



UNIVERSITI TEKNOLOGI MARA (UiTM)

**"THE AWARENESS OF ALCOHOL ABUSE PROGRAMS AMONG STUDENTS IN
TERTIARY EDUCATION"**

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INTRODUCTION

1.1 INTRODUCTION

Awareness of alcohol use and misuse on college/university students is not new. There is documentation in Malaysia for years regarding alcohol abuse and the campaigns that had been conducted in order to increase the awareness of individual. Available research indicates that approximately 80% of college/university students drink and that half of college/university student drinkers engage in heavy episodic drinking. Excessive alcohol intake among college students is associated with a variety of adverse consequences: fatal and nonfatal injuries; alcohol poisoning; blackouts; academic failure; violence, including rape and assault; unintended pregnancy; sexually transmitted diseases, including HIV/AIDS; property damage; and vocational and criminal consequences that could jeopardize future job prospects. Students who engage in excessive drinking give impact not just themselves, but also to the people surround them. Fellow students experience secondhand consequences ranging from disrupted study and sleep to physical and sexual assault. Furthermore, the institutions they attend expend valuable resources to deal with institutional and personal consequences of their behavior. So that is why, determining the level of awareness towards alcohol campaign conducted is important as having that awareness towards the campaign conducted able to decrease the alcohol addiction and social problems that may occur due to alcohol addiction.

1.2 PROBLEM STATEMENT

There is a need for an alcohol abuse campaign to be more implemented in this country, as there are a growing number of percentages of alcohol especially among individual's students in the higher education. It is important to know the awareness campaign that has been conducted in this country. By that, we will be able to gain more details and facts about the campaign accomplishment and disappointment. By having such details we able to review the campaign