



The Use of Mass Media and Health Communication in Drug Abuse & Substance Abuse Prevention: A Research Study in the Context of Himachal Pradesh

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ABSTRACT:

Over the past years not only whole Indian public has been heavily impacted by the virtue of mass media but the State like Himachal Pradesh is much influenced by mass media and the public of Himachal Pradesh have greater access to mass media in spite of a hilly State where access to media is considered hard due to its tough geography. The aim of the present research study is to look at the use of mass media and health communication in drug abuse and substance abuse prevention in Himachal Pradesh as the addiction to drug abuses are increasing among adolescence and youth of Himachal Pradesh for a few years and drug connected crimes are also increasing as there is big drawback from the side of the government because government and other welfare organizations, health services are not using mass media for spreading health promotion messages with striking campaign to aware particularly among minors and youths, while all people have access to newspapers, magazines, TV, Radio, internet, digital media, social media and advertisement. Mass media conveys messages and spreading concerning say no to drug consumption so as to save the lifetime of youths.

Key Words: Mass media, health communication, drug abuse, campaign, spreading health promotion, addiction to drug abuse

1 INTRODUCTION:

The use of media has created a stir and sensation in the world, rich or poor, fair or dark, wise or unwise, is enjoying leveraging pleasures and benefits in their daily life. It is not hyperbolize if we say that use media is counting the feathers of the flying sparrow as everything is under the shadow of the modern media. If the use of media is done properly, there is no beleaguered to live life awaken and get health communication awareness among the masses. The world population is grappling with the problem of right health communication to prevent drug abuses and substance abusers mostly among minors and youths of the present day as the corrupt peoples in the human society are accentuating to substance abuse for their personal benefits and devouring adolescence and young generation. Every nation in the world is facing this burning problem of drug abuses and substance abuse at large level and every effort of the governments to prevent substance abuse has fizzled out due to indifferent to mass awareness among the masses to prevent this evil of substance abuse. Now media is only the weapon of the masses to eradicate substance use, drug use and drug suppliers. The people of Himachal Pradesh are also hounding with this problem of drug abuse and substance abuse as these evils have pervaded among the adolescence and youths of Himachal Pradesh. No one is in the wrong if someone say that drugs and intoxicants like venomous injections, LSD drops, heroin, hemp, sleep inducing pills, ice, poppy husk country made liquor, opium have taken the responsibility to ravage the health of the public. The present research study focuses on the theme 'The Use of Mass Media in Drug Abuse and Substance Abuse Prevention: A Research Study in the context of Himachal Pradesh'. The drug abuse and substance abuse cases are generally common in Himachal Pradesh due to supply of drugs and illegally export of hemp from Himachal Pradesh from hemp sensitive regions of Himachal Pradesh like district Shimla, District Kullu and District Mandi and adolescence and youth of Himachal Pradesh being attracted to these evils are under the grip of drug abuse and hemp consumption. School going, college going and university going students are mostly under this clinch of drug abuse and substance abuse. However, H.P. Government, administration, police and health services of Himachal Pradesh are giving their vigorous best to tackle and prevent drug abuse and substance abuse at a large scale but the situation remains same and drug abuse and substance abuse cases are increasing. The illegal suppliers of drug abuse throw the norms of health to the winds. On the other side, the media of Himachal Pradesh could not help saving adolescence and youth of Himachal Pradesh from these health killers and health hazards because the use of mass media is not caring more to run a campaign to aware public, youths

against the drug abuse, substance abuse and health killers at large level to support government to eradicate this evil from the land. No doubt mass media has a giant power and influence to eradicate any evil from the human society if mass media is used and applied in the right direction. From print media to electronic media, new media/digital media to social media have become a magic wand and has created a marvelous effect on the mind of the people of Himachal Pradesh but use of mass media to aware to health communication and prevent drug abuse and substance abuse is at zero level. Media is a matchless mentor and its target is to make people healthy, besides other aims. It does not let people go astray and people will lead under the cover of health. Health has always been a cause of concern for human beings. Nothing is equivalent to sound health. That's why it is said that health is such a treasure which does not need any coffer and is away from theft. In the present research study, a survey has been conducted to observe and analyze the views of the masses of Himachal Pradesh on the use of mass media to prevent drug abuse and substance abuse and mapping the sources of drug abuse, substance abuse and addicted adolescence and youths of Himachal Pradesh. For this study, the four hundred youths from the probable areas of the four districts- Shimla, Mandi, Kangra and Kullu have been inducted to know the real position of drug abuse and substance abuse among the adolescence and youths of Himachal Pradesh, and how mass media can help to eradicate these evils from the peaceful State Himachal Pradesh. No doubt mass media can incinerate the evil intention of the worst elements of the society if its use is done properly otherwise the devil of the destruction are ahead and chances of perdition cannot be denied. One thing which is noted during the research study that health communication is not in right direction for the sake of the masses as this denotes the process of sending and receiving information with a predefined orientation and direction. Health communications is required much at the individual and collective level as seamless and interactive part of the total human development and prevent drug abuse and substance abuse. It is found that health communication awakes masses more during the peril of any ailment and disease as it has been experienced during covid-19 corona pandemic by the people for caring health against corona pandemic. If health communication is performed properly, then drug abuse and substance abuse can be prevented, and the major emphasis must was on the transmission of appropriate health information to the masses.

2 RESEARCH PROBLEM:

The research problem of the present research study has been experienced as there is shortage of researches on use of mass media and health communication in combating and preventing drug abuse and substance abuse among adolescence and youths of Himachal Pradesh because at present time many drug cases have been held by Himachal Pradesh police and H.P. government and health services' attention stroked to eradicate this social evils and protect young generation from such substances abuse and other dangerous intoxicated abuse. It is observed that without the use of mass media and supporting government, police and health services, addiction to intoxicated abuse, smoking, drug abuse and substance abuse cannot be removed from the land of Himachal Pradesh. On the other side, there is shortage of awareness among the youths and general public about health issues and proper health communication.

3 SIGNIFICANCE OF THE STUDY:

At present times, youths are mostly influenced by bad practices such as smoking, alcoholism, drug abuse, substance abuse and other evil practices that are socially, economically and morally counterproductive to all. But hardly any attention is paid by the mass media to combat, prevent and support government efforts to break drug abuse. However, mass media can do a powerful work to eradicate drug abuse from the society if it aware the public properly. Mostly such issues that concern the well-being of adolescence and youth such as hygiene, nutrition, dental and eye care, first-aid and other aspects are not adequately covered in the mass media. Mass media can raise and aware about health education and health communication programme planning can be conducted by imparting knowledge, opinions, attitudes, values and pattern of health behavior of all human beings for their health well being. While designing and conducting health programmes, it is inevitable to consider mass media efforts such as media distribution, reach and accessibility to the people on health related programmes and make sure that people have received communication on health messages and have properly understood media contents. Mass media can this task under diffusion of health information for awakening public on health issues and eradicate drug abuse and substance abuse. Role of mass media and health communication research are still in its infancy in developing countries like India as there is little attention from mass media and research on communication health. However the use of mass media and health communication is important in disseminating health information and aware public on health issues but its importance increases more when mass media prevent such evils of drug abuse and substance abuse by bolstering the hands of governments, administration and health services as well.

4 OBJECTIVES OF THE STUDY:

1. To study the use of mass media and health communication in drug abuse and substance abuse prevention in Himachal Pradesh and disseminate of health awareness among masses.
2. To analyze the impact of mass media and health communication on general health awareness and promoting health awareness among youths.
3. To identify the level of authenticity and credibility of information supplied by government and media as perceived by audience.
4. To identify the most effective mass media tools used for communicating health and prevent drug abuse and substance abuse in H.P.
5. To find out the role and contribution of H.P. government health awareness campaign and role of media in it.
6. To discuss the drawbacks and flaws in the promotion of health issues and prevent drug abuse and substance abuse among youths of Himachal Pradesh through media.

HYPOTHESES OF THE STUDY:

1. Use of mass media plays a crucial role in the creation of awareness among people.
2. T.V., Radio, newspapers and social media, public relations are most effective in creating awareness in the society.
3. Males are more health conscious as compared to females if they are informed and counseled well.
4. Mass media is able to combat to any evil like drug abuse and substance abuse and a helping hand to the government programmes and campaign to counseling youths and adolescence on health matters.
5. Mass media targets the elite class or riches for health awareness but it can be fruitful to all when media focuses health issues equally.

5 LIMITATIONS OF THE RESEARCH STUDY:

Research work is a challenging task as no research of any magnitude is final and last. Research is difficult, much demanding task and requires more time to go to the root of the issues of research. Moreover, research requires a lot of skill and expertise particularly in surveys, health issues, any social evils the researcher is always at the mercy of respondents of the research. Many interruptions and hindrances come in the way of a researcher. So there are some of the limitations of the present research study which are explicated as:

1. The time available, time factor and money factor also required for investigation for conduct research work which limits the scope of the research study in general.
2. On the other side, some of the respondents are not able to provide required adequate information on the research work.
3. Illiterate respondents are unable to fill the questionnaire themselves even reply to question and some hesitate to reply. Investigator had to fill up the questionnaires herself/himself by asking the questions from such type of respondents.
4. Lack of proper advertising facilities about the health services available to readers also creates problems for research work. Many respondents are not aware of information provided by media, government and health services regarding health facilities.
5. Mass media industry is so wide and this study is based on a survey conducted over just two thousands to five thousands respondents. Hence cent-percent real information will be a farfetched dream when the research area is like hilly State Himachal Pradesh but it gives a glimpse of the state of things as they are there. That is why research is not being appropriate to make the generalizations on the basis of this study. Some people do not co-operate a research study so the scope of the study becomes limited. Current life-style, high levels of stress and anxiety, low self-esteem, depressive symptoms, susceptibility to peer pressure and problems associated with education or career has become ideal catalyst for youth to get trapped in the illusionistic world of drugs. Government need to understand the depth of this problem rather than neglecting it before the situation go out of hand like our neighboring States of Punjab/Haryana/Chandigarh where huge number of youth are being reported as drug addict.

6 REVIEW OF LITERATURE:

The present research study aims to review of literature critically. The study is based on secondary sources on use of mass media and health communication in preventing drug abuse and substance abuse in Himachal Pradesh. However, there is no much literature are research studies on this area. So the material available before hand is studied and discussed precisely. The crucial goal of this study is to acquaint oneself with current literature on the present research topic and it forms the basis for future research that may be required in this area. First of all, here in the present research study, the use of mass media is reviewed how mass media is more influenced to aware the public on social evils and eradicate it from the society and then how can mass media help public, youths to stay away from drug abuse and substance abuse to make the human society drug free and live a healthy life. As far as the matter of Himachal Pradesh, the drug abuse and substance abuse are not a new phenomena in the human history of Himachal Pradesh as in the old Himachal Pradesh old people used to smoking tobacco through hukkah/chilam or smoking bidi,¹ and homemade wine which is known by different in Himachal Pradesh but as the human society of Himachal Pradesh advanced in all areas of development, the alcoholism, drug abuse and substance abuse also increased among the masses of Himachal Pradesh in which adolescence and youths of Himachal Pradesh are under the grip of drug abuse and other dangerous substance abuse. With the development of Himachal Pradesh, the expanding of mass media web in each region of Himachal Pradesh is increasing as people of Himachal Pradesh are not confined to traditional media but they are heavy users of print media to electronic media and new media/digital media to social media behind this the role of education is counted and the better income resources also matter. But one this is observed that when people in Himachal Pradesh were used to addicted to simple drunkenness how the present generation of Himachal Pradesh is so attracted to such evils more in which youths are more addicted to those abuse which were far away the hands of the olden people of Himachal Pradesh. Simply, the changing life style and globalization have also changed the habits and

¹ A Chilam or smoking pipe is a straight conical smoking pipe traditionally made of clay or brass or a soft stone. Many examples of Chilam found in Himachal, in other parts of India and even in foreign countries. There are different types of Chilam like Elbow-Smoking Pipe. In many areas of Himachal Pradesh still old people use Chilam and now smoking addicted some new generation use this Chilam, while Hukkaha has been extinct from modern houses. In many places of Himachal, Chilam is added to rituals like Rastafari.

living standard of the people but the breadth of counseling, aware public and youth remained to them for taking their own decision to adapt or not to adapt anything which is called evil or harmful to the health, while in older family, the senior members used to control children to stay away from such types of evils to follow, now there is no counseling of the children at family level and school level and college level nor at university level to guide the adolescence and youths. However government, administration and health services are trying to rend out such evils and running 'Nasha Nivaran Program' but without proper personal help, counseling, health communication and mass media support it cannot be unraveled. Such programs are also limited to the official files of the administration and government until they are implemented at greater scale for public benefits in health. Mass media has this capacity and theory to aware public, youths to prevent the drug abuse and substance abuse if mass media is used in the right direction. However media in Himachal Pradesh raises the issues of drug abuse and substance abuse but it is only news in TVs, radios, newspapers, magazines and social media for creating sensation not aware and counseling the youths and common people as well because in Himachal Pradesh health communication media, health related literatures and health counseling are at zero level.² The present research study has focused its attention on diffusion of innovation vis-à-vis interpersonal channel of communication. The use of other media of communication in the process of adoption of innovation has not been specifically studied by the other researchers to deal with the drug abuse and substance abuse control by using messages, news and health communication.

The other research studies on television in rural Himachal Pradesh to find out as to how far the T.V programmes are need oriented to the rural people of Himachal Pradesh. In this research's findings researchers point out that there was lack of awareness towards the utility of T.V programmes amongst the villagers of Himachal Pradesh for health communication. For most of the villagers of H.P, the T.V is only for films and entertainment programs, while much of audiences and media users are all types of people who are typical users of digital media, e-newspapers and social media users where health communication programs can be roped in the modern mass media tools as youths are the most big users of digital media and social media, they can be benefited from health services and guided no to take the way of drug abuse and other abuse of alcohol. However, H.P. police runs such type of campaign in social media but it is limited to Facebook page until the people and youths are counseled properly on health issues and make public relations to guide people to eradicate social evils from the human society.

In other studies tried to analyze the functions and performance of mass media in Himachal Pradesh in which found out the main functions of mass media in both the rural and urban Himachal Pradesh is that of educating masses about the verities of issue so that they become aware of the outside world. But the researchers point out that though use of mass media is an instrument of great power and persuasion yet it has not been taken seriously by people of Himachal Pradesh. The performance of mass media in Himachal Pradesh is not very encouraging because the health programmes lack proper content and counseling. If mass media is properly used it can be great multiplier of information on health and eradicate drug abuse and substance abuse.

Many authors argue that often public health communication campaigns in the mass media themselves are simply a manifestation or a result of the individualization and commercial culture promoted by the mass media in general but in public health communication campaigns, the deep, complicated roots of problems are virtually ignored in favor of messages that hold the individual person responsible as people are interested in entertainment based contents in media or sensational news and wrong doers use mass media tools for their personal gain and make networks of drug users and substance abusers that is why the true use of mass media in social media is not applied for the safety of health and health communication at ground reality.³ This is true in digital media as well. News, entertainment programming, and advertising all tend to hold people responsible when they depict health problems. But it is due to lack of proper counseling at family level and school level and social level to guide children from family environment to stay away from social evils and isolation of the youths outside the family environment and outside living in cities and hostels, etc. where they come into contact with hemp smugglers, drug suppliers from the outside of Himachal Pradesh. One thing noted from the present research study that mass media routinely omit social causal factors for drug abuse and substance abuse problems in Himachal Pradesh for which no other researchers pay heed neither mentioned about the proper use of mass media to rend out drug abuse and substance abuse among the youths of Himachal Pradesh. The present government of Himachal Pradesh has gird up its loin to frame an integrated drug prevention policy for the H.P. State, which includes the policy of drug prevention, treatment, management and rehabilitation, social integration programs and for this campaign H.P. Nasha Nivaran Board have also been realigned. But this required better coordination between the police, mass media and Nasha Nivaran Board is vital for curbing the menace of drug abuse which is striking among youths in Himachal Pradesh mostly in district Shimla, district Mandi, district Kullu, Kangra District and other regions of upper Himachal Pradesh and lower Himachal Pradesh. However, the drug peddlers are from the neighboring States of Himachal as police reports generally when drug cases are held in Himachal Pradesh. The Malana village in Kullu District of Himachal Pradesh where the plantation of hemp/Bhang substance is still done at large scale and this place has become a attraction for tourists and hemp peddlers. The hemp in Malana Village is known as 'Malana Cream' throughout the world and government of H.P., police and local administration have genuflected before the ancient tradition of village Malana, the oldest democracy example in the world where people follow only the laws made by their local or village gods. This area of Kullu and other surrounding areas of Kullu attached with other districts of Himachal Pradesh are the main resources of hemp illegal supply by smugglers and tourists. The other States of India must come forward to share information regarding drug trafficking and control drug supply. Not only this, the government of Himachal Pradesh must run a State-wise drug awareness campaign or sensitization programmes in which elected representatives of Gram Panchayati Raj Institutions, urban-rural local bodies, NCC cadets, NNC volunteers, Mahila Mandals, people from print media, electronic media and new media should be involved, and State Narcotics Control Cell of H.P. State Police must strengthened to effectively tackle this

² *Health communication media is the study and use of communication strategies through traditional media, print media, electronic media, new media and social media to inform and influence individual and community decisions that enhance health awareness and promote health literacy, internet access, media exposure, and cultural competency of target populations.*

³ *Communication campaigns utilize a purposeful promotional strategy to change knowledge, attitudes, behaviour and any fruitful policy in specific intended audiences by social marketing, public relations, exposure to mass media tools and advertising techniques.*

menace of drug abuse and substance abuse. With the impact of globalization, urbanization industrialization, media influence and changing life-style, these evils like drug abuse and substance abuse have stepped into the lives of youth in a big and unrestricted manner. Most of young population in Himachal Pradesh are either studying in school, colleges or universities or has just started their career in various fields. Most of them are living separately from their families or guardians and do not have many of them restriction which normally a traditional Pahari family used to have on their children. Even those who are living with family have enough time to experiment with these drugs considering different factors like busy schedules of parents, lack of parental care or even if parents are themselves using one or more forms of these drugs. Such psychological factors are not studied in earlier research studies why youths are addicting to drug abuse as such cases are generally in news. Many earlier studies found that twenty percent adolescence and youths in Himachal Pradesh are addicted to any type of abuses from smoking cigarette to drugs. However, the resources of these evils start right from schools and increase at college level in fast speed of big and dangerous abuse like drugs even the slow killer the Chitta/heroin. Chitta has rooted run deep in Himachal Pradesh. As per the newspaper The Tribune that highest number of addicts in the 15 to 30 age group a cause for grave concern. In a disturbing trend, the count of Chitta addicts has surpassed that of cannabis or charas and other hard drugs in Himachal Pradesh as 34.61 percent of addicts are Chitta consumers. Tourism, which is considered as an important source of revenue for State of H.P. has also flared the problem of substance abuse in upper Himachal Pradesh mostly among youth. Tourist destinations have always been the interest area of different drug rackets and mafias, where alcohol and tobacco products are not hard to find out through the agents. Majority of tourists visit hill station just for the sake of fun and enjoyment. It is noticed that many people drinking, dancing and smoking right on road side in and around Shimla, Mandi, Kullu, on the ridges and the malls, most secured and visited places in these district areas. They get carried away on the name of enjoyment and tourism but the impact it has on Pahari children and youth cannot be ignored. Hardly any action is being taken against them which give a wrong message to young generation for whom enjoyment has become synonymous with loud music, pubs/bar and drugs.

7 RESEARCH METHODOLOGY:

(a) Research Design:

For present research study design, the four districts namely Shimla, Mandi, Kullu and Kangra of Himachal Pradesh have been inducted in which four hundred people including adolescence and youths have been roped in for the survey and their family members and hundred respondents from these each district of Himachal as these regions are considered sensitive for drug abuse and substance abuse mostly as observed through police record and media reports and secondary data from H.P. Police department regarding the drug abuse and substance cases held earlier for research study and analyze the data.

(b) Population and Sample:

For population and sampling, Shimla City, one rural area of Rohru Tehsil of District Shimla, Mandi town, one rural area of Tehsil Sarkaghat, Kullu town and one rural area of Tehsil Sainj of District Kullu, Dharamshala town, one rural area of Tehsil Palampur of District Kangra of Himachal Pradesh are taken as population and sampling for conducting the present research study. For this study, quota sampling is also applied as per research convenience; snowball sampling and judgement sampling have been taken as this type of sampling required for such type of research study on crime and drug abuse like cases.

(c) Tools and Techniques:

News coverage by different media channels, newspapers, magazines, social media, crime reports, drug abuse and substance abuse cases collected from police department of H.P. and interviews of the drug abuse and substance abuse affected family members who recovered later on and their views on drug abuse, drug abuse and drug abuse and substance abuse stricken patients and their reports from zonal hospitals of District Shimla, District Mandi, District Kullu and District Kangra have been collected for analyzing and observational studies. Moreover, observed the respondents' media literacy and use on health communication and health programs being run by Government of Himachal Pradesh and their awareness on media messages on health programs. ⁴

(d) Primary Research and Secondary Research Data:

For Primary Research Data collection regarding the present research study, the interview method and questionnaire method have been conducted on four hundred respondents. For Secondary Research Data collection, drug abuse and substance abuse stricken patients' reports from hospitals, police cases in the context of drug abuse and substance abuse, media reports on drug abuse and substance abuse cases held by H.P. police, and such cases observed and found in schools, colleges, universities and local urban and rural areas by institutional heads and police, literature on health communication and books on drug abuse and substance abuse and addiction to them among youths have been studied and analyzed to reach the compliance and perfection of the present research study.

⁴ ***Media literacy is media approach to educate masses and provide a framework to access, analyze, evaluates and creates messages and receives messages and informations in variety of forms of mass media.***

(e) Analysis Data:

After collecting data, the comparative analysis has been inducted to prove the use of mass media and health communication in drug abuse and substance abuse prevention in Himachal Pradesh.

(f) Testing of Variables:

For testing and analysis the research collected data, independent variables and dependent variables have been tested which prove the use of mass media and communication health in drug abuse and substance abuse prevention in Himachal Pradesh. Through variables' study proved that use of mass media and communication in drug abuse and substance abuse prevention is still required in Himachal Pradesh because proper use of mass media and health communication are not being utilized in Himachal Pradesh to support police, health services and government efforts to control drug abuses and substance abuse among adolescence and youths.

(g) Validity:

The validity of the present research study is that continue support of mass media to tackle drug abuse and substance in Himachal Pradesh is relevant if mass media and health communication work properly in this direction with bolstering government's efforts, police and health services.

(h) Reliability:

After testing the research data and r-test data, it is found that mass media and health communication influence the psychology, perceptions of humans as per present situation of social evils and changing human behaviour.

8 RESULTS OF THE STUDY:**(a) Health verses Common People of Himachal Pradesh:**

Mass media and health communication have changed the face of the common people in all walks of life and has inoculated the common people by giving them immense health awareness. Mass media which includes radio, television, newspaper, magazines, cinema, digital media and social media are heavy tools available to the innovator or promoter of new ideas but in the context of Himachal Pradesh, mass media and health communication are not being applied to control drug abuse and substance abuse in general.

Health communication which is constantly being disseminated to the public, is still in its rudimentary form in Himachal Pradesh and is oriented towards adult not to adolescence and youths. The study found that twenty percent drug abuse and substance abuse addiction start from schools, colleges and universities of Himachal Pradesh in Himachal Pradesh as these are the major resources of drug addiction from where the evils like drug abuse and substance abuse come with the adolescence and youths, and rest two percent from outside drug suppliers.

Use of mass media and health communication research is still in its infancy in Himachal Pradesh and has received little attention from communication scholars and mass media as well.

(b) Mass Media and Health Communication Penetrates Society :

Mass media is the watchdog of society and also the fourth pillar of democracy as influence by media in one way or the other unites the society for society's sake. Media plays an important role in our day to day life. Awareness, information and education are its prime functions of mass media as media is a dominant force and mass movement if it is used in right direction. During the research study, it is observed and found that there are various health programs and health services being run by the government and police, health services are working to prevent drug abuse and substance abuse but the proper informations and messages do not reach to the public and youths as well on health awareness and health communication because in this context media also ignore but spread sensation on drug news only and do not counsel the public about beneficial health programs. However, people in Himachal Pradesh want to proper guidance on health issues and seek to save their siblings from the impact of drug abuse and substance abuse at large; ninety nine percent people in Himachal Pradesh have access to mass media, social media and digital media, TV, radio, newspapers and magazines but contents on health communication is at zero level.

(c) Mass Media and Health:

The giant pillar of modern communication is radio, T.V, Film, print media and social media. The study found that the role of radio in the rural areas cannot be ignored our attention can be diverted while watching T.V., poring over the headlines of the newspapers but we pay rapt attention to social media on smart mobile phones mostly. Social media, radio, T.V. and newspapers have no match and the importance to disseminate information on health issues. Social media is a stronger weapon to fend off drug abuse and it is fastest to counsel people on health issues immediately but social media also do not give much importance to health issues except entertainment and fake news. So people cannot aware on health issues properly.

Use of mass media and health communication can contribute much to the promotion of health especially in certain problematic areas such as drug abuse and substance abuse and other communicable diseases by not only creating awareness but bringing about changes in life style, attitudes and values of people, adolescence and youths as well but in the context of mass media in H.P, it found to ignore health issues mostly on drug abuse and substance abuse on the ground that In India government invests a large sum of public money on the health care and treatment of sickness, while on the other hand government encourages marketing of intoxicant, narcotic, stupefying products and other products bidi, cigarette, gutkha, wine, etc. through government controlled media like, which are of no use that is why health communication does not reach to the general public.

(d) Print Media is a Subtle Voice:

In Himachal Pradesh, newspaper is read by large percentage by the public. Newspaper imparts complete knowledge about health and health awareness. Various newspapers, the English National Dailies, the Hindi Dailies, and the regional newspapers give the information regarding different diseases from time to time. Posters, pamphlets and brochures etc. also make people aware about health but these give information on common diseases not drug abuse like addiction diseases. If newspapers are used properly to keep a strict vigil over the role of the government, the various campaigns run by the government and the NGOs. Then drug abuse and substance abuse and other intoxicating products can be prevented.

(e) News from the World of Medicine:

Various news, articles, editorials, features and advertisements published in the print media or newspapers and magazines on health, nutrition, child care and population related issues and broadcast programs on health on TV but these are generally do not in the access of illiterate people mostly in rural areas and adolescence are far away from such creating mass awareness about health, hygiene living and stay away the evils like drug abuse and substance abuse. Secondly, it is observed that health related programs are published national English newspapers, which are in the access of riches in the towns and cities, and other side, regional newspapers and regional TV channels do not pay much heed.

(f) Traditional & Folk Media:

To aware public on health, traditional and folk media has been the main driving force behind making rural people aware about the social issues and motivate people for the participation as compare to any more other media because it has thrived and flourished with their cultural roots and has been an indispensable part of their existence. The various forms of the traditional media of Himachal Pradesh like local songs, cultures, folk dance, theatre, local art, and other dances Kariyala, Banthda, etc. have been providing the best media to reach the rural masses and to convey them the desired messages with the desired effects as this is a trustworthy medium of mass communication to aware the people in their dialect but here in Himachal Pradesh its traditional media has been subdual under the advent of new media, social media and globalization.⁵

(g) Outdoor Media:

In outdoor media, there are bill-boards, signs, placards inside commercial transportation modes, flying billboards, skywriting installed mostly in the cities

⁵ *Globalization is the process of interaction and integration among masses, organizations, relations, cultures, governments worldwide through modern internet based new media/digital media.*

and town areas of Himachal Pradesh, while in rural areas no health related outdoor media communication is installed except in the areas of hospitals. The use of outdoor media is also done for commercialization of companies' products and health communication campaign in outdoor media is zero. The study found that people seek for campaign against drug abuse and substance use in outdoor media to aware the people commuting here and there. However, outdoor media is considered finest in providing information about health but sponsored companies, advertising agencies and health services are not much interested in health communication except commercial advertising.

(h) Radio, TV and Health Information:

Broadcasting started in India in 1927, with privately owned transmitters in Bombay and Calcutta, while TV introduced in India in 1956 from Delhi by Indian Government. The government took over the transmitters in 1930 and started operating Radio under the name of Indian Broadcasting Service. Later on it was changed to All India Radio (AIR) in 1936 and it came to be known as Akashvani. Since 1957, AIR is serving as an effective medium to inform and educate people besides providing all types of knowledge on social, economic, political, agriculture, gardening, education and entertainment programs. The same programs were broadcast in national TV or DD-1 but now TV rarely broadcast health communication programs except minor diseases, and Akashvani Shimla started around 1953 also broadcast health communication programs like 'Hello Doctor' but radio audiences are a few across whole Himachal except the hard rural areas of upper Himachal Pradesh. All India Radio, which is considered for fastest messages, relays programmes on health and family welfare programs from all its radio as per the new media or digital media it could not change itself due to traditional work in government radio and TV. National TV like Doordarshan also telecasts special programmes in connection with 'World Health Day' and 'No Tobacco Day', 'World Population Day', 'World AIDS Day.' And interviews based programmes on eye-care, emergency aid; acupuncture, heart problems and micro surgery are telecast regularly by various Doordarshan Kendras. Special chunks like 'Gharelu Nuskha', 'Jaan Hai Jahan Hai', 'Aap ka Pariwar' and 'Aap ki Sehat' have been provided by Doordarshan Kendras in which programmes connected with Health and Family Welfare are telecast in various format but in many areas cable operators ignore to show Doordarshan and Programs like 'Grameen Mahilaon Ke Liye and 'Krishi Darshan' are also utilized to cover these topics. Special campaigns regarding prevention and cure of diarrheal diseases, immunization, AIDS, drug abuse are telecast by Doordarshan Kendras and spots and jingles on these subjects are shown regularly but programs are not attracted to the audiences and viewers as private entertainment channels attract the viewers. In geographical hard areas of Himachal Pradesh, the signal problem is still existed so many people in rural areas do not watch national TV channels, while private TV channels do not give more importance to health programmes except advertising medical products.

(i) Films and Health Awareness:

Films as a mass communication medium for bringing about desired economic, political social changes and psychological changes in India, film can also exert a great influence on masses of India including people of all States. The Films Division which was set up in 1948 is the largest national agency devoted for the production and distribution of documentaries and news magazines. This Division annually produces a great number of documentary films in areas of health, family welfare, nutrition and environmental sanitation. The distribution outlets for these films are Doordarshan channel and a device of Field Publicity Units of Central and State Government and other non-theatrical channels like educational institutions, industrial houses, social and cultural organizations but films are made in India mostly for entertainment and commercial purpose, and influence the psychology of the adolescence and youths towards evils generally and there is no big message in the modern films of India to aware the people on communication health but spoiling the social environment as found in the present research study that drug abuse cases are intensified among youths due to non-health based films.

(j) Internet or new media and Health Information:

The study found that Internet/new media has emerged as the strongest medium to inform the people about many thing that they want to know but its use for health services are only for commercialization of medicinal products mostly sexual products and health communication on prevent drug abuse and substance use is nominal on various medical websites and youths are generally attracts to the intoxicated products being advertised in porn websites and many youths with access to the Internet have used it to find love, companionship and sex.

(k) Theatre and Health Awareness:

Theatre is another form that has worked efficiently as a tool to let people know about the danger of drug abuse, substance abuse, HIV/AIDS. But in Himachal Pradesh, use of theatre is rarely for health communication except literary pursuits for the sake of literature. Department of Public relations also try to communicate on health issues but it is also limited to the towns and rural people are deprived of such information and awareness on prevent drug abuse and substance abuse in Himachal Pradesh as depicted by the present research study.

(l) Role of Government in Spreading Health Awareness:

No doubt, as described in the findings of the present research study that various health programmes have been launched by the Central Government of India and H.P. State Government to create awareness about drug abuse and substance abuse and other evils prevalent in the current time among the adolescence and youths of Himachal Pradesh, and government is competing to combat and prevent drug abuse but lack of mass campaign and lack of media support to aware the youths to stay away from intoxicated products and drugs, the health programs and health schemes remain confined to the official files and people do not attain proper awareness to rend out drug abuse and other social evils.

(m) World Health Organization (WHO) and Health Awareness:

The research study found that the World Health Organization (WHO) come forward to aid the governments of all nations to reinforce health services, to inspire and advance work to eradicate diseases, to support maternal and child health, medical research, mental health, to improve standards of teaching and training in the health professions, prevention of accidents, working condition and other aspects of environment health and run a campaign to eradicate drug abuse from the nations of the world. This organization is also empowered to propose conventions, agreements and regulations and make recommendations about international health matters, to revise nomenclature of diseases, cause of death and public health practices, to develop, establish and promote international standards concerning biological, foods and similar substances but the policy of the WHO is not implemented by various nations of the world. The same condition is with India and its States as WHO's guidelines and awareness programs to eradicate drug abuse and substance abuse are not applied in reality.

(n) United Nations Children's Fund (UNICEF) and Health Awareness:

The various health schemes being run by United Nations Children's Fund (UNICEF) for the safety of the children and keep away the adolescence from abuse and other intoxicated products and provide children better education and nurture them properly for their human growth of mentally and physically but in developing countries poor children are deprived of health benefits due to the failure of governments in implementing welfare schemes for the growth of the children and their safety. The study found that there are such lacunae of the government to provide health benefits to the children in spite of the bolster of UNICEF. The study found that small children living in mud areas involved in minor labor works addict to smoking like abuse as their parents are illiterate and very poor cannot provide their children good health leverage and nutrients foods and protection.

(o) Drug Users (Age Group of 15 to 30 Years) in Himachal Pradesh:

The present research study found the figure of drug addiction among youths in Himachal Pradesh as follows:

- Age group of 15 to 30 years is much drug addicted as Chitta has become first choice among the youngsters.
- Of the 1,170 patients (drug users) lodged in 27 de-addiction centers in H.P.,
- 421 are alcoholic (35.98%).
- 405 are chitta users (34.61%)
- 291 are charas takers (24.87%)
- 53 take chemical/synthetic drugs (4.52%)
- 20% drug addiction, smoking bidi and cigarettes smokers come from schools, colleges and universities

(p) Mass Media Youth Users (Age Group of 15 to 30 Years) in Himachal Pradesh & Lack of Counseling:

The research study found that there is much exposure to mass media and social media among the youths of Himachal Pradesh but there is lack of counseling youths at family level, school level, college and university level on health and health communication. Many youths use social media for evil activities and present media is also not responsible or not interested to run a mass campaign to aware youths on health awareness and health leveraging being provided by governments and health services in the State.

9 CONCLUSION:

It is essential to consider media factors such as media distribution, reach and accessibility to the children. It is not sufficient to make sure that adolescence, youths and general public have received health communication on health messages and have properly understood their contents because there is lack of expected adoption and diffusion of health communication and use of mass media and health communication to prevent drug abuse and substance abuse among adolescence and youths as found in Himachal Pradesh. Secondly, health communication research, counseling children, youths and proper mass media use for aware on health leverage are still in its infancy in Himachal Pradesh including whole India. If mass media is involved to disseminate health communication at large scale and support to health services, police and government and rural and urban local body of administration, the evils like drug abuse and substance abuse can be rend out and eradicate.

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