

Association between Masculinity Norms and Alcohol Use among Male Teachers in Murang'a County, Kenya

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BACKGROUND

- Culture of Honor values have been associated with key mental health outcomes in other regions, including higher depression, anxiety and suicide (Uskul et al., 2019; Stratmoen et al., 2018).
- Masculinity-socially constructed beliefs, values and expectations of what it means to be a man. (Thompson & Bennett, 2015)
- In most Kenyan cultures a man:
 - Should provide for and protect the family and wife
 - Should be strong and not show emotions publicly
 - Should not show affection publicly
 - Should be naturally a leader and in control
 - Should be self reliant

BACKGROUND



- Central Kenya (Murang'a) among the highest in alcohol lifetime use at 20.3% prevalence (NACADA, 2022).
- Males have the highest prevalence of alcohol consumption in the country.
- Kenya is highly patriarchal society and Muranga is one of the counties with successful women empowerment (Kebede et al, 2022).
- **We hypothesized that conformity to masculinity norms would positively correlate with alcohol consumption severity.**

METHODS



- Mixed-methods embedded research design was employed.
- The target population consisted of 2,642 male teachers in 313 public secondary schools across 8 sub-counties of Murang'a County.
- A sample of 422 male teachers was randomly selected from 6 sub-counties, and a sample of 42 participants with high alcohol use was selected for in-depth interviews.
- Data were collected using the Masculine Behavior Scale (MBS), Alcohol Use Disorders Identification Test (AUDIT) and Focus group discussions.

MEASURES



- **Masculine Behavior Scale (MBS) (Snell, 1989).**

Measured masculinity in terms of:

- Success Obsession
- Restrictive Emotionality
- Inhibited Affection
- Exaggerated Self Reliance and Control

- **Alcohol Use Disorders Identification Test (AUDIT).**

Measured severity of alcohol use.

- **Focus Group Discussions**

RESULTS

- There was negative correlations between alcohol use and conformity to masculinity norms
 - Success Obsession, ($r = -.288$; $P < 0.05$),
 - Exaggerated self-reliance Control ($r = -.217$; $P < 0.05$)
 - Restrictive Emotionality ($r = -.336$; $P < 0.05$),
 - Inhibited affections norm ($r = -.3.05$; $P < 0.05$).
- The hypothesis was rejected
- Interviews revealed men's concerns of being neglected, overthrown, and sidelined by empowerment programmes.

IMPLICATIONS



- Fight against drug abuse should be contextualized and take into account cultural values of local communities.
- Gender focused interventions need to be developed to address gender-specific needs in fight against drug abuse.
- Further experimental studies needed to test causality between masculinity and drug use.

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