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### Causes Of Early Age Drinking In Cambodia

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## ABSTRACT

Cambodian adolescent group covers the most significant portion of the total population. With the lack of awareness of the influences of alcohol consumption, many adolescents fall into this trap of consuming alcohol beverages at early age.

## INTRODUCTION

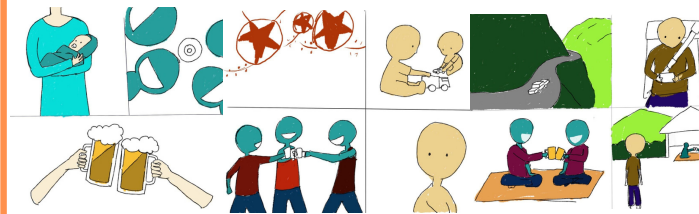
- In 2015, Cambodia's Ministry of Health was drafting a law regarding the legal age (21 for alcohol consumption) (Chhay, 2015). Unfortunately, up until now, Cambodia is still not putting this law into practice.
- Amongst 15-19 year olds young people in Cambodia, 42% of males and 27% of females were drinkers (WHO, 2015).
- There are three main influencing factors why Cambodian adolescents begin to drink alcohol such as peer pressure, family traditions, and advertising.

## PEER PRESSURE



- Young people are inclined to do whatever it takes to fit in with the groups that they would like to be a part of (Fabrizo et al., 2013).
- Once a young person is associated with alcoholic beverages, they are highly likely to invite other friends to join them (WHO, 2014).
- Not everyone consumes alcoholic beverages because they personally desire to.

## FAMILY TRADITIONS



- Cambodian families' norms include alcoholic beverages in every celebration such as the wedding, funeral, and other gatherings.
- As a matter of fact, young people were inspired by other family members to consume alcohol just like their older family members (WHO, 2015).

## ADVERTISING



- All the advertisement share similar characteristics, which is the projection of young people having fun with the alcohol beverage (picture is provided).
- Young people in particular who have been exposed to alcohol advertisements tend to be more likely to consume alcoholic beverages (Snyder et al., 2006).

## CONCLUSION

- All in all, in Cambodia, peer pressure, family traditions, and advertising are the main influencers for adolescents to start drinking alcohol beverages.
- There are several negative consequences resulting from alcohol consumption during adolescence that may impact the condition of the brain, the human mental health, as well as the possibility of alcohol addiction. Hence, early age drinking should never be a choice.

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