

## Modern Trends in Drug Dependence Prophylaxis Among the Youth

**Viktor Ivanovich Pishchulin, Evgeniya Vladimirovna Loginova,  
Lyudmila Viktorovna Fokina, Olesya Mikhaylovna Fadeeva,  
Roman Anatolyevich Novikov and Roman Vladimirovich Kolupaev**

The branch of Russian state social University, Dedovsk, Moscow region, Russian Federation, 143530, Moscow region, Istra district, Dedovsk, Gagarin street, 16, Russian.

doi: <http://dx.doi.org/10.13005/bbra/1446>

(Received: 27 September 2014; accepted: 10 October 2014)

**Drug addiction is now one of the most serious and large-scale threat not only in Russia but on the global scale. It is officially admitted by the United Nations (UN). The problem of illicit drugs traffic resistance and drug abuse is traditionally paid increased attention of the state authorities. This problem and the necessity to work out measures of solving it are regularly mentioned in annual messages of the President of the Russian Federation to the State Duma of the Federal Assembly of Russian Federation.**

**Key words:** Drug addiction, illicit traffic, non-medical treatment, approaches to prophylaxis.

---

Russian Federation is a jural state. «A man, his rights and freedoms are the highest value». Rights and freedoms of a man and a citizen may be restricted only by federal laws in strictly defined situations. According to part 3 of 55 Chapter of the Constitution of RF necessity of protection of moral, health, rights and legitimate interests of other persons, provisioning of state protection and state safety» are among these situations<sup>1-3</sup>.

Drug addiction is now one of the most serious and large-scale national treat not only in Russia but globally. It is officially admitted by the United Nations (UN).

Drugs have been known for more than thousand years. They were used by people of different cultures and for different purposes, for example for various devotions, for recreation, for altering state of consciousness, pain and discomfort control in medicine, for getting easy

money. Main drugs were brought to Europe from America.

In Russia unlike the other developed countries the process of drugs spreading among the youth progressed significantly slower due to strict control from the state.

The problem of illicit drugs traffic is one of the most discussed topics of the Government Committee on drug control and drug traffic<sup>4</sup>. State policy of prevention and prophylaxis of youth involvement in using drugs is aimed on strengthening of prophylactic and prevention measures with a certain categories of citizens<sup>5</sup>.

### **Main body**

Organization of prophylaxis of drug addiction among youth is today based on approaches aimed on promotion of physical and psychical health, on personality development, on self-development.

The main aim of prophylaxis is strengthening of factors of protection from the first attempts of using drugs. There is no common method of protection from starting using drug

---

\* To whom all correspondence should be addressed.

applicable to any person that makes it actual to constantly develop and deploy new methods of drug addiction prophylaxis among the youth.

Tested approaches to prophylactic influence on the youth depending on the level of the problem are covered by modern scientific literature. There are the following levels of prophylaxis:

Initial prophylaxis with the main aim to prevent starting using drugs by the persons who haven't done it before. This type of prophylaxis is the most mass, social, oriented on such categories of people as children, teenagers, youth. Initial prophylaxis methods are aimed on promotion of healthy life style in youth's consciousness<sup>6,7</sup>.

Secondary drug addiction prophylaxis is oriented on people who have tasted drugs or people with signs of developing addiction in its initial stage. Necessity of this type of prophylaxis became vivid when disease may appear of have already appeared but haven't yet developed.

Tertiary prophylaxis of drug dependence has mainly medical character. It is individual and is oriented on patients with drug addiction. Tertiary prophylaxis of A type is aimed on prevention of further using drugs or reduction of further health hazard of drugs, on provisioning help on overcoming addiction. Tertiary prophylaxis of B type (also called quaternary) is aimed on prevention of relapse of disease with patients seized using drugs.

The following main principles of prophylaxis should be defined:

- a) System character — agreed cooperation of involved state authorities and institutions;
- b) Selectivity — the essence of this principle is that aims, tasks, means of planned measures are formed considering age, degree of involvement in narcogenic situation and other factors;
- c) Axiological character – forming ideas of universal values, healthy life style, law-abidance, respect to a person, environment, etc. as reference point and regulators of behaviour);
- e) Multifaceted character – methods of prophylaxis should include social and psychological and educational dimensions (combination of social, psychological and educational dimensions);

- f) Order – an order of a certain dimensions should be accounted for in development of the model of prophylaxis;
- g) Legitimacy – all actions should fall into legal framework.

Numerous approaches to undertaking of prophylactic measured of drug addiction are covered in Russian scientific literature<sup>8,9,10</sup>.

The most popular approach is social advertizing. The essence of this approach is spreading information about drugs, danger of using it as well as social, legal and medical consequences of using it.

Education prophylactic programs are oriented mainly of cognitive dimensions of making decisions by youth.

#### **Several variants of information approach are applied now**

- a) Provisioning of a part of information about the facts of drugs' influence on the organism, behaviour as well as statistical data about drug addiction occurrence;
- b) Intimidation strategy, strategy of provoking fear with the aim of communicate threatening information by describing miserable aspects of using drugs;
- c) Provisioning information about change of personality of people using drugs and about problems related to it.

Educational programs are being frequently combined with other approaches of prophylactic impact. The drawback of this approach is its short-time effect. It may only give a push to reduction of drug use but it does not pursue the aim of actual change of a man's behaviour.

Main methods of information approach are using photographs, posters picturing physical defects of a man using drugs as well as attributes of drug addict's life. Pitfall of this method is that it may give reverse effect and serve as promotion of using drugs if it is being realized by non-competent person.

The other approach is based on emotional education, on emotional experience of a person and capability to control the own emotions. Main principles of this approach are the following:

drug addiction is more often developing with people having both difficulties in determination and expression of emotions and

personality-driven risk factors (low self-esteem, weak skills of making decisions, etc.);

risk of drug use may be reduced by development of emotional sphere.

In the scope of this concept the aim of prophylactic impact is development of skills of determining and expression of emotions and increase of self-esteem, definition of important for a person values, development of communication and decision making skills.

Drawback of this approach is its narrowness, restrictions and use of low effective methods to achieve results.

Social impact approach stresses importance of social and psychological factors in addiction development. According to authors of this approach first use of drugs is being provoked both by media and peers using drugs that play the role of a certain standard, role model for children and teenagers who do not use drugs. The authors of the approach propose to make a sort of “psychological vaccination” as prophylactic measure that allow youth to realize social pressure that promote use and correct erroneous ideas about social norms regarding use. “Psychological vaccination” is understood as training youth the capability to resist the pressure of peers and media that promote first use of drugs.

In the scope of life skills forming approach drug addiction is considered as training of a certain type of behaviour that is being translated by a certain subculture. The subject of prophylaxis is growth of teenagers’ capability to resist different social phenomena including proposals to try drugs.

Programs based on this approach are aimed on learning adaptive ways of stress control via training healthy behaviour, forming of capability and possibility to assess problem situation, develop positive Me – concept, development of communicative skills, prevention of initiating of drug use via provisioning readiness to say realized “no” Programs of this type may be called socially influential. Developing these programs one should rely upon the necessity to develop capability of youth to identify negative social impact and capability to resist this impact. Four components of social impact may be defined: information about negative social and physiological consequences;

Information about peers, parents and media that show indulgence towards using drugs; correction of exaggerated ideas of spread of drug addiction among the youth; training, role games, practice methods of overcoming<sup>11</sup>.

Followers of entertaining (alternative) approach think that drugs addiction prophylaxis is development of activity that is alternative to drugs use. For this purpose it is necessary to develop such social programs that allow youth to realize needs in excitements, will to risk, increased behavioral activity.

Youth, creative, sports and other public organizations play important role. In development of activity alternative to drug use because physical, creative and entertaining activity has prophylactic effect. Results of deployment of these programs do not demonstrate obvious successes and failures. These programs are especially effective for groups of high risk of drug use and other forms of divergent behavior<sup>12-14</sup>.

The main idea of the approach based on forming healthy life style is forming healthy personality that demonstrates healthy life style that influences not only the welfare of that person but promoting positive changes of environment, social and cultural situation. The main aim of health improvement program is development of healthy person that demonstrates healthy life style in which behaviour of a man is viewed non as isolated but together with social network of a personality.

Integrative approach is variants of combinations of prophylactic strategies (components) used for realization of listed approaches. Multifaceted programs allow obtaining cumulative effect of combination of multidirectional prophylactic strategies. Knowledge about drugs and results of using them, development of motivation on health improvement, development of life skills, skills of problem solving, search and acceptance of social aid, training skills of resistance to pressure of drug promoters and self-protection and protection of peers in situations related to possible using drugs are components of integrative prophylactic programs<sup>15,16</sup>. Alternative activity incompatible with using drug (sport, creative activity, cultural events, hobbies, etc.) and forming of the system of values, behavioral norms and life style are usually components of integrative prophylactic programs.

## CONCLUSION

Each approach has its advantages and limitations. Analysis of studied approaches and programs shows that prophylaxis is mainly related to term “forming”. It is presupposed that personality of a young man lacks any features, skills, life reference points. At the same time no attention is paid to inner world of a young person, his(her) values and needs. Usually all programs lack criteria of effectiveness of prophylactic impact<sup>17</sup>.

So analysis of modern approaches to prophylaxis of drug use by youth shows their insufficient effectiveness in today conditions<sup>18</sup>. It is necessary to work out new conceptual bases of drug addiction prophylaxis. Solving of this problem is unlikely possible without understanding what personality and environmental resources help preserving health and successfully control requirements of environment including overcoming the temptation of drug use.

## REFERENCES

1. Arefiev, A.L. Generation Russia is loosing. *Sociological*
2. Gil, S.S. Pedagogical prophylaxis of psychoactive drugs: technologies of assistance to self-realization of teenager. *RITM*. 2008; 35-37
3. Karpukhin, O.I. The youth of Russia: specifics of self-realization and self-determination. *Sociological Research*, 2008; **3**: 45.
4. Kolupaev, R.V. and O.D. Zhirona, Modern society: social and economic aspects of development. Pressing problems of modern Russian society, Information and Editing Administration of the Moscow State Open University, 2014; 42-49.
5. Komlev, Yu.Yu. From sociological research of phenomenon to renewal of anti-drug practices. *Sociological Research*, 2008; **6**: 45.
6. Loginova, E.V., T.V. Tolbusina and M.N. Shirochenkova, Civil society: problems and contradictions of its development. Pressing problems of modern Russian society, Information and Editing Administration of the Moscow State Open University, 2014; 151-158.
7. National Institute on Drug Abuse. Preventing Drug Abuse among Children and Adolescents: A Research-Based Guide for Parents, Educators, and Community Leaders (Second Edition) (NIH Publication No. 04-4212 [A]). Rockville, MD, 2003.
8. McLellan, A.T., D.C. Lewis, C.P. O'Brien and H.D. Kleber. Drug dependence, as a chronic medical illness: implications for treatment, insurance, and outcomes evaluation. *JAMA* 2000; **284**(13): 1689-1695.
9. Novikov, R.A. and A.A. Novikova., Juvenile courts for juvenile offenders. To the history of the problem. Pressing problems of modern Russian society, Information and Editing Administration of the Moscow State Open University. 2014; 162-166.
10. Pischulin, V.I., Historical prerequisites of civil society development in Russia. *Education and law*, 2013; **11**(51): 199-202.
11. Plusch, I.V., Legal dimensions of drug addiction prophylaxis: collection of normative and legal materials for professionals in prophylaxis of using psychoactive drugs by children and youth. Novosibirsk: Siberian Branch of the Russian academy of medical science, 2004; 67-68.
12. National Drug Intelligence Center. The Economic Impact of Illicit Drug Use on American Society. Washington, DC: United States Department of Justice, 2011.
13. Verebey K. and M.S. Gold, From coca leaves to crack: the effects of dose and routes of administration in abuse liability. *Psychiatr Annals* 1988; **18**: 513-520.
14. Rogachev, M.A. and L.I. Rogacheva., Public relations as component of state and municipal management. Solidarity of society and social justice: global trends and Russian reality. Section Fair society: perspectives of integration and development. Information and Editing Administration of the Moscow State Open University, 2013; 95-99.
15. Rogacheva, L.I. Social partnership as effective form of social system balance support. *Russian State Open University*, 2011; 203.
16. Rogacheva, L.I., V.I. Pischulin and L.V. Fokina. Social abilitation. Moscow, Moscow State Open University, 2014; 114.
17. Fadeeva, O.M., E.V. Untilova and Yu.A. Nikiforova., Perspectives of adaptation of families with disabled children in modern economic situation. Solidarity of society and social justice: global trends and Russian reality. Section Fair society: perspectives of integration and development. Information and Editing Administration of the Moscow State Open University, 2013; 193-196.
18. Vielrose, E. Essay of potential demography. Moscow, Statistica. 2005; 210.