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Substance use prevention through media

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Statement of the Problem: Indonesia now has 5.9 million drug users; yet society still has low knowledge in substance abuse and how to prevent it. Survey on knowledge of the dangers of drugs is relatively low with a range of 4-53%, for the things that can prevent a person from drug use range between 17-58% in common household. Most that still uses or wanted to try has a misperception about the effect like increase of stamina, even now the New Psychoactive Substance are sold online. Interest in this matter haven't emerge as expected and the media often misrepresents reports of drug use which leads to misperception. Mass communication holds substantial promise as a tool for reaching and persuading people to adopt new and healthier lifestyles and social media use growth in Indonesia has reach 27 million by 2016.

Orientation: Systematic review including 12 studies in total, 10 internet and computer based prevention programs concerning tobacco, alcohol and cannabis in a school setting.

Findings: In total, the level of substance use in the intervention group was found to be lower than in the control group for six of the seven analyzed programs at the end of the intervention or at the time of follow up. Shown reduction in tobacco use, reduction in alcohol use in four studies, lower binge drinking in two studies. In one studies shows significantly lower frequency of consumption. All programs shown effectiveness between four and 12 sessions and five of six effective programs were based on the social influence model and social cognitive theory.

Conclusion & Significance: The research shown significant change through frequent information and educational exposure. As it is also becoming a trend to use social media, those exposures will be more effective among school children and youth to reach behavior or social change.

Biography

Adinda Prawityasari Kusubandio currently works at KAPETA Foundation as one of the board member. She holds an ICAP II (International Certified Addiction Professionals level II) and Recovery Coach credential from ICCE Colombo Plan, now also set her interest and goal in Prevention. Adinda is pursuing her degree in Public Relation during the weekend and are involved part time as an in-depth interviewer for HIV Prevention Trials Network (HPTN 074) at Cipto Mangunkusumo Hospital. She is one of Indonesia's national trainer for Universal Treatment Curriculum and are one of the developer of Family Empowerment for Substance Abuse Prevention module for Indonesia's Ministry of Health. Her passion for Substance Abuse come from personal experience and is determine to continue broadening her knowledge and skills in Substance use treatment and prevention to help others in need.

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