

STATISTICAL EVALUATION OF SOME ASPECTS OF PITO CONSUMPTION IN NAVRONGO, UPPER EAST REGION, GHANA AND ITS HEALTH IMPLICATIONS.

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The study was carried out to identify the factors that affect pito – (a locally brewed alcoholic beverage) consumption in Navrongo in the Kassena Nankana District the Upper East Region of Ghana. The research covered 100 respondents from Navrongo Central/Business Area. Primary and Secondary data were collected and analysis of data was done using Statistical Package for Social Sciences (SPSS). Among the sampling techniques used are Simple Random Sampling, Stratified Sampling and Systematic Sampling. Binary Logistic and Multinomial Logistic Regression were employed to fit the data to a model and the results interpreted.

The study revealed that:

Females have higher pito consumption habits than males.

Pito consumption was high among people in the low-income group compared with those in the high income group.

Apart from Moslems and Pentecostals, most people with other religious affiliations take pito.

45% of the pito consumers are the youth between 15 and 30 years of age.

Most of the people think that pito is part of their food (dietary requirement) and therefore has no adverse effect on their health.

The researcher recommends a mass education especially on the effects of alcohol on health for the purpose of policy options in Navrongo. School Health Education should be expanded to incorporate the education on alcohol consumption and its effect on the health of consumers.