DECLARATION

I, Nandi Noganta hereby declare that unless specifically indicated to the contrary, this thesis is the result of my own work. Furthermore, I declare that the material contained in this thesis has not been submitted to this or any other university in fulfilment or partial fulfilment of the requirements for another degree.

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Signed at East London

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TABLE OF CONTENTS

DECLARATION i
ACKNOWLEDGEMENTS vii
ABSTRACT viii
LIST OF ABBREVIATIONS ix

CHAPTER 1
INTRODUCTION
1.1 Introduction 1
1.2 Statement of the problem 2
1.3 Research question 5
1.4 Aims and objectives of the research 5
1.5 Research design and methodology 5
   1.5.1 Introduction 5
   1.5.2 Sampling and method 6
   1.5.3 Location and sample of study 6
   1.5.4 Data collection 7
   1.5.5 Data analysis 7
1.6 Value of the study 7
1.7 Ethical consideration 8
1.8 Delimitation of the study 8
1.9 Organisation of the study 9
CHAPTER 2
LITERATURE REVIEW

2.1 Introduction

2.2 Conceptual understanding of substance abuse

2.3 Contributory factors of alcohol use
   2.3.1 Alcohol use and role models
   2.3.2 Alcohol use and geographical location
   2.3.3 Alcohol use and disorganisation
   2.3.4 Media and use of alcohol
   2.3.5 Alcohol use and peer pressure
   2.3.6 Alcohol use and poverty

2.4 Impact on alcohol use
   2.4.1 Victimisation
   2.4.2 Families
   2.4.3 Health problems
   2.4.4 Behaviour of the children

2.5 Preventative measures against alcohol use

2.6 Ritual and use of alcohol

2.7 Conceptual understanding of community
   2.7.1 Community and culture

2.8 Community and development

2.9 Community development
   2.9.1 Characteristics of community development
   2.9.2 Limitation of community development

2.10 African Philosophy and community development
   2.10.1 Ubuntu and collectivism
2.11 The impact of alcohol use in rural areas
2.12 Contributory factors on use of alcohol in rural areas
   2.12.1 Ritual ceremonies
   2.12.2 Psychological reasons
   2.12.3 Lack of role models
   2.12.4 Community Attitude
   2.12.5 Poverty
   2.12.6 Personality

CHAPTER 3
THEORETICAL FRAMEWORK
3.1 Circle of courage
3.2 The Ecosystems approach
3.3 Conclusion

CHAPTER 4
RESEARCH DESIGN AND METHODOLOGY
4.1 Introduction
4.2 Research design and methodology
4.3 The research sample and sampling process
   4.3.1 The research process
4.4 Data analysis
4.5 Ethical consideration
   4.5.1 Informed consent
   4.5.2 Confidentiality
   4.5.3 Respect for people’s rights and dignity
4.6 Challenges and limitations in conducting the study
4.7 Conclusion
CHAPTER 5
PRESENTATION OF DATA

5.1 Introduction

5.1.1 The way of life

5.1.1.1 Conceptual understandings

5.1.1.2 The difference between urban and rural

5.1.1.3 The cultural practices that available among the community

5.1.1.4 The effect cause by drinking of alcohol

5.1.1.5 The age that children suppose to participate in drinking of alcohol
during these celebrations

5.1.1.6 The change among children due on use of alcohol

5.1.1.7 Things that should be done about the issue of alcohol among children
in these cultural activities

5.1.1.8 The role of Department of Education in addressing alcohol abuse by
children in the community

5.1.1.9 The role of Social Development in addressing alcohol abuse by
children in the community

5.10 Conclusion

CHAPTER 6
CONCLUSION AND RECOMMENDATION

6.1 Introduction

6.2 Discussions of findings

6.2.1 The way of life

6.2.2 Contributory factors on use of alcohol among children in rural areas

6.2.3 The effect of alcohol use

6.2.4 Intervention of Departments of Education and Social Development on
use of alcohol among children in rural areas

6.3 Conclusions

6.3.1 Ritual ceremonies and use of alcohol

6.3.2 Poverty

6.3.3 Availability and accessibility of alcohol
6.3.4 Media and use of alcohol 107

6.4 Recommendations 107
  6.4.1 Psychosocial approach 107
  6.4.2 Developmental stages of children and awareness at schools 108
  5.4.3 Prevention and education 109
  6.4.4 For further research 110
  6.4.5 For practice 110
  6.4.6 For policy making 112

6.5 Conclusion and remarks 113

7 REFERENCES 114

8 APPENDICES

Appendix A: Interview schedule for community 123
Appendix B: Interview schedule for educators and probation officers 125
Appendix C: Interview schedule for learners 128
Appendix D: Letter of Consent 131
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ABSTRACT

Globalisation raises hopes that communities will become self reliant through development success and thus become an integrated whole (Offiong 2001). But the creation of global village leads to fragmentation of communities, a loss of norms and local values. This study focuses on communities of the Eastern Cape Province, exploring the nature of and extent to which children use alcohol as a consequence of cultural rituals. The researcher aims to develop a culturally sensitive psycho-social approach to address alcohol use among children.

The purpose of the research was to investigate the extent to which certain cultural practices contribute towards alcohol use among children in the rural areas of the Eastern Cape Province. Thus exploring the nature and extent to which children use alcohol as a consequence of cultural rituals and to explore whether families and communities are aware of the impact of alcohol use by children in the community. The research was qualitative in nature and through semi-structured interview schedules the researcher was able to gain insight in the area of substance use amongst children in the rural areas of the Eastern Cape Province. Community members, learners from schools, educators and probation officers formed part of the research sample.

The research findings suggest that community members are aware that the traditional rituals that are carried out in the rural areas have been contributing to the issue of children using alcohol. However, the community members feel challenged as they become conflicted by their traditional rituals and this impacts upon children using alcohol.

Keywords: alcohol use, community development, ecosystems approach, rural areas, children
LIST OF ABBREVIATIONS

FG       Focus Group
ISRDS    The integrated sustainable rural development strategy
KE MOJA  We can do without drugs
NICRO    National Institute for Crime Prevention and Rehabilitation of Offenders
SACENDU  The South African Community Epidemiology Network on Drugs
SANCA    South African National Council on Alcoholism and Drug Dependency
SAPS     South African Police Services
TADA     Teenagers against Drug Abuse