area, Kaduna because of its emphasis on absolute participation of all and sundry in developmental goals. Despite some of the limitations of conventional media, some of the discussants also highlighted the need for the use of media in the SDC campaign against youth's involvement in psychoactive substance abuse.Media such as Radio, Television, print media, Informationand Communication Technology(ICT) gadgets could be instrumental in projecting the goals of the SDC in Sabon Gari Local Government Area of Kaduna State.

Dialogic Communication and Action Theory also submits to the utilization of conventional media such as radio, television and print media but should not be over amplified as the only means of reaching the target-audience. On the other hand, contents and message designs should be process and people-oriented, rather than result-oriented.Therefore, Dialogic Model is a suitablearchetype inbehaviour change research because it explores the parameters of inclusion as the basis for a desired behaviour change.

Lack of adequate community participation is another pitfall identified by the researcher. Community Based Organizations, social or cultural groups, such as the Gamji club in Samaru.The Gamji club, as a social group, could be used to reach to target audience in the community. These groups have meeting days and days of social activities, like drama, cultural performances, football competitions and more. And an appreciable percentage of the youths in the study area, both users and non users of Marijuana are usually converged in such places.

Therefore, it will be advantageous to relate or communicate the goals of the interventions to the target audience through the contents of the drama and other performances being showcased in some of these social activities (Edutainment).Entertainment-Education,isa process of purposely designing and implementing a media both to entertain and educate in order to increase audience knowledge about an educational issue, create favourable attitude and change overt behaviourYahaya (2008).Edutainment in this context would however, open a forum for dialogue/discussions as well as arousing consciousness leading to positive actions among some of the youths exposed to Marijuana abuse.

Volunteer Community Mobilisersgroups are not involved in the development initiative, connotatively,activities of the SDC are mainly trickled down to target audience for consumption. From the field experience, it is evident that some security committee such as the Police Community Relationship Committee are partly involved in the campaign but there is usually rejection and apathy by the target audience because of the physical coercion being utilized. The guiding theory for this research elaborates that communication for development must start from community level. There should be articulation of awareness, equal distribution of information and raising commitment to action by target audience and communities that feel committed to and ownership of the problem. It infers that it is at the community level that the problems of living

conditions are discussed, and interactions with other communities are elicited,therefore, the non inclusion of community based organizations impedes development.

Lack of manpower and regular workshops and training for facilitators, poor funding and government negligence in equipping the Centre are some of the challenges encountered by the facilitators in effective dissemination of information. The researcher also found out that the materials and facilities especially the building is at the point of dilapidation. the equipment are obsolete and insufficient to serve the immediate host community and other Local Government Areas meant to benefit from the Marijuana intervention. Organisational effectiveness and supportive environment promotes dialogue Freire (1970), drawing also from the suggestions from discussant in the field, supportive environment, community participations and organizational effectiveness will enhance the intended behavioural change by the SDC.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

The chapter summarises the research work by evaluating various aspects of the study. These aspects include summary, key findings, recommendations and conclusion.

5.1Summary

This research appraised the communication approaches of Skill Development Centre in its Marijuana Intervention programme in Samaru, Sabon Gari Local Government Area of Kaduna State. The aim was to identify communication techniques that can boost the already existing communication strategies of the organization for positive behaviour change.

The outset of the study capturesthe background,which gives a narrative of the communication approaches that have been used in most development and behaviour change projects over the years. The modernization theory that is linear and project orientated instead of people-orientated emerged to be the prescribedsolution to underdevelopment in the Third World countriesby the developed countries. The top down-vertical paradigm however, undermines the integration of the target audience in the processes of their own development and thereby impeding effective communication and behavioural change. The evasion of the target audience whom the messages are meant for, poses some form of resistance and audience's apathy towards information or intervention projects geared towards any form of positive change, since it deemphasizes the importance of local knowledge and direct participation of the people in the project cycle. The background also explicates the rate of youth's exposure to psychoactive substances, commonly, Marijuana in Nigeria and its adverse effects on health and means of livelihood, for the purpose of constituting veritable communication processes towards sustainable behaviour

change.Statementof the research problem, aim and objectives, research questions, scope and justification of the study are all contained therein.

The research, moreso, progresses into an all-encompassing review of related literature on communication, development, behaviour change communication, youth community participation, participatory communication and Marijuana use among youth in Nigeria. It alsobrings to bear the Dialogic Communication and Action Theory, a component of participatory communication that serves as the theoretical framework guiding this study. It further highlights the study research design, population, sampling technique/ size and research instruments. Subsequently, indepth analysis and discussions of data generated and collated from the field through viable and reliable research instrumentswere harnessed, bringing to bear some of the communication approaches the Skill Development Centre utilizes in its campaign against Marijuana abuse and other psychoactive drug use as well as the challenges encountered in the intervention programme. Markedly, the aim of the entire process is to promote and strengthen some of the weak communication approaches in use, and to suggest ways of communicating effectively toaccomplish the organisation's set goals of controlling Marijuana use and other undesirable behaviours among youths.

5.2 Key Findings

Some of the key findings present the strengths and mostly weaknesses found in the communication strategies which could be considered as reasons for the non effective accomplishment of the organizational goals.

1. Lack of parental care, poverty, peer group pressure, inadequate information andunemployment are some of the reasons for Marijuana abuse among youths and

inadequate informationand unequal distribution of information by the Skills Development Centreleading to target audience's apathy.

2. There isutilization of counseling and the one–on-one interaction approach between the facilitators and participants in the SDC but characterized by spiral of silence. There is also the discovery of the Centre's most utilized approach of communication, which is the skill development programme. Though, from the data analyzed, skills are superimposed on target audience (trainees).
3. Most of the target audiences only participate because of incentives or materials gains, participation is not absolute.The facilitators reach out to the youthsthrough community stakeholders,(Faith Leaders and District Heads) physical force and threats from security agents and public announcements.
4. The SDC does not have adequate media relationship in its campaign strategies both in print andelectronic media to sensitize both users and suppliers/growers of Marijuana.There is no inclusion of target audience in meetings,planning and in the design of their own change messages.
5. Community based organizations, social orcultural groups and community volunteer groups or community mobilizers are not involved in the campaign.
6. Lack of adequate manpower and training for facilitators.Poor funding and generalgovernment negligence.

5.3 Conclusion

This study examines the communication strategies of the SDC campaign on Marijuana use and its implications among youths in Sabon Gari Local Government of Kaduna State.The Centre, being a government organization utilized some communication approaches that have been able to

create awareness to an extent on the dangers but there still remains some behavioural incongruity among some of the youths in the selected community.Therefore,this study re-emphasizes the utilization of viable communication strategies that are people oriented and has wider inclusiveness. This is because the ineffectiveness being experienced in intervention programmes especially, in developing nationsis mostly due to the non- participatory nature of communication strategies in the organization's policies. Also strong interpersonal relationship sustains any developmental projects.Therefore, organizations, individual interventionist, groups and community based groups should incorporate communication strategies that open a vista for participation that would engender sustainable behaviour change.

5.4 Recommendations

From the research findings ,the researcher makes the following recommendations;

1. Counseling, as part of the communication approach utilized by SDC in creating awareness about the implications of Marijuana addiction and the need for positive behaviour change should not be a top-down approach,where only the counselors deposit or transmit information without giving opportunity to the participants or target audience to tell their own side of the story.In essence,it is recommended that counseling sessions be characterized by mutual understanding, care, respect and should be in an atmosphere of profound equity and unity in order to get the better part of the target audience who are usually volatile.

2. Facilities and equipment should be made available for effective skills training,because skills development is the major communication strategy SDC utilizes and is perceivedas asubstitute technique of engaging youths against psychoactive substance

(Marijuana)addiction. In this regard also, participants should be guidedin the choice of a skill rather than been coerced into another by project facilitators.

3. SDC should engage various community based organisations, social and cultural groups, community stakeholders and volunteer community mobilisers in the different Local Government Areas that are beneficiaries of the change initiative, for thepurpose of reaching out to the target audience or use or supply the addictive substances to youths.Dramatic performances, friendly competitions and games and rewards will enhance broader participationin sensitization and accomplishment of organizational objectives.

4. Training workshops for Volunteer Community Mobilizers should be conducted on how to dialogue effectively with target audience or participants inorder to avert the tendencies of offending sensibilities. The Volunteer Community Mobilizersare the people who have more direct contact with the community people compared to posters, flip charts, leaflets and others.

4. There is also need for effective media relationship, likeTelevision programmes, the use of Radio, especially community Radio with contents that reflect issues around the goals of the intervention programme.Radio seems to have proven itself as a developmental tool, particularly with the rise of community and local Radio, which have facilitated a far more participatory and horizontal type of communication. Furthermore, facilitators need to be trained on the use of ICT gadgets in order to enhance communication due to the recent rise in ownership of Information and Communication Technology devices.

5. Government should participate more in the intervention programme by funding, equipping the Centre, providing startup packages and providing an enabling environment

that will encourage the development of skills and behaviour change. When people are motivated with information and awareness about a new practice, an enabling environment and policies must be created to avert youth apathy.

6. The study also recommends that SDC should partner with other multi-disciplinary bodies such as health promoters, psychologists, counselors, development communicators, technical experts and a host of others.

5.5 Contribution to Knowledge

The central point of any research is to add to the body of knowledge; therefore, this study contributes to knowledge byestablishing the relevance of effective communication in the campaign against psychoactive drug abuse (Marijuana) among youths. The field findings have provided evidence that creating awareness on the health, socio-economic implications of psychoactive substance addiction (Marijuana) is not utterly sufficient. But communicating effectively through channels that are people-oriented and providing means of developing life skills as well as enabling environments for target audience. In essence, life skill developments and an enabling environment will help in assuaging for the economic, social and academic deficiencies caused by psychoactive substance addiction among youths

The portrayal of the roles of volunteer groups, community based organizations, and stakeholders in the Marijuana intervention of the Samaru Skills Development Centre revealed that intervention projects are to be community –driven and in an atmosphere of profound agreement through dialogue. The imperativeness of endogenous knowledge and recourse to the culture of the people in any intervention programmes such as the activities of the Samaru Skills Development should not be undermined.

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ORAL INTERVIEW

IsahAhmadu:Field/Campaign Coordinator at Skills Development Centre, Samaru, Sabon Gari, Kaduna State.(19/12/2016).

Isiya, Goga: Volunteer Instructor Skills Development Centre, Samaru, Sabon Gari, Kaduna State.(19/12/2016).

Mustapha Yusuf: InstructorSkills Development Centre, Samaru, Sabon Gari, Kaduna State.(19/12/2016).

Mohammed Adamu :Instructor Skills Development Centre, Samaru, Sabon Gari, Kaduna State.(19/12/2016).

Aliyu Nababa: Instructor Skills Development Centre, Samaru, Sabon Gari, Kaduna State.

Mr. Ezekiel Yakubu:Instructor/Counselor, Skills Development Centre, Samaru, Sabon Gari, Kaduna State.(19/12/2016).

Muktar Abubakar Volunteer Instructor, Skills Development Centre, Samaru, Sabon Gari, Kaduna State.(19/12/2016).

KEY INFORMANT INTERVIEW

Abdullahi Hassan Kakale, District Head, Yan Dorowa, Samaru, Sabon Gari, Kaduna State.

(22/12/2016).

Bello, Salihu Dahiru: District Head Anguwan Guava Samaru, Sabon Gari, Kaduna State. (22/12/2016).

Ezekiel, Yakubu : Head Counseling Unit ECWA Church, Samaru, Sabon Gari, Kaduna State. (22/12/2016).

Sabiu Jibril Tsauni: District Head,Bomo, Samaru, Sabon Gari, Kaduna State. (22/12/2016).

Mohammed, Auwal: Imam, Samaru, Daily Prayer Mosque, Sabon Gari, Kaduna State.

(22/12/2016)

Shamsilu Nasir.: Imam, Samaru Central Mosque, Sabon Gari, Kaduna State. (22/12/2016).

FOCUS GROUP DISCUSSANTS (Trainees) 19/12/2016

S/N	NAMES	AGE
1	Mansir Baba Adamu	**23**
2	Yusuf Danjuma Mangorori	**21**
3	Ibrahim Garba	**22**
4	Saminu Maiyanka	**23**
5	Dahiru Dangata	**24**
6	Abubakar Bakano	**19**
7	Manur Barau	**20**
8	Balarabe Isiyaku	**23**
9	Danasabe Maidawaki	**26**
10	Musba'u Inuwa	**21**
11	Ayuba Maiyasin	**19**
12	Shafiu Ragota	**27**

Parents(/Male/Female)21/12/2016

S/N	NAMES	AGE
1	Malam Ashiru Tela	**54**
2	Liman Maigemu	**45**
3	Bahago Danmaraya	**62**
	Adamu Mairiga	**50**
5	Safiyanu Muntari	**49**
6	Hayatu Danzaria	**52**
7	Rakiya Abdullahi Gwani	**36**
8	Safiya Mohammed Maianguwa	**33**
9	Inuwa Safara	**43**

10	Bintu Isah	**55**
11	Kakale Magajiya Ibrahim	**51**
12	Barira Dangata	**39**

APPENDIX I

TRANSLATED
RESPONSES OF DISCUSSANTS BASEDON RESEARCH OBJECTIVES

A. Focus Group Discussion(participanttrainees)

Researcher: Do you have any idea on Marijuana (Indian Hemp)?

Discussants: When some of us started using Marijuana, we never knew what it was,

because we were given in powdered form as prepared spices, which we were told by our friends to regularly add to our food or drinks especially cow milk and Soya beans cake. We were made to believe that it was medicinal and increases strength and sexual libido, also cures diseases just the way other plants like *Moringa and Neem Leaves would* do. But with constant use in our meals at the early stage, the urge for more became uncontrollable, so one step led to the other. Now, we are struggling to stop but we are already addicted and is causing us a lot of pains.

Researcher: **What could be the reasons for the use of Marijuana among youth?**

Discussants: Some of us started smoking Indian hemp at a very tender age. Some of us were in

Junior Secondary School (JSS1). Saw it with some classmates, and out of youthful exuberance, some of us adopted the habit wholeheartedly. And we were so proud of it. We saw our actions then as a symbol of maturity and boldness. Smoking Marijuana became part of usand we detested anyone who dared to call it by its original name. What was acceptable to us then was to call it *Leaf.* We became addicted thereafter, and started skipping school to hide-outs. Eventually some of us here dropped out of school while some got to JSS 3: as a result of addiction, we started developing stomach pain, sleeplessness (insomonia) and excessive expenditure, some of us always go about looking for money to spend and we do not earning any income. All we did with my friends was to do some petty stealing from our homes in order to smoke hemp not even to eat.

Researcher: **Through which medium did you get to know about the Marijuana interventionof the Skill Development Centre?**

Discussants: We are area boys, we know about happenings in this area, but it never occurred to us that anything of such happens in here. Most of us got to know about the intervention programme through personal interaction with the youth representative/Coordinator of SDC. The premises looks like a motor- garage because vehicles, trucks, pick up vans for goods are constantly parked in here.

The Centre (building) is in a dilapidated condition, there are no signs to communicate to us what actually the structure is meant for. It was recently we discovered that there has been a signboard mounted at the entrance. It has been there but the write-ups are washed off and the iron rusted and bent. No posters, handbills or flyers, so, how do you expect us to know about the awareness and behaviour change programme in Samaru.

***Researcher*:** **Are the approaches of the Skills Development Centre in Marijuana intervention being able to curb youths' intake of Marijuana in Samaru, Sabon Gari, LGA?**

Discussants: We are benefitting from the activities carried out in this Centre, especially the skills acquisition session. Truly, some of us never had any tangible skills, and we are not educated, it is not our wish but it became so. We usually sourced for funds in diverse ways not only to get our daily meals but to smoke weeds. But since we came here, some of us have spent three months, while some five months, and within this periods, our trainees have been engaging us in a lot of skills as plumbing, carpentry and tailoring. A times the trainees take us out for some of their personal jobs as their apprentices and they give us little tokens.

Researcher: **What are some of the activities the Skill Development Centre does in engaging youths in the intervention processes in order to avoid the use of Marijuana (Indian Hemp) and incorporate a more fulfilling and healthy lives?**

Discussants: We are usually engaged in skills as plumbing, carpentry, tailoring, tie-dye, computer training and often some of the counselors call us individually to counsel us on the need to stay-off the street.Initially, it was challenging coping, because some of trainees are not friendly, and we were used to free-lifestyles in the street, and the training hours encroach into the time we normally took the hemp. But we realized the need to be skilled, even if we did not go to school, acquiring skills would help us improve our standard of living than being on the run always for fear of being apprehended by security agents who see us as criminals even when no offense is committed.

Researcher: **In your view, what approaches do you suggest the centre should adopt in reaching out to youths exposed to psychoactive substances such as Marijuana?**

Discussants: It is true that most of us cannot read messages on big posters or sign post but

Thereare ways it can be designed to attract youths. The Centre should utilizeradioadvertisement, with the use of our common languages, it would reach out to any willing youth. The Centre should be more serious in engaging youths in planning because the youths under training themselves can also reach out to other youths prone to Marijuana addiction. At times we get discouraged of everything because of the way some of the Instructors force us to do their biddings without seeking our consent. Centre should also give out the start-up packages promised to each participant. The environment is not looking attractive, it should be improved upon, the Trainers should also be tolerant with the participants.

(Focus Group Discussion Parents as Stakeholders)

Researcher: **In your view, what do you think are the stimulating factors and implications ofYouth'sexposureto Marijuana?**

Discussants: They meet other peer groups who initiate them into other forms of lifestyles especially drinking and smoking hemps and other psychoactive drugs. We told you that the ways are not beneficial but we cannot help it. It is heart breaking to have our children being brought home either in the pool of their own blood or even deformed. We always live in panic, because our districts heads (Mai Anguwani) could summon us at anytime, as parents, to take responsibility of the misconducts of our children, who have either vandalized public properties, maimed, or caught in the act of stealing, raping or under police custody for crimes committed. And as parents, we go extra miles in our state of abject poverty to bail out the child and even pay for damages.

Researcher: **Do you know about the Skill Development Centre in Samaru, and the Intervention on Marijuana use among youth?**

Discussants : The SDC has been in Samaru for long but some of the youths that are supposed to benefit from the Marijuana campaign are not in any way found there. We agree that some of them that are involved in psychoactive use are so difficult to relate with and very obstinate but they can still be reached. It is commendable that some of the district heads take it upon themselves to bail them out when arrested but after that, what next? Is not enough to bail them out but giving them a means of livelihood. We learnt that the Centre helps in developing skills of some of the youths and it gives out forms to some of the heads for the purpose of some of these addicted youths, with a promise of a start-up package (working tools and cash offer) after training. But some of the leaders distribute the forms to their relatives who do not need them as much as those youths already on the streets.

Researcher: ***Has the Centre been able to reach out to youths prone to substance abuse especially Marijuana effectively?***

Discussants: Yes and No!.The Centre has been helping in developing skills of youths, users and non users of psychoactive substances-Marijuana. Some women in this community are also participating in the skill acquisition sessions particularly the

tailoring Unit. We have heard announcements from our heads telling us to send our youths to the Centre to acquire skills but of what use is it, if a child goes to the Centre spends six (6) months with the promise of start-up packages and in the end, nothing is given. What do you expect that youth to do after being trained? We have records of youths around here who were users of Indian Hemp, sent to the Centre but never got the incentives or any help to start-up their own business, therefore, they went back to their negative behaviours partly caused by idleness.

Researcher: **What are the communication approaches used by the Centre in Marijuana Intervention?**

Discussants: Like we earlier said, our District Heads distribute forms tosome youths who in most cases are not even Marijuana users but the for the materials gains promised, some of the Heads distribute the forms to their own preferred candidates, thereby denying others who need t rehabilitation. The security agents are deployed but they use force which has no impact on some of the youths.When someof them are bailed out of the Police custody and coerced into acquiring skills, they tend to abandon the programme and move to unknown locations.

Researcher **: Are these communication approaches effective in positive behavioural change?**

Discussants: The skill development programme would have been effective if the youths are equippedwith start-up package as initially promised.

Researcher **: What other communication approach do you think SDC can use for Marijuana intervention?**

Discussants**:** Is obvious that as soon as some of these youths become exposed to psychoactive substances, they become abnormal, obstinate, and the instructions of their parents do not count anymore to them. Therefore, places of worship, community stakeholdersand some of the vigilante groups around Samaru can partner with the Centre in reclaiming them into relevance.

B.Interview QuestionsInstructors/Facilitators (Trainers).

Researcher : ***What are the communication channels/ approaches SDCdeploys in reaching out toYouthsprone to Marijuana abuse in SamaruSabon Gari, Kaduna State?***

Discussant: There are some methods we have utilized. We go though the community, and even hide-outs where these youths converge,we engage them in discussion and counsel them on the need to be part of the ongoing training in the Skills Development Centre. At times we encounter resistance from them. Some of them even change locations because they see some of us as security agents while others usually come up with complaints of being financial incapacitated to see themselves through the training processes, which we told them is free for all.

It is never enough to get youth off psychoactive substances or off the streets. Once we get them off the street, it is important to keep them busy so that the period within which they go out to smoke becomes occupied. The moments some of these youths come in, we try as much as possible to separate them from non-users, to avoid distractions. We engage them in intensive training for longer hours daily, usually 9am-1 and 2pm-6pm daily with short moments of rest in between, specifically for prayers. The reason for the longer span of time of training is to assuage the urge for psychoactive use. It is usually difficult to get their full attentions in some instances due to restlessness they go through if the stimulant is not taken at a given time. Some of them escape while some continue. First they start as apprentice, serving the instructors with needed tools at workshop, then after 5-6 months they are due for graduation in various artistry either tailoring, carpentry, plumbing, or tie and dye. Initially the organization gives a start-up package and the sum of Three Thousand Naira monthly as motivation but times have changed. We only ensure that the participants acquire skills that could help him in life.

Researcher : **What are the kinds of activities carried out in engaging the users into building capacity and positive behavioural change towards being economic dependent and staying away from the health and socio-economic implications of Marijuana use?**

Discussants: At the inception of this Marijuana intervention programme, a lot of strategies were put in place, so as to reach out to youths, both users and non-users of psychoactive substances, most dominantly Marijuana. The Centre initially used the posters, signposts, banners, we had trainers using t-shirts, P-caps and jotters as forms of enlightenment outreach, and communicating the need to develop skills rather than remaining addicted to Marijuana. There was a later strategy of giving any youths who successfully completes the training a start-up package as a motivation. All these thrived for a while but the result was not sustainable. Therefore, as a result of the high rate of misconducts recorded, the Centre in collaboration with some security agencies, faith leaders, district heads employed the physical force and threat approaches, whereby any youth being arrested as a result of misconducts caused by psychoactive substance abuse could be granted a conditional bail-out all depending on the degree of offence committed. Such youths are usually forced to come to the Skills Development Centre to learn life skills, otherwise he would not be bailed out on subsequent arrest. These measures are still ongoing but there are still cases of resistance, some of the users opt out of the intervention activities.

Researcher : **How do youths respond to these communication channels and the various activities undertaken in the intervention programme?**

Discussants: Some of the youths respond accordingly but most Marijuana users who are the main targets do not participate, few who were forced into the programme end up constituting nuisance in the environment.Very few complete the training in skills acquisition. We have 2-3 participants here who were once into the abuse of psychoactive substance but are now volunteer staff here.

Researcher: **How do you relate with some of the Marijuana users on training?**

Researcher: Relating with them demands absolute carefulness because it has really not been a smooth encounter getting them involved.Most of them joined this training unwillingly and as such not friendly with the Instructors. There are very obstinate and the Instructors in turn are stern, in order to avoid being disrespected by the trainees. So no friendly or cordial relationship is built. Therefore, engaging them fully in planning and implementation of activities in the campaign is not easy.

Researcher: What **are the challenges experienced or faced in reaching out to youths prone to Marijuana use in Samaru, Sabon Gari Kaduna State?**

Discussants: The main challenge is youth's apathy. The Centre hasinsufficient staff that would be able to control each section of the activities in the campaign programme. Some of the trainees usually leave the campaign premises because full attention is not given to them. We focus on the non users of psychoactive substance and users all at the same time. Coordinating the various levels is actually problematic because activities carried out in the Centre are numerous. An instructor can be assigned to carry out more than three tasks whichis not appropriate. Every Instructor is supposed to have a specialty. During the counseling sessions, all the facilitators are involved.The Centre should have different trained personnel who should be Counselors, Instructors, Field/Programme Coordinator, General Coordinator but everything is done by the same persons. How then can the Centre accomplish its aim? The participants are also aware of the shortage in manpower and working materials, so they do not participate as required, and if you ask me, they are not to blame. We have requested for staff, funding to get the necessary materials needed but till date the Secretariat has not responded.

Researcher: What approaches do you suggest that the Centre should adopt in enhancing effective communication towards behavioural change?

I was trained in the Centre in 2015. I voluntary come to assist in the computer section because I do not have any job or my personal Computer to work with. Even though we were promised some start up packages or cash but is not forthcoming. This has been discouraging some youths from participating in the programme. Some of us that were users of Hemps came because of the monthly offer of Three Thousand (#3,000) each and other benefits. Anyways, while on training here, and even now, I observed that the instructor do not add anything new in the processes of training, it has been the same old way since and I believe even before I joined it has been the same pattern. Nothing new is introduced to make it interesting for every participant. Some of the Instructors in the computer section do not know how to operate the internet or do certain things online, but I learnt through my personal handset. Some of the youths here sincerely cannot just sit under this kind of persons as Instructors, because some of the Instructors are too elderly and intolerable when it comes to handling the youths. I am aware that in mobilizing people for possible behavioural change, there should be mutual understanding, improved styles and activities that could spark up interest in the participants. There should be training for the trainers at intervals. A times some of the addicted youths engage in brawl with the

Instructors either because of the use of offensive words by the Trainers or insubordination on the side of the youths. These displayed attitudes are mostly stirred up by boredom and irritation experienced during counseling or other rehabilitating activity.

C. KeyInformant Interview with the Centre Coordinator, Community Heads and Faith Leaders

Researcher: **How would you rate the activities of SDC in Marijuana intervention in Samaru, Sabon Gari, Local Government Area?**

Discussants: The communication approaches do not reach out extensively to all the communities in Sabon Gari not to talk of other Local Governments under the Kaduna Zone A, that are supposed to be beneficiaries of this project. It could be shocking to know that the Intervention Project of Samaru SDC serves other six Local Governments Areas, namely Kudan, Hunkuyi, Giwa, Zaria, Makarfi and Soba. For me, the Centre and its intervention campaign has not reached a level of recommendation, the campaign approaches are not satisfying the requirements of changing attitude, especially the task of changing behaviours of the youths whether user or non-users of Marijuana. I can say kudos to some of the Instructors who engage in developing skills, few of them are volunteers, who graduated from that same place while others are employed staffers who are rarely paid but use their own resources to keep the project going just for the benefit of the community. I must say, as a faith leader, that the Centre is falling short of manpower. I visit the Centre occasionally, and the sight of the place no longer encourages me to refer candidates there anymore. It looks deserted compared to what used to be. Is a Government project, therefore, it should be re-equipped with manpower, facilities and incentives or packages initially promised, so that youths can find it appreciable to partake in the campaign without necessarily applying threats as a way of getting them involved. Government funding and community participation should be encouraged, this can be accomplished if subsidiary Centres are launched with the community members or target groups fully included. Otherwise, the intended development projects will not be brought closer to the people or serve the purposes of changing behaviour.

***Researcher*: What approaches are mostly used in the Marijuana Intervention programme**

Discussants: The youths, particularly users of Indian hemp have an erroneously feeling that they are grown up, therefore, listening to instructions, calls for positive change of attitudes through the medium of Radio, Television, posters, handbills, warnings or accepting piece of advice from either parents or guardians is archaic. That is the reason whenever we are gathered for stakeholders meetings, which usually has in attendance some of the personnel of the SDC, we suggest that counseling be parts and parcel of the activities of the intervention programmes of SDC. The counseling session in the programme agenda of the SDC could always make up for the lack of adherence to parental counsels and paucity of other media in reaching out to the youths. Continuous counseling and proper communication will stir up meaning and cause tangible behaviour change among youths susceptible to drug use.

Researcher: **What roles do you play in the intervention programme and what communication tools do you utilize?**

Discussants: It is unspeakable the way some youths have become difficult to control by parents,

government even faith leaders. They move around aimlessly, only gathering in joints doing nothing. At times when performing ablution by the mosque, I see some of them also coming to say their prayers. After prayers we normally wait briefly for discussions and I pass across information on how the youths can better their lives through acquiring skills, which is the major activity of the SDC intervention programme. We use the megaphone to announce either the sudden passing away of someone, and the need to converge for burial rites and marriage ceremonies. In the same light, I play my role as a stakeholder in the community, by announcing constantly on the need for parents to ensure their children (youth), leave the street to either attend schools or become part of the training activities of the SDC which cost nothing. Do you know that they also engage in the use of more destructive psychoactive drugs order than Marijuana now?

***Discussant*:**

The counseling unit of the ECWA Church, issues forms that are being given out by the SDC to youths in order to be beneficiaries of the intervention programmes. Despite the distribution of forms and announcements going on, some of the youths still resort to the street to smoke Indian hemp. A number of youths who filled and submitted forms in order to be trained are mostly non- psychoactive users, who are either waiting to be admitted into higher institutions or wanting to have their skills developed

Researcher: **How effective are the approaches so far?**

Discussant: It is so devastating how some of the youths ignore what is relevant to their lives to pursue

destruction. Despite the public announcement there is still low turn-out of youths in the intervention programme and high rate of youth's unrest, theft, armed robbery activities in Samaru. Some of the youths do not see places of worship as a place where people are compelled to take right steps in the right direction, but a place to fulfill only religious rites. Therefore, the distribution of the forms and public announcement did little compared to what the intervention programme seeks to address.

***Researcher*:What other communication approaches do you think SDCcan adopt in its**

intervention programme towards reaching out to youths susceptible to Marijuana use in Samaru, Sabon Gari, Kaduna?

Discussant: The SDC as we all know is a government owned intervention programme and the government is to do all it can to keep it functioning. But the campaign has not met its mark in this community because we are constantly having cases of youth involvement in drugs, and lack of concentration in things of importance to their wellbeing. As community members we cannot wait for the government forever, because the Centre has been there for years for our own benefit, I suggest that the present officials of the organization should include some of the social groups and security groups like the vigilante in the campaign. These groups have meeting days and days of social activities, like drama, cultural performances, football competitions and more. And an appreciable

percentage of the youths whether users and non users of Marijuana are usually converged in such places. Therefore, it will be advantageous to relate or communicate the goals of the interventions to the target audience through the contents of the drama and other performances being showcased in some of these social activities. I bet you it will be very effective more than the use of any IEC materials because most of them cannot even read, and if the Radio is to be used, they may decide not to tune to the campaign channel instead tune to channels that suits them, after all they have the right to choose what to listen to.