

# INNOVATIVE MANAGEMENT AFFECTING PREVENTION AND PROBLEM SOLVING IN DRUG ADDICTION OF SECONDARY SCHOOL STUDENTS

Jiraphorn Sawasdiruk<sup>1</sup>, Bundit Pungnirund<sup>2</sup>, Supattra Pranee<sup>3</sup>  
Tanapol Kortana<sup>4</sup>, Chayanan Kerdpitak<sup>5</sup>

*College of Innovation and Management, Suan Sunandha Rajabhat University,  
Bangkok, Thailand*

*E- mail: jiraphorn.sa@ssru.ac.th<sup>1</sup>, bandit.pu@ssru.ac.th<sup>2</sup>, supatta.pr@ssru.ac.th<sup>3</sup>,  
tanapol.ko@ssru.ac.th<sup>4</sup>, chayanan.ke@ssru.ac.th<sup>5</sup>*

## ABSTRACT

This article has the objective to study the components of innovative management that affect prevention and problems solving in drug among secondary school students. It is a document study and literature review on the elements of management innovation that affect prevention and solving drug problems among secondary school students. The results of the study showed that management innovations affecting the prevention of drug problems among secondary school students. There are important components: environmental parenting and life skills innovative management for solving drug problems among secondary school students. There are important components, including family cooperation, assistance from government agencies, positive environment and elements of successful prevention in solving the problem of drug addiction among secondary school students, consisting of students who are not at risk of being addicted to drugs and the students had no drug addiction problems.

**Keywords-**Management Innovation, Prevention and Solution to Drug Problems, Secondary School Students

## INTRODUCTION

Addiction problem is an interrelated problem and affects many people. There are many laws related to the prevention and solution of drug problems. Governments in every country are constantly campaigning, including imposing measures to strictly punish offenders, both users and traffickers, in order to cut off complex transportation and distribution networks (National Institute on Drug Abuse, 2018). According to the World Drug Report 2019 on narcotics and The United Nations Office on Drugs and Crime (UNODC) found that in 2019, there are approximately 271 million drug users worldwide, representing 5.5% of the world's population. The most commonly used drugs are marijuana (188 million), followed by opiates and their derivatives (53 million), amphetamine-type stimulants (ATS) 29 million, and ecstasy 21 million and cocaine, 18 million, a drug that is on the rise. (Office of the Narcotics Control Board, 2019)

Thailand continues to face the problem of expanding drug production in the Golden Triangle area. As a result, the situation of drug smuggling has been severe continuously since 2017, both in terms of frequency and the amount smuggled per time tends to increase. The important factor still comes from the situation, mainly outside the country. In addition, transnational drug trafficking networks are trying to expand the drug market to more outside the region. Resulting in more smuggling through Thailand, including methamphetamine, ketamine, heroin, and marijuana to be transported to third countries.

The most common situation of drug trafficking through social media is Twitter, followed by Facebook, together with drug delivery via postal parcels. In addition, drug money transfers via mobile application and the internet are another factor that enhances online drug trafficking. The majority of drug users is 23.7%, aged between 20-24 years old, were methamphetamine (76.3%), followed by marijuana (6.4%) and Crystal Meth (5%). Drugs that need to be monitored are ketamine and heroin. Ketamine has been found to have an epidemic of heroin among children and young people and an epidemic of heroin among youth in schools. In addition, economic problems and materialism resulted in children, youth and the general public becoming more involved with drugs. Children and young people involved in drugs tend to decrease in age. The most prevalent includes the central, northern, southern and northeastern regions. The target group of drug addicts is mostly males under the age of 25, and the average age tends to decrease steadily down to elementary school students. (Office of the Narcotics Control Board, 2019; National Institute on Drug Abuse, 2018)

From the literature review related factors found which led to drug use among students during their teenage years and there is a tendency for more serious problems from different environmental factors. Implementing methods to reduce youth risk factors for drug involvement in school. Therefore, it is important that all government agencies i.e., the private sector and all citizens must work together in order to prevent the spread of drugs. If all involved parties neglect lack of good protection, the nation's youth will be in situations at risk of being addicted to drugs. It is a problem of weakness for individuals, families, communities and the nation. It can also create social and economic problems. The author therefore is interested in studying "Innovative Management that Affects the Prevention and Problem Solving In Drug Addiction of Secondary School Students" to create and formulate an innovative management approach for preventing and solving drug problems in educational institutions to reduce and finally eradicate.

## **OBJECTIVE**

To study the components of innovative management that affect the prevention of secondary School student drug abuse problem and solving, and prevention success from solving drug problems among secondary school students.

## **Literature review**

### **Innovative management affecting the prevention of drug problems among secondary school students**

There are government and agencies involved in early childhood education teacher and childcare teachers support by provide knowledge and understanding of the foundation for long-term drug immunity. Emphasis is placed on the development of life skills in drug prevention. Coupled with support villages/communities organize various alternative activities for constructive and beneficial use of their free time, such as sports, arts, side occupations, and community service. to cultivate and strengthen physical development and creation mental immunity by promoting morality and ethics, build self-worth through positive energy and responsibility to others During early adolescence - middle adolescence aged 13-16 years, educational institutions are encouraged to conduct surveys. People at high risk to carry out consultations, care and assistance in collaboration with parent networks. As for the middle adolescents - late adolescence, aged 17 - 19 years, support the preparation of youth to enter adulthood, especially in professional skills Leader-follower skills (Office of the Narcotics Control Board, 2019) are in line with the concepts of Matjila, Ameyibor, and Saini (2021)

who viewed management innovations that affect drug prevention addiction of secondary school students. It is a new method and approach. By having students manage the stress that occurs. Be in a good environment and have life skills. do not expose themselves to the risk of drug use (Thapa, Pandey, Panda, Paswan, & Ghimire, 2022; Merrill & Hanson, 2022). from the literature review, it can be concluded that management innovations that affect the prevention of drug problems in secondary school student is the introduction of new concepts and methods used to prevent problems of the use of drugs among secondary school student's drugs which consisting of environment, upbringing and life skills. This requires partnerships between parents, schools, and governments to support young people to stay safe at home, school, and community.

### **Environment**

The environment around the students both at home in school and in the community, students are constantly exposed to and exposed to in their daily lives can influence and influence behaviors and attitudes towards drug use. (Auemaneekul, Powwattana, Kiatsiri, & Thananowan, 2020) Statistical analysis of drug addicts population information system and receive treatment by the Medical Department. It was found that children and youth started using drugs for the first time at the age of 10 years and school-aged youth aged 15-19 years, both in and outside the educational system, were the groups with the highest problem of first drug use when compared with other age groups at 53.1%, and the first-time drug use rate of this age group is consistently highest and increasing every year, which the aforementioned problem exists in the Bangkok area. The highest in the rate of 60.1 percent, followed by the southern and central regions. For the northern region, there are school-age youths aged 15-19 who start using drugs for the first time, as low as 39.9 percent (Office of the Narcotics Control Board, 2019). which resulted in elevating the quality of life for the better the internet has therefore become a part of everyone's way of life. (Office of the Narcotics Control Board Ministry of Justice, 2019)

From the literature review, it can be concluded that the environment is one of the variables that is important to prevent drug problems among students at the secondary level from the introduction of new concepts and methods to make the environment around young people safe and positive for young people's behavior at home, in school and in the community

### **Parenting**

The family is considered the first institution with a direct role in preventing drug problems both de jure and de facto. Parents are important people in raising and teaching children. In addition, they must behave as good examples. Parenting is the process by which human beings know the social rules. Through the training of parents, making people learn and act accordingly, especially parents who play an important role in parenting including behavior as a good role model (Patwardhan & Rose, 2020; Nicolini & Cassia, 2022). Parenting is an important factor. Like a crucible, people have different characteristics. Parents have a duty to make their children grow up with quality by providing a good experience to promote comprehensive child development (Office of the Narcotics Control Board, 2019). From the literature review, it can be concluded that parenting is one of the variables that are important to the child's behavior. through the process of educating experience by parents who are close to the child because raising requires training, guidance on the way of life for children. It includes actions, speech, non-narcotic practices, prohibition, supervision of children's behavior giving life skills so that children know how to avoid and not risk entering into the use of drugs.

### **Life Skill**

Life skills are the ability to solve problems that are faced in everyday life. In order to survive and be able to live happily with others elements of life skills World Health

Organization has summarized as follows: 1) decision-making skills 2) problem solving skills 3) creative thinking skills 4) critical thinking skills 5) effective communication skills 6) interpersonal skills 7) Self-awareness skills 8) empathy skills 9) emotional skills 10) stress management skills (WHO, 1993; A., , Punia, Punia, & Garg ,2021). From the review of the literature, it can be concluded that life skills are the ability of an individual to be expressed through actions based on the beliefs, experiences, and attitudes of that individual. It is adaptive and correct behavior. enabling a person to properly manage the challenges of daily life which consists of knowledge, attitude, skills to deal with the problems around them effectively.

### **Innovative Management for Solving Drug Problems Among Secondary School students**

Addressing drug problems among students at the secondary level requires cooperation from many parties. to make management more efficient both the cooperation of the family by parents and guardians in caring monitor behavior guidance training giving love and understanding to children including providing a good environment for children to prevent their children from becoming involved with drugs again. In addition to the management of drug problems. It is imperative that government agencies support both rehabilitation and rehabilitation of drug addicts providing opportunities to enter society and return to school during school age. In an online society where communication and drug trading are more complex which corresponds to Office of the Narcotics Control Board (2019) that has a plan to manage drug problems among youth with the cooperation of parents in taking care of their children, assisting in rehabilitation therapy and a positive environment, likewise Matjila, Ameyibor, and Saini (2021); used in the management of substance abuse problems in adolescents will make management more successful (Pungnirund et al., 2021)

From the literature review, it can be concluded that the innovation of drug problem management of secondary school students is the introduction of the concept and unconventional approaches to solving drug problems among secondary school students through the cooperation of the family and assistance from government agencies, especially educational institutions that need to follow up with students with a student support system. coordination with parents including contacting other government agencies involved in solving drug problems which can enable students to continue their studies until graduation.

#### **Family Cooperation**

In solving the problem of drug addiction among secondary school students successfully, there is an important factor in parental cooperation. Either parents or other relatives where students live which can be taken care of help students stay at home while monitoring behaviors that lead to risk and warning. When students are involved in drugs, either using, trafficking, staying on drugs or at risk of becoming addicted, parents should be informed and lead to appropriate solutions, such as seeking advice from schoolteachers. or community leaders in addition, the admission of drug addiction treatment of students requires parents to understand and build confidence in treatment. This is in line with the concepts of Patwardhan and Rose (2020); Matjila, Ameyibor, and Saini (2021) who view parental cooperation plays an important role in tackling drug abuse in youth and school age, and Oyewobi, Bolarin, Oladosu, and Jimoh (2021); Thapa, Pandey, Panda, Paswan, and Ghimire (2022); Merrill and Hanson (2022) that mentions family cooperation that it is important to make the stress resolved. Concern for students about their studies and other matters which will affect drug use.

From the literature review, it can be concluded that family cooperation is important to address the problem of drug addiction among secondary school students. By giving love, trust, care, fix and help children involved in drugs. Cooperate in bringing children into rehabilitation and treatment so that students can recover and return to school until graduation.

### **Assistance from Government Agencies**

The effectiveness of solving drug problems among secondary school students depends on the assistance of government agencies, including surveys and verification through the process of leaders in every community. and classify the types of drug exposure, including drug use, trafficking, and drug withdrawal, as well as the risks of children and young people in getting involved with drugs. In the part of solving drug addiction, the government sector will have treatment. recovering drug addicts. The government sector also has laws related to drugs with clear penalties educational institutions are the first government agencies to be verified through the student support system. This is consistent with the ideas of Patwardhan and Rose (2020); Nicolini and Cassia (2022); Trisnowati, Ismail, and Padmawati. (2021); Thapa, Pandey, Panda, Paswan, and Ghimire (2022). Assistance from government agencies will increase youth's awareness of the drug problem. From the literature review, it can be concluded that assistance from government agencies is an important part of solving the problem of drug addiction among secondary school students. By having a dedicated agency that provides assistance to those involved in drug abuse in all cases including clear penalties Legislation was issued to punish comprehensive prevention and management of drug problems for people and youth to have peace.

### **Positive Environment**

Organizing a positive environment in the home community and school It is important to address the problem of drug addiction among secondary school students. By focusing on adjusting the environment, factors or mechanisms that are intimate. around children and youth to be appropriate and safe. educational institutes, peer groups, communities, social media (Office of the Narcotics Control Board, 2019) is consistent with the findings of A., A., Punia, Punia, and Garg (2021); Matjila, Ameyibor, and Saini (2021); Thapa, Pandey, Panda, Paswan., and Ghimire (2022); Merrill and Hanson (2022) found that a positive environment can reduce student conflict. prevent students from deviating into inappropriate behavior

From the literature review, it can be concluded that the positive environment is important to address the problem of drug addiction among secondary school students. Both the environment from home, in school, in the community both online and offline. including a group of friends

### **Success in defense and solve drug problems among secondary school students**

Preventing and solving the problem of drug addiction among secondary school students is successful. Caused by the introduction of innovative management with new concepts and methods used to prevent and solve drug problems. from the participation of both public and private agencies including the public an important indicator is that students are not at risk of entering any kind of drug cycle. and the students had no drug addiction problems by bringing innovation to prevent drug problems and drug problem solving innovations used in educational institutions This is consistent with the ideas of Matjila, Ameyibor, and Saini (2021); Thapa, Pandey, Panda, Paswan, and Ghimire (2022); Merrill and Hanson (2022). Sccess in defense and solving drug problems must not put students at risk of getting involved with drugs of any kind. From the literature review, it can be concluded that the success of the prevention and solve drug problems among secondary school students require the efficiency of bringing innovative management in preventing and solving problems. Drugs are used in a process under the cooperation of all sectors, the indicator is that students are not at risk of drug addiction and the students had no drug addiction problems.

### **Students are not at risk of drug addiction**

The fact that students are not at risk of drug addiction is an achievement of prevention innovative management in solving drug problems among secondary school students with a good environment, parents, guardians, and students are nurtured with life skills. This is a

concept for preventing drug problems of students and applying management innovations to solve drug problems for secondary school students with the cooperation of parents' assistance from government agencies and a positive environment. This is consistent with the ideas of Patwardhan and Rose (2020); Lu, Shin, Le, Temple, and Pettigrew (2020) who viewed that students are not at risk of drug addiction of any kind, which is considered a success in prevention and problem solving from responsible agencies. From the literature review, it can be concluded that students are not at risk of drug addiction. It is a success in bringing innovation in prevention management to solve the problem of drug use in educational institutions with the cooperation of all sectors including government, private sector, relevant agencies and civil society to create awareness in preventing and solving drug problems among secondary school students.

### **Students do not have drug addiction problems**

Significant achievements in addressing the drug problem through the implementation of management innovations is that students do not have drug addiction problems. This is caused by the cooperation of all sectors under the prevention management innovation. Tackling the drug problem of secondary school students Parents' upbringing also plays an important role in ensuring that students do not have drug addiction problems. This is consistent with Matjila, Ameyibor, and Saini (2021); Trisnowati, Ismail, and Padmawati (2021); Bansal and Kapur (2022) who view that the fact that students do not have drug addiction problems is an important success in implementing innovative management to prevent drug problems that has achieved good results. From the literature review, it can be concluded that students do not have drug addiction problems is a success of prevention by using innovative management to solve drug problems among secondary school students with the cooperation of parents, teachers, community leaders and the government to raise awareness of the dangers of drugs.

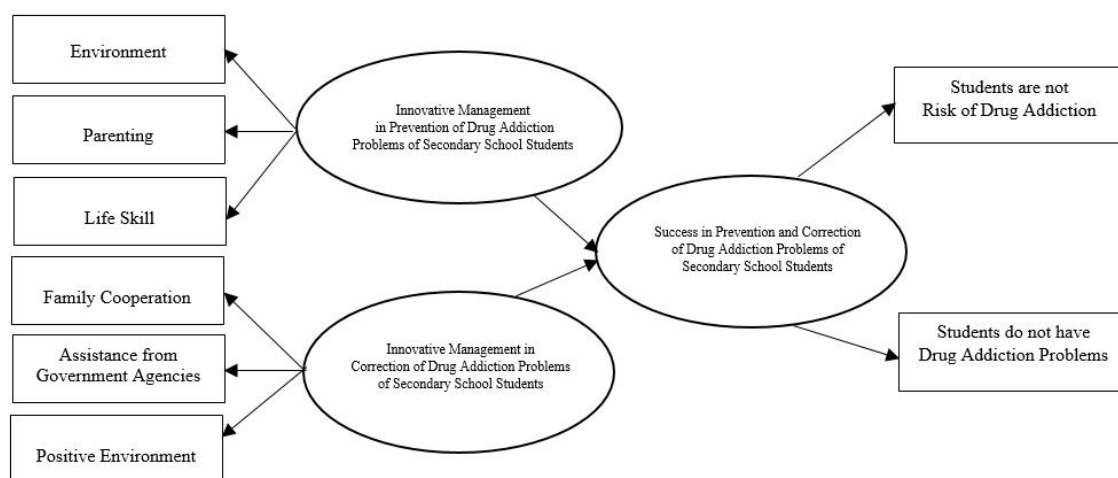
## **METHOD**

It is a documentary study and literature review on the elements of management innovation that affect prevention and solve drug problems among secondary school students.

## **RESULTS**

The results of the study revealed that the innovation management for the prevention of drug problems among secondary school students. There are important components: environment, parenting, life skills, innovative management for solving drug problems among secondary school students. There are important components: family cooperation assistance from government agencies and positive environment and elements of successful prevention to solve the problem of drug addiction among secondary school students, consisting of students who are not at risk of being addicted to drugs and the students had no drug addiction problems.

**Figure 1**



## CONCLUSION

Prevention innovative management tackling the drug problem among secondary school students is an important part of keeping students away from drugs. By bringing new concepts and methods used to modify the environment to be appropriate. Reduce the risks and factors contributing to drug involvement, parenting student life skills can make effective prevention of drug problems among secondary school students, introducing new ideas and methods in family cooperation, family cooperation and a positive environment can successfully address the drug problem among secondary school students in achieving their desired goals. This is consistent with the findings of Patwardhan and Rose (2020); Matjila, Ameyibor, and Saini (2021); Merrill and Hanson (2022); Nicolini and Cassia.(2022) found that parental environment, peers, and personal attitudes had a positive effect on youth alcohol consumption behavior. Therefore, parenting Including the cooperation of parents, therefore, had an effect on drug cessation behaviors of secondary school students. affecting not being involved in all kinds of drugs. This is a life skill used in problem-solving that keeps students safe from drugs.

The relationship between drug problem management innovation variables among secondary school students consisted of family cooperation assistance from government agencies positive environment that affects the success of the defense tackling the drug problem of secondary school students consisting of students are not at risk of drug addiction and the students has no drug addiction problems. This is consistent with the studies of Patwardhan and Rose (2020); Lu, Shin, Le, Temple, and Pettigrew (2020); Merrill and Hanson (2022). Lack of life skills in refusal more likely to use drugs.

## REFERENCES

Bansal, M. & Kapur, S. (2022). "Facets of life skills education – a systematic review", *Quality Assurance in Education*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/QAE-04-2022-0095>

- Lu, Y., Shin, Y., Le, V.D., Temple, J.R. & Pettigrew, J. (2020). "Prevalence of teen dating violence and the associations with substance use and externalizing behaviors in Nicaraguan early adolescents", *Health Education*, Vol. 120 No. 2, pp. 165-177. <https://doi.org/10.1108/HE-01-2020-0006>
- Matjila, K., Ameyibor, L.E.K. & Saini, Y. (2021). "The influence of consumer Socialization agents and personal attitude in the consumption of alcohol among youth in South Africa", *Young Consumers*, Vol. 22 No. 4, pp. 539-554. <https://doi.org/10.1108/YC-10-2020-1216>
- Merrill, R.M. & Hanson, C.L. (2022). "A formative evaluation of an adolescent online E-cigarette prevention program", *Health Education*, Vol. 122 No. 6, pp. 617-632. <https://doi.org/10.1108/HE-06-2021-0092>
- Nicolini, V. & Cassia, F. (2022). "Fear vs humor appeals: a comparative study of children's responses to anti-smoking advertisements", *Asia-Pacific Journal of Business Administration*, Vol. 14 No. 2, pp. 166-184. <https://doi.org/10.1108/APJBA-04-2021-0134>
- National Institute on Drug Abuse. (2018). Advancing Addiction Science. <https://nida.nih.gov/>
- Office of the Narcotics Control Board. (2019). Action plan for the prevention and suppression of drugs. Narcotics Suppression B.E. 2563 - 2565, retrieved from <https://www.oncb.go.th>
- Office of the National Economic and Social Development Council Office of the Prime Minister. (2022). Draft economic development plan. and the National Society, Vol. Thirteenth B.E. 2566 - 2570, retrieved from [https://www.nesdc.go.th/download/Plan13/Doc/Plan13\\_DraftFinal.pdf](https://www.nesdc.go.th/download/Plan13/Doc/Plan13_DraftFinal.pdf)
- Punia, B.K., Punia, V. & Garg, N. (2021). "Life dissatisfaction among students: exploring the role of intrapersonal conflict, insufficient efforts and academic stress", *Rajagiri Management Journal*, Vol. 15 No. 2, pp. 113-128. <https://doi.org/10.1108/RAMJ-09-2020-0058>
- Pungnirund et al. (2021). Measure of Success of Local Government Management in Saraburi. *International Conference on Sciences and Business Management Graduate*. 2021 pp. 162-175
- Patwardhan, S. & Rose, J.E. (2020). "Overcoming barriers to disseminate effective smoking cessation treatments globally", *Drugs and Alcohol Today*, Vol. 20 No. 3, pp. 235-247. <https://doi.org/10.1108/DAT-01-2020-0001>
- Thapa, S., Pandey, S.C., Panda, S., Paswan, A.K. & Ghimire, A. (2022). "Vaping among youth: reasons, realization and intention to quit", *Young Consumers*, Vol. 23 No. 4, pp. 512-538. <https://doi.org/10.1108/YC-12-2021-1429>
- Trisnowati, H., Ismail, D. & Padmawati, R.S. (2021). "Health promotion through youth empowerment to prevent and control smoking behavior: a conceptual paper", *Health Education*, Vol. 121 No. 3, pp. 275-294. <https://doi.org/10.1108/HE-09-2020-0092>