

HIV AND ALCOHOL

The Context and Motives for Alcohol Use and the Potential for High Risk Behavior:

Findings from Focus Group Discussions
with Tanzanian Youth and Adults
conducted by the AED/T-MARC Project

This study is made possible by the generous support of the American people through the United States Agency for International Development (USAID), through the T-MARC Project under the terms of the USAID Contract GPO-I-00-04-00012-00.

The contents are the responsibility of Academy for Educational Development's T-MARC Project and do not necessarily reflect the views of USAID or the United States Government.



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Preface

Focus group discussions were conducted by Tanzania Marketing and Communications for AIDS, Reproductive Health, Child Survival and Infectious Diseases (T-MARC) project, a five-year USAID Private Sector Program (PSP) initiative managed by the Academy for Educational Development (AED). The objective of these focus group discussions was to explore the behavior, perceptions and attitudes of Tanzanian youth and adult drinkers who are currently consuming alcohol at levels that put them at risk for HIV and AIDS transmission and identify potential strategies for communicating with these consumers in order to reduce this risk.

About AED/T-MARC

T-MARC project is a five-year initiative with a mission to contribute to improvements in the health status of Tanzanian families and reduce the transmission and impact of HIV/AIDS managed by AED. T-MARC is forming public-partnerships in order to develop and expand consumer markets for a broad range of health products (e.g., condoms, contraceptives, diarrheal treatment products, malaria prevention and treatment products, etc) and promote behavior change that will improve public health. On April 1, 2007, the independent Tanzanian-led and controlled T-MARC Company Ltd (Tanzania Marketing and Communications) took over implementation of the T-MARC project under the supervision of AED. T-MARC Company Ltd. is an independent Tanzanian owned and run organization registered in Tanzania as a not-for-profit business.

AED is a non-profit organization working globally to improve education, health, civil society and economic development--the foundation of thriving societies. In collaboration with local and national partners, AED fosters sustainable results through practical, comprehensive approaches to social and economic challenges. AED implements more than 250 programs serving people in all 50 U.S. states and more than 150 countries.

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SUMMARY

The objective of these focus group discussions (FGDs) was to explore the behaviour, perceptions and attitudes of Tanzanian youth and adult drinkers who are currently consuming alcohol at levels that put them at risk for HIV and AIDS transmission. Information collected on the behaviour of these groups can be used to identify potential strategies for communicating with these consumers in order to reduce this risk through designing of strategies, messages and materials for HIV and Alcohol programs targeting these populations. Focus group discussions were conducted among two main age groups namely youth and adults. Focus group discussions comprised of 8 separate focus groups which were conducted in urban and rural segments. In urban, there were 4 groups; girls ages 19-24, boys ages 19-24, mixed girls and boys ages 15-19 and adults age 25-40. In rural, 4 focus groups conducted include mixed group of girls and boys ages 19-24, girls' ages 15-19, boys ages 15-19 and adult ages 25-40.

A summary of focus group discussion findings are below: There were some similarities as well as variations in responses among urban and rural youth, boys and girls and among various age groups.

Rural Youth

Some youth ages 19-24 were aware that drinking is risky. Parents/guardians were mentioned as influencers /promoters of underage drinking because they send their underage youth to a bar or grocery stores to buy alcohol for them.

Peer pressure, and using celebrities to advertise alcohol are some of mentioned contributing factors in influencing youth underage drinking; celebrities are viewed as role models by youth and therefore youth imitate those celebrities including drinking alcohol. Common alcohol beverages used in rural setting include Safari, Kilimanjaro and Konyagi Kiroba (sachets). Konyagi sachets and Safari are preferred alcohol beverages because they are cheaper compared to other beverages yet stronger than most beers or liquor; therefore can make one get drunk quickly. Bar and Disco halls are the most common places for taking alcohol in rural areas.

Urban Youth

Some urban youth mentioned reasons for drinking excessively due to lack of activities which they like to do or those that can replace drinking alcohol and peer pressure. However, there were some differences in some responses across age groups; for age group 15-19, a few said that a risk of drinking is having sex with someone who you do not really like; As for youth age 19-24, more of them know that HIV transmission and alcohol are a risk. Most urban youth believe images presented/portrayed about beers and other drinks are very positive to the point that a young person fails to focus on the consequences but rather on the imitating actions including drinking alcohol.

Rural Adult

Rural adults indicated that drinking alcohol is a manly thing to do. Alcohol allows relaxation during sexual activities, it allows one to speak their mind, it makes conversations lively especially conversation about sex. For men, alcohol allows them to have sex with anybody who is not necessarily a regular sexual partner without any regret or guilt, while for women alcohol allow them to get some sleep, it gives them relief from life frustrations, marital problems such as a husband cheating or not spending night at home, gives them courage to have extramarital sex. Local brew, Konyagi and Safari beer are main alcohol beverages

preferred. Males drink alcohol in bars while women drink alcohol in secrecy, this is because, for women, drinking in bars is viewed negatively and it is associated with promiscuity.

Urban Adult

Urban adults respondents indicated that they have experienced heavy drinking in their drinking life. Women feel that males are the main influencers of risky patterns of alcohol use; women feel compelled to drink in fear of losing their relationship or partner. Men on the other hand, feel obliged to persuade women to drink so that it could be easy for them to have sex with those women. In this group, drinking alcohol was directly associated with sex; women prefer Amarula because it makes them more relaxed during sexual act while male prefer Konyagi because it extends sexual act. Unsafe sex and rape were also pointed out as risks associated with heavy drinking, and some have experienced them. Male participants also indicated that they do not drink with their partners and indicated to frequent pubs and bars close to their neighborhood. They don't drink in isolation but mainly in the company of their peers. For men, drinking was observed as a way to catch-up with their peers and a means of reducing the daily stresses of life. Multiple sexual partners, having sex while intoxicated, and unprotected sex with casual partners were also reported.

Definitions

- **Youth** include individuals who are age 10-24.
- **Adult** include individuals who are age 25 and above.
- **Konyagi**, a Tanzanian drink which is in form of liquor with alcohol content of 35%.
- **Konyagi Kiroba**- Konyagi sachet (in plastic pack)
- **Mlevi**, a drunkard.
- **Kwa "Mangi"**, Mangi is a name referring to chief or a head of Chagga ethnic group. It is not uncommon for people from Chagga tribe to drink, own or run a small store that sell alcohol; such stores are nicknamed after the chief; therefore, "Kwa Mmangi" means at chief's.
- **Amarula** is a cream like liquor drink.
- **Mzungu**, a white person.
- **Gongo** a local brew.

FOCUS GROUP DISCUSSIONS: FINDINGS

Focus group discussions were conducted among two main age groups namely youth and adults. Focus group discussions comprised of 8 separate focus groups which were conducted in urban and rural segments. In urban, there were 4 groups; girls ages 19-24, boys ages 19-24, mixed girls and boys ages 15-19 and adults age 25-40. In rural, 4 focus groups conducted include mixed group of girls and boys ages 19-24, girls' ages 15-19, boys ages 15-19 and adult ages 25-40.

URBAN YOUTH AGES 15-24

Girls

Ten girls ages ranging between 19 -24 participated in FGDs. A large number of them were form six and four graduates and 2 had below secondary school level education. All of them received at least primary school education. Their hobbies included reading magazine, newspapers, swimming, having fun, dressing up, looking good (beautifying themselves) and visiting friends.

Boys

Ten boys ages ranging between 19-24 yrs of age participated in FGDs. Some had received education through form four and six levels. At least all of them were above the primary school level education. Hobbies included playing football, swimming, reading, basketball, watching movies with my friends without girls around sometimes ("for boys").

Mixed girls and boys

The group comprised of boys 5 and 3 girls, their ages ranged between 15-19 years of age. Some were still in school and some were out of school. At least all of them were above the primary school level education. Their hobbies ranged from basketball, music, dancing and fashion.

Table 1: URBAN YOUTH AGES 19-24

INDIVIDUAL GROUPS

BOYS

GIRLS

How acceptable is it in this community for people your age to have 5 drinks or more within an hour or two? This is also referred to as "binge drinking".

Parents	<ul style="list-style-type: none"> - Some parents question where their children get money to drink. - Parents don't care much if one is responsible and disciplined after drinking. 	<ul style="list-style-type: none"> - View that their children future is in a jeopardy - Some parents do not care much, as long as their children know their limit.
Community	<ul style="list-style-type: none"> - They regard drinking excessively as hooliganism. - Others regard it as coming from a well to do family 	<ul style="list-style-type: none"> - It is associated with pride, during parties like weddings; they feel proud that they managed to give people enough drinks

	<ul style="list-style-type: none"> - Have money otherwise it is not easy to afford buying beers - It depends on type of alcohol, like the area I come from if a person is taking bhang or other drugs they consider you as a hooligan but if you are just taking beers they consider you as a rich person. 	<ul style="list-style-type: none"> to the extent some become completely drunk. - Some view them as lost generation with no discipline. - Some regard them as children of no good parenting.
Peers	<ul style="list-style-type: none"> - Not strange to drink that much especially during occasions such as weddings, get together and funerals. - One is viewed as having money (pride). - It is a modern thing, bad when it is excessively taken. - It is viewed as better to take alcohol at young age instead of doing so at old age because the older you get the harder it becomes to control yourself". - Most young people equate it as energetic and having stamina; some can handle even up to 10 beers; and even more if beers are free. 	<ul style="list-style-type: none"> - High class - Fellow see him as he is of high class - Others see this person as a loser it depends to those who drink - It signifies the success of a function such as party

Where do you think people age 19 through 24 in this community drink alcohol?

Bars	<ul style="list-style-type: none"> - We normally drink in bars with friends or nearby alcohol store (kwa mangi) especially before going to the parties. 	<ul style="list-style-type: none"> - Some go to supermarket to buy cheap beers for parties at home. - "We like going to mini bars or at small stores like groceries we do not prefer bars because we can find our fathers there".
Home	<ul style="list-style-type: none"> - Sometimes drink at home but very seldom 	<ul style="list-style-type: none"> - Sometimes we drink from home if there are activities such as birthday parties.
Celebrations	<ul style="list-style-type: none"> - During birthday parties, communion, weddings, funerals and religious gathering (Jumuiya) 	<ul style="list-style-type: none"> - Kitchen party
Boarding schools		<ul style="list-style-type: none"> - In some boarding schools, there is peer pressure on taking alcohol. - Some watchmen cleaners are a good channel to bring liquor to girls.

What are the most common alcoholic drinks taken when binge drinking?

Konyagi	<ul style="list-style-type: none"> - Most young people like liquors such as <u>Konyagi</u>, it gives a good buzz and it is cheaper. - It does not have hangover, and it does not have awful smell from breath like beer. 	<ul style="list-style-type: none"> - A large number take Konyagi - Others take Z, a type of liquor, which is very strong. - In Kenya, they like 'tequila' it is a very expensive liquor.
Beers	<ul style="list-style-type: none"> - Some like beer but can drink about 10 beers so it gets expensive - If paying-liquor, if free-prefer beers. 	<ul style="list-style-type: none"> - Others prefer Tusker, especially for beginners.

How is alcohol promoted (or advertised) and which types of promotion do you see or hear most often?

TV programs and tournaments	<ul style="list-style-type: none"> - Tanzania breweries sponsor many TV programs. - During tournament, adverts and promotion of some beers like Tusker and Kilimanjaro. 	<ul style="list-style-type: none"> - On the TV, there are many advertisements, like Kilimanjaro beer.
At entertainment events and promotions	<ul style="list-style-type: none"> - During Bonanza and Bolingo show - During Kili music awards low beer price 	<ul style="list-style-type: none"> - There are some promotions for Safari, Tusker and Heineken beer. During these events, they give beer in a goody bag accompanied with T-shirts.
Signboards	<ul style="list-style-type: none"> - In bars with big sign boards with a glass of beer. 	
Groceries and supermarkets	-	<ul style="list-style-type: none"> - Alcohol is promoted and available everywhere in supermarkets in groceries so it is easy to get alcohol.
Families/tribes		<ul style="list-style-type: none"> - Most families promote alcoholism especially during celebration and get together with no supervision to younger people. - Some tribes like Chagga they have pombe shops every corner, "I am a Chagga I started drinking 'Mbege" (local brew) when I was 12 years, whenever we went to Moshi for Christmas". - During wedding ceremonies and other traditional and spiritual rituals

What influences risky patterns of alcohol use?

Companionship and Peer pressure	"When friends are doing it, it is hard to avoid joining them"	
Show off	Some drink to show others that they are smart and able to make their own decision	Some people like showing off and think by so doing they show how much money they have and can spend
Temptation	In some households, people stock alcohol and this tempts younger to drink	
Family conflicts /Stress		Parents quarrelling causes people to take alcohol to forget the situation
Free alcohol		Where there is free beer, people tend to drink without control

What risks do you think people associate with heavy drinking?

Accidents and trouble with law	<ul style="list-style-type: none"> - My friend was just involved in serious car accident; although he was not hurt, it was scary - Behaving inappropriately, like kissing or touching a girl without her permission - Spending the night at the police station or in jail 	Causing accidents when driving
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Fights/being attacked by robbers	There are some who become wild and argumentative when they drink	Being attacked by Robbers and losing belongings...." I had a seizure attack because I had too much to drink; my wallet was stolen, I could not get fare to go home and it was late hours in the night"
Hurt	"I have on several occasions seen my friends falling and hurting themselves because of alcohol."	
Rape		Being raped because of overdrinking; not knowing where you are and how you got there.
Unintended sex		Having sex with a person you would not opt for when sober
Misbehaving	<ul style="list-style-type: none"> - Some people start touching girls in unwanted and un-respectful way - Some become irresponsible; have sex behind the "houses" and not sure if they use protection 	

Have you or others ever tried to limit your drinking and how did you manage to stop for that period?

After Accidents/ misbehaviors	<ul style="list-style-type: none"> - After getting involved in an accident; "I fainted for couple of hours, my father and mother pleaded with me to stop". - After misbehaving in front of my elders (naked in front of my mother). 	Some tried to limit because of spending a lot of money for drinking and I did not see the advantage.
Limit due to Exams/relationships	<ul style="list-style-type: none"> - When studying for exams - Dating a girl from religious family 	Some limit when preparing for exams
Due to Friends unavailability/replace alcohol with other beverage	When there is no company to drink with. "I stopped for a while when my friends went back to boarding schools".	<ul style="list-style-type: none"> - Friends stop to search for each other, or stop doing activities together - By going to a party with bottles of water like Kilimanjaro water and Dasani and seeing a school counselor.
Avoiding stressful environment		"When I am stress free I don't drink but when problems are back I go back to my drink I can take two packets of cigarettes and two wine in one day"
After getting sick		After getting serious sickness,"I had a major operation a major due to swelling in my ovaries and appendix. I didn't drink for six solid months, after that I started slowly then am back to drinking"

Who do you think can help people to decide not to drink excessively or what will it take to get people to stop drinking?

Who	<ul style="list-style-type: none"> - Friends - Role models, people who were drinkers for a long 	<ul style="list-style-type: none"> - People like counselors; they can help youth, especially those who drink
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	<p>time, but now have stopped and still enjoying life.</p> <ul style="list-style-type: none"> - A Motivational speaker, but not seminars or workshops because they are boring. 	<p>because of stress.</p> <ul style="list-style-type: none"> - Pastors and church members - Friends or workmates - Someone close to you or confidant like aunt or sister or "bibi" (grand mother) - People who have been affected by alcohol - Celebrities like Lady JD
<p>What will it take to stop</p>	<ul style="list-style-type: none"> - Work that keeps one busy - Miracle - Seeing someone who is suffering from sickness or in difficulties because of alcohol 	<ul style="list-style-type: none"> - For me to stop drinking, I will have to be very sick probably. - Seeing is believing; I have to see/talk to a person who has been affected to tell me his/her own ordeal. - Getting a replacement for the fun I get from drinking; such as feeling happy, no stress, not thinking of negativity and relaxing.

Table 2: URBAN YOUTH AGES 15-19

MIXED GROUP: BOYS AND GIRLS

How acceptable is it for people in this community under the age of 18 to drink alcohol? How acceptable is underage drinking to people your age? To parents and other adults? To the community in general?

Parents	<ul style="list-style-type: none"> - Most parents such as fathers, mothers and older neighbors or relatives do not approve but people at that age have various ways around it; they can request to spend a weekend at an older relative's place who is not strict; there they get a chance to drink - Any parent cannot accept the underage drinking; they know if a young person is drinking, he cannot avoid getting drunk - I feel so bad when I see a young person totally overtaken by alcohol, even if it can happen to me I feel so bad
Community	Most adults do not approve, so we almost always drink at night where no one can see us easily.
Peers	<ul style="list-style-type: none"> - It is seen as a cool thing to do among my peers; it a sign of being grown. - It is not acceptable, therefore when there is a celebration I pretend to serve visitors and - it is at that time when I take a sips here and there.

Are there situations in which it is seen appropriate for people under the age of 18 to drink?

When hanging out with peers	<ul style="list-style-type: none"> - Drinking alcohol especially beer is seen as "must do" among people of this age - Among our peers it is seen as a cool thing to do, if you don't you are perceived as "mshamba" or outdated - Drinking is seen as catalyst for more "stories" or chatting among my peers, one of my friends give all kinds of stories when he drinks, and that makes it fun" we can sit there all night long just enjoying and having fun
To look modern	Drinking beer is a sign of being modern "trendy" among my peers
To charm customers	It is a must and is viewed as okay, if you work in restaurant, you have to drink so you can charm the customers

What are some reasons it is seen as OK for people under the age of 18 in Tanzania to drink alcohol?

It proves to peers that is a Grown-up	People around you (friends) view it a grown thing to do and it is viewed as strong if you can handle alcohol pretty well
To charm/tips	<ul style="list-style-type: none"> - It makes people; example those who work in bars or restaurants more charming, and therefore more tips from customers - It makes the conversation more lively and fun - It makes some people to talk more, their girlfriends tell them that they are more romantic they drink - "It makes me less shy and I can approach more girls"
Masculinity	It is manly; as I was growing up I always saw my dad and my uncles drink and talk, and so I know a strong man must have a drink
To act like older siblings	"My older brothers, sisters always drink before they go out, so I started trying out, now I am hooked to drinking beer; Trying to be adventurous"

How is alcohol promoted (or advertised) and which types of promotion do you see or hear most often?

TV	Television promoting Tusker and Serengeti Beer
Promotions and at Football matches	<ul style="list-style-type: none"> - I see a car with Heineken sign - Banners - T-shirts (I have Stella Artois T-shirt) - Opener

Where do your peers get alcohol?

Home	<ul style="list-style-type: none"> - At home, most of us don't have money, so we sneak some alcohol from home during parties or celebrations - In some houses, parents stock different types of alcohol and children start practicing from home - Some parents drink excessively too so there is no way the parent can stop them from drinking if the child starts
Bar	<ul style="list-style-type: none"> - At the containers (small grocery store) - At the Bar with older sister - My friend's mom has a small bar, she sometimes ask me to supervise to collect the money from the bar man before he closes. At that time, my friend and I steal a little bit of wine or sometime one beer without her knowledge, she always blame the bar man
Pre-Funeral, weddings	<ul style="list-style-type: none"> - "If someone close dies or even a neighbor, usually they serve beers and sodas because people spend long hours or even nights at deceased house until the burial. During that time, the monitoring of who is drinking is very minimal because most people are mourning; as such they are not paying attention. We (me and some friends) pick a corner, find dark containers and pour some beers in those containers. - Wedding parties are always accompanied with alcohol and no restrictions
Social gatherings	<ul style="list-style-type: none"> - During family events, like Holy Communion for Christians, many families throw parties which are accompanied with alcohol and liquors. - My mom always takes me to attend Jumuiya (religious gatherings in the community at household level) and at that gathering they usually serve wines and beers after prayers. Since we always get picked to serve, my friends and I sneak some beers and drink in the back of the house while we are waiting to serve. - Before a food event in the evening at school, someone will collect money from us and buy beers from a nearby kiosk and hide the drinks in one of the friend's car; while the event is happening, each one of us will sneak out to the car drink for a drink and go back inside.

Where do your peers drink alcohol?

Social gatherings/alcohol store close to home	<ul style="list-style-type: none"> - At the parties - Weddings - At graduation - Holy communion - Pre-funeral - Small kiosks near their homes
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What are the most common alcoholic drinks taken among youth ages 15-19?

Beer	- Beer (Stella Artois)
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Wine	- Wine (for girls)
What influences alcohol use among people under the age of 18 in this community?	
Peer pressure/ to look "cool"	- To impress and fit in within group of friends - It is trendy, to look modern - To try out (to be viewed as adventurous)
Imitate grown-up	- To act like grown-ups
Low self esteem	- So they can talk to girls - Some drink alcohol because they are shy when sober
Family problems/ stress	- Some drink alcohol because of family problems; for some, all parents have died and it is hard to tolerate the life pressure and decide to take alcohol
What risks do you think youth in Tanzania associate with drinking alcohol?	
Accident	One can be involved in accident; however, youth usually walk or take a taxi in a group
Fight	Too much drinking can cause fights, but most friends make up the following morning
Being caught by parents/school although there are ways to escape	- "My parents have no clue that I drink; if I feel I am going to be caught, I go to my aunt's house, and ask her to tell my mom that I am spending the night at her house, she takes care of me". - "I have never been caught. I do too well in school. I don't see any problem and no one can suspect that I drink"
Being robbed	-There is a danger of being ganged up by "vibaka" (thieves) however, most of us always drink in a group; we always take care of each other in case of anything. If we are caught we usually bribe the policemen or watchmen
Losing valuable belongings	Some friends have lost/forgotten their phones, eyeglasses, etc. because of drinking
Hangover/sickness	I never get hangover, no headache next morning, no problems; my friends think I have good stamina

RURAL YOUTH AGES 15-24

Girls

Ten girls ages ranging between 15 -19 participated in FGDs .Their education background: a large number of girls were drop outs from school, some of them were above the primary school level education, watching TV programs.

Boys

Ten boys ages ranging between 15-19 yrs of age participated in FGDs. Their education background ranged from primary school to secondary school level. Some of their hobbies include drinking for relief (uchovu), being in a bar, or doing physical exercise (football).

Mixed girls and boys age 19-24

The group was comprised of 5 boys and 5 girls, their ages ranged between 19-24 yrs of age. Their hobbies ranged from music, dancing and cinema watching.

Table 3: MIXED GROUP: BOYS AND GIRLS

How acceptable is it in this community for people your age to have 5 drinks or more within an hour or two? This is also referred to as “binge drinking”.

Parents	<ul style="list-style-type: none"> - Depends on how they have being raised and the well being of the family - No parents who allows their children to drink underage as well as the community. Some of us have families already.
Community	- No community seen as overdrinking is ok, will see you have no future at all unless the community itself is full of binge drinkers
Peers	<ul style="list-style-type: none"> - It ok for me since this age of ours is legal to drink at your capacity level - It is not good because the society will see you like you have lost hope for your future - It is ok as long as you don't do any damage to the society

Where do you think people age 19 through 24 in this community drink alcohol?

Bars	Where there are attractive bar maids
Clubs	Clubs
Celebrations	During festivals or events like graduation
Retail liquor shops	Retail liquor shops

What are the most common alcoholic drinks taken when binge drinking?

Beers	<ul style="list-style-type: none"> - Tusker - Safari - Serengeti - Kilimanjaro
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How is alcohol promoted (or advertised) and which types of promotion do you see or hear most often?

Slogans used in promotions	The slogan they are using also encourages, e.g. Safari “moja uanzisha nyingine” meaning First safari beer leads to another beer.
At entertainment events and promotions	Discounts price promotions like if you buy one you will get one free

What influences risky patterns of alcohol use

Mob psychology, friends influences	Stereo typing because others drinks
Status	Impressing others that have money to spend

What risks do you think people associate with heavy drinking?

Accidents	Accidents
Unsafe sex	Unsafe sex

Rape	Raping
Diseases and under health	<ul style="list-style-type: none"> - Getting infected with STI,HIV - Under health
Violence	Violence
Death	Death for over drinking underage
Have you or others ever tried to limit your drinking and how did you manage to stop for that period?	
Community	<ul style="list-style-type: none"> - Stay away from friends who drink - To be engaged more on religious activities
Environment	<ul style="list-style-type: none"> - Getting busy job - To stay in places where there is no alcohol - Keeping busy with exercise
Who do you think can help people to decide not to drink excessively or what will it take to get people to stop drinking?	
Who	Parents, religious leaders, friends
Take to stop?	Accident, serious disease or pain

Table 4: RURAL YOUTH AGES 15-19

INDIVIDUAL GROUPS

BOYS

GIRLS

How acceptable is it for people under the age of 18 in this community to drink alcohol? How acceptable is underage drinking to people your age? To parents and other adults? To the community in general?

Community	<ul style="list-style-type: none"> - It is perceived that one who drinks has no future - Some can be isolated from the community - Some perceive the drinkers as not raised in a good manner - Some face rejection - Some are associated with theft or robbery - Some are viewed as having no future - It is associated with risk of having no families/children 	<ul style="list-style-type: none"> - They are going against the law - Community regard them as having no future at all - Community may separate him from other youth of his generation to avoid him/her to influence others to drink
Parents	No parents allow their children to drink underage	Parents do not condone the behavior of drinking among underage

Are there situations in which it is seen appropriate for people under the age of 18 to drink?

It is seen as inappropriate	There are no situations where alcohol is seen as appropriate for underage of 18; most people believe that people at that age ought to be studying	<ul style="list-style-type: none"> - It is believed underage drinking causes thinking capacity to deteriorate - It is viewed as destruction from studying - It is equated with promiscuity
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What are some reasons it is seen as okay for people under the age of 18 in Tanzania to drink alcohol?

Parents play the role	Children are sent by parents to buy alcohol; this may encourage youth to drink underage	Some parents do not allow their children under 18 to drink alcohol
Group of friends, or mob psychology	<ul style="list-style-type: none"> - Some youth drink so as to fit in the group of friends who are drinkers - Some drink to impress their friends 	
Discounts and media promotions	During music shows	<ul style="list-style-type: none"> - Discounts price promotions such buy one get one free - Using media to promote their product like safari beer
Celebrities	Celebrities promote alcohol beverages and make youth curious to try out.	They use celebrities to advertise their brands, like Masoud Kipanya on Serengeti beer, this makes most young people to believe that is okay to drink since he is their role model

How is alcohol promoted (or advertised) and which types of promotion do you see or hear most often?

Celebrities	- Celebrities advertise various beers brands, this encourages youth to drink as they view celebrities as their role model	Celebrities like Masoud Kipanya
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Promotions and slogans	<ul style="list-style-type: none"> - Discounts price promotions such as buy one get one free - The slogans used in promotions encourages drinking; e.g "Safari moja huanzisha nyingine" (First safari beer leads to another beer) 	During music awards
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Where do your peers get alcohol?

Bar where there is video shows, clubs, groceries	<ul style="list-style-type: none"> - Bar, where there are video shows - Clubs - Where there are promotions especially price discounts - Retail liquor shops - During festivals or events like FIESTA 	<ul style="list-style-type: none"> - Bar, - Clubs - Groceries
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Where do your peers drink alcohol?

Bar which is accompanied with video shows and cinema	<ul style="list-style-type: none"> - At the Bar during video shows, cinemas - Clubs Where there are promotions especially price discounts - Retail liquor shops - During festivals or events like FIESTA 	<ul style="list-style-type: none"> - Bar - Clubs - Groceries - Pub - Boyfriend's house
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What are the most common alcoholic drinks taken among youth ages 15-19?

Konyagi	Konyagi sachets	Konyagi sachets
Beer	<ul style="list-style-type: none"> - Safari - Serengeti - Kilimanjaro 	<ul style="list-style-type: none"> - Safari - Can beer like Castle lager

What influences alcohol use among people under the age of 18 in this community?

Mob psychology	Mob psychology, friends influences	Mob psychology
Parents	<ul style="list-style-type: none"> - Some parents do not take their time with their kids and talk about alcohol drinking - Some kids are sent by parents to buy alcohol that promotes alcoholism among young people - Some parents use most of their time drinking alcohol, therefore are unable to provide parental supervision - Some parents own a bar/store, therefore promote drinking among their underage children who sometime operate those stores/bars 	<ul style="list-style-type: none"> - Friends influence - Youth being free without their parents follow up on their daily school life

What risks do you think youth in Tanzania associate with drinking alcohol?

Death due to over drinking	Death resulting from underage over drinking	
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Accidents and violence	- Accidents - Violence	Violence, from jealous boyfriend
Unsafe sex	Unsafe sex	Unsafe and rough sex
Rape	Raping	Being raped

What are some possible reasons that people under age of 18 may perceive alcohol use not be very risky?

Normalcy portrayed by drinking parents	Seeing elders such as parents, drinking while continuing to do activities as usual	
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What can you do to stop drinking alcohol?

	<ul style="list-style-type: none"> - Stay away from bad friends - To be engaged more on religious activities - Concentrating on studies 	<ul style="list-style-type: none"> - To have a boyfriend who does not drink - Doing exercise during leisure time - Stay away from drinking friends - Engaging more in religious activities
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URBAN ADULTS AGES 25-40

Females

Ten females ages ranging between 25-40 participated in FGDs. Their hobbies include talking to their kids, taking care of relatives watching football and watching TV and going to hair salon

Males

Ten males ages ranging 25 -40 participated in FGDs. Their hobbies include being in a bar close to their house, watching sports, doing physical exercise (football)

Table 5: URBAN ADULTS AGES 25-40

INDIVIDUAL GROUPS		
	MALES	FEMALES
How acceptable is it in this community for people your age to have 5 drinks or more within an hour or two? This is also referred to as "binge drinking".		
Community	<ul style="list-style-type: none"> - Community view drunk "mlevi" - Viewed as shameful, unusual in front of the society, "I have seen a person who removed all his clothes and walked naked because of alcohol" - Some people in community have no problem as long as they do not disturb other people - Some attach stigma to local brew like Gongo, viewed as normal if taking beer 	<ul style="list-style-type: none"> - Community tend to look down upon people who drink too much - For people of my age, it is ok to drink any amount of beer you like as long as you can control yourself
Where do you think people age 25 through 40 in this community drink alcohol?		
Bars	<ul style="list-style-type: none"> - Bar - Clubs 	<ul style="list-style-type: none"> - Bar - Club or Pub
Home	When there are celebrations such as baptism	Most women like to drink at home or at friend's house
Where there are beautiful barmaids	We like to drink where there are beautiful barmaids	
Promotions	Where there are promotions especially reduced price	Promotions in bars
What are the most common alcoholic drinks taken when binge drinking?		
Konyagi	Konyagi in bottles	
Beers	<ul style="list-style-type: none"> - Safari - Serengeti - Kilimanjaro 	<ul style="list-style-type: none"> - Heineken - Safari - Redds

		- Savannah
Amarula and other liquor	- Whisky - Brandy	Amarula

How is alcohol promoted (or advertised) and which types of promotion do you see or hear most often?

TV programs and tournaments	Promotions through TVs advertisement, such as Tusker-marafiki wa kweli (Tusker beer is a true friend) bia bora (better beer)	Advertisements through radio and TV
At entertainment events and promotions	- Discounts price promotions like buy one get one free - Promotions in a bar where sometimes you can be given T-Shirt etc	Heineken promotions encourage someone to drink it
Signboards	Advertisement through billboards	Billboards
Events sponsorship	Through events sponsorships, such as Kilimanjaro marathon, or football teams such as Yanga and Simba	Alcohol is advertised so much when there is sponsoring of some events
Newspapers		Newspapers always have section that promote alcohol especially beers

What influences risky patterns of alcohol use?

Companionship	Drinking alcohol is viewed as away to catch-up with peers, this is accompanied with overdrinking	- Men influence a lot by forcing you to drink a beer with their intention of sleeping with you - Friends influences
Persuasion/ relationship	Some drink alcohol and persuade women to drink as well for sexual reasons	Some women force themselves to drink so as to impress their sexual partners
Temptation	When you sit around beautiful women, alcohol drives you to be tempted to have sex with them	
Conflicts /Stress	When you have problems with your wife, there is a tendency of over drinking	After fighting with boyfriend or loved ones
Stress	Alcohol is used by some as a means of reducing daily stresses	
Multiple sexual relationships	Alcohol can cause someone having multiple relationship even if he's married, because for some people alcohol gives them confidence to approach and have sex with women and once he is successful, he keeps doing the same over and over	

What risks do you think people associate with heavy drinking? Chances of getting STI, HIV / Being unfaithful to partner?

Are you willing to drink in moderation or reduce the number of alcoholic drinks you take if it results in having risky behaviors? -Multiple concurrent partnerships as a result of alcohol?

Sexually attracted to a unfamiliar person	Alcohol makes it easy to do sexual advances to any woman who might be in front of you, because it provides some courage.	"Alcohol can make one suggestive to a man, whom you don't know, it happened once in my life when I was at the wedding"
Leaving partner for an affair	Alcohol promotes unfaithfulness	Alcohol can make you leave your partner and start an affair, especially if you have a problems in current relationship
Stimulation of sexual urge	"If I want to be into having "real" sex I drink Konyagi, it makes me go on and on".	The risk is that one might have sex with a man who is not a regular sexual partner because alcohol tends to stimulate sexual urge, and when this happens, people cease to think rationally. It was indicated that (Amarula drink stimulates sexual urge in females)
Rape		There are many incidences of rape associated with alcohol drinking
Unintended sex	"I used to sleep with my "Mzungu" colleague when we were doing a research in Morogoro, we got drunk and found our selves having sex"	Sexual urge brought about by alcohol can lead one to have sex with someone who is not a regular sexual partner unintentionally
Health problems	Heavy drinking especially spirits causes chest problems	Causes headaches
Memory loss, loosing things	"If am really drunk, I lose my memories, I lose my phone even money, but I never think of a woman because everything in me does not function"	
Have you or others ever tried to limit your drinking and how did you manage to stop for that period?		
No need to reduce as long as there is disturbance	"I can not reduce my beer drinking because am not disturbing anyone when am drunk"	
After complaints	After a wife threatened to leave	I reduced after my children and neighbors complained about it
Who do you think can help people to decide not to drink excessively or what will it take to get people to stop drinking?		
Who	Wife and children	Family
What will it take to stop	Getting to the point of losing a wife or children	Some indicated that they will leave alcohol if they get seriously ill to the point of putting their families in difficulties.

RURAL ADULTS AGES 25-40

Females

Ten females ages ranging between 25-40 participated in FGDs their hobbies include cooking in groups, exchanging gifts, and fashion.

Males

Ten males ages ranging between 25-40 participated in FGDs. Hobbies include reading news, drinking, hunting and playing cards

Table 6: RURAL ADULTS AGES 25-40

INDIVIDUAL GROUPS		
	MALES	FEMALES
How acceptable is it in this community for people your age to have 5 drinks or more within an hour or two? This is also referred to as “binge drinking”.		
Community	It is acceptable if it is responsibly done	Not acceptable for women, women who do so are viewed as promiscuous
Where do you think people age 25 through 40 in this community drink alcohol?		
Bars/barmaids	Men like to go to bars where there are girls with big “bottom” so watching or touching such girls brings more enjoyment in their drink	Bars
Home	Only when there is no money	We drink at home or at friend’s house to avoid being viewed as loose
Celebrations	During weddings	At the weddings
Clubs	Men drink in clubs	
What are the most common alcoholic drinks taken when binge drinking?		
Konyagi	Konyagi, because it prolongs sexual activity	
Beers	Safari because it is cheap and strong, it gives sexual arousal	Safari and Kilimanjaro beers because they are affordable
Local brew	Gongo; it is affordable	
What influences risky patterns of alcohol use?		
Beautiful women	Being surrounded by beautiful women in bars forces men to buy them alcohol; such men end up drinking too much alcohol in the process.	
Family conflicts /Stress	When there is no money to take care of the	Husbands or lovers tend to have multiple

	family	sexual partners and that causes stress so drinking helps to reduce stress
Free alcohol	People have a tendency to over drink if alcohol is offered for free	
What risks do you think people associate with heavy drinking? Chances of getting STI, HIV /Being unfaithful to partner? Are you willing to drink in moderation or reduce the number of alcoholic drinks you take if it results in having risky behaviors? Multiple concurrent partnerships as a result of alcohol?		
Unfaithfulness and rape	Unfaithfulness	Rape
STI/HIV	Danger of getting infected with STIs due to having multiple sexual partners	It is hard to refuse sex with a regular partner as a result one gets exposed to rough sex and danger of getting infected with diseases such as STIs and HIV
Fights/multiple sexual partners		Some sexual partners tend to fight among themselves when they find out that they are having sex with the same man
Unprotected sex	Unprotected sex due to inability to make rational judgment	Some women use alcohol as an excuse to get pregnant, therefore have unprotected sex with irregular sexual partner
Multiple sexual partners	Alcohol drives one to want to have sex with different women	Sometimes drinking promotes promiscuity in women; after drinking alcohol, they tend to have sex with their workers when husbands are out drinking
Have you or others ever tried to limit your drinking and how did you manage to stop for that period?		
After house caught on fire		Reduced drinking after mistakenly started fire from cigarette due to poor judgment resulting from drinking alcohol; her house caught on fire.
After pregnancy out of wedlock		Reduced drinking after she had sex with someone other than her husband and she got pregnant.
After getting infected with STI	A participant reduced drinking after he was infected with a STI by a barmaid.	
Who do you think can help people to decide not to drink excessively or what will it take to get people to stop drinking?		
Who	The persons who are drinking	Church, women group
Take to stop	Major disaster such as disease of property loss	<ul style="list-style-type: none"> - Divorce - Diseases such as HIV - Isolation from the community

CONCLUSION

The findings from focus group discussions show that there were similarities and variations in responses among urban and rural youth, boys and girls, and various age groups. Rural youth who participated in focus group discussions, especially those ages 19-24, were aware that drinking is risky. Parents/guardians were mentioned as influencers /promoters of underage drinking because they send their underage youth to bars or grocery stores to buy alcohol for them. As a result, programmatic interventions must involve parents in promoting healthy behavior among their youth children.

Peer pressure and celebrity endorsements in advertising alcohol were mentioned as contributing factors in influencing youth underage drinking; most youth view such celebrities as their role models and therefore imitate those celebrities drinking alcohol. Common alcohol beverages used in rural settings include Safari, Kilimanjaro and Konyagi Kiroba (Sachets). Most of these youth prefer Konyagi and Safari beer, both of which are cheaper compared to other beverages and stronger than most beers or liquor; these get them drunk quickly. The conclusion is that, although rural youth are aware of the consequences of drinking alcohol, they do not consider drinking responsibly and they still drink alcohol with intention of getting drunk and thus expose themselves to risky practices such as unsafe sex and rape.

Bar and Disco halls are the most common places for taking alcohol in rural areas. Most families in rural setting do not own a television, as such youth are allowed to go to the nearby bar or disco halls to watch shows, cinemas and sports. Since there is no parental supervision and no restrictions set by bar owners, these places are where alcohol and sexual activities take place.

For urban youth, some of the reasons pointed out as causes for drinking excessively include lack of social activities or those that could replace drinking alcohol and peer pressure.

There were some differences in some responses across age groups; for age group 15-19, a few said that a risk of drinking is having sex with someone you do not really like; this concludes that youth need to understand the risks of drinking alcohol and HIV transmission. As for youth age 19-24, more of them knew that HIV transmission with alcohol use is a risk.

Overall, urban youth know that alcohol can lead to unintended sex and HIV or being with a partner you are really not interested in. Most youth participants believe images presented/portrayed about beers and other drinks are very positive and young people fail to focus on the consequences but rather on the imitating actions including drinking alcohol.

Among adult participants, findings indicate that most adults, both rural and urban, seem to associate alcohol with sex; most use alcohol to stimulate their sex urges, others use alcohol to prolong sex act, while some use alcohol as stress reliever. They also indicated having sex while intoxicated and having unprotected sex with casual partners.

For men, alcohol allows them to have sex with anybody who is not necessarily a regular sexual partner without any regret or guilt, while for women alcohol allow them to get some sleep and gives them relief from life frustrations, marital problems such as a husband cheating or not spending night at home, and gives them courage to have extramarital sex. Local brew, Konyagi and Safari beer, are main alcohol beverages

preferred. Males drink alcohol in bars while women drink alcohol in secrecy, this is because, for women, drinking in bars is viewed negatively and it is associated with promiscuity.

Urban adult respondents indicated that they have experienced heavy drinking in their drinking life. Women feel that males are the main influencers of risky patterns of alcohol use; women feel compelled to drink in fear of losing their relationship with men. Men, on the other hand, feel obliged to persuade women to drink so that it could be easy for them to have sex with those women. In this group, drinking alcohol was directly associated with sex; women prefer Amarula because it makes them more relaxed during sexual act while male prefer Konyagi because it extends sexual act. Unsafe sex and rape were also pointed out as risks associated with heavy drinking, and some have experienced them. Male participants also indicated that they do not drink with their partners and indicated they frequent pubs and bars close to their neighborhood.

Clearly, findings from focus group discussion indicate that behavior, perceptions and attitudes of Tanzanian youth and adult drinkers who are currently consuming alcohol at high levels are at high risk of HIV transmission. Therefore, there is a need to identify potential strategies for communicating with these consumers in order to reduce this risk.

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