

# Effectiveness of Individual Counselling Services on Substance Abuse Rehabilitees Behaviour Change: A Case Study of Asumbi Treatment Centre, Homabay, Kenya

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**Abstract:** A study was under taken to establish the effectiveness of individual counseling services on substance abuse rehabilitees behaviour change at Asumbi Treatment Centre, Homa-bay Country Kenya. Substance abuse has increased greatly worldwide and has caused a significant proportion of the population eventually to get addicted posing a threat to their health and safety. The problem underlying this study is that, although there has been different counseling approaches in different rehabilitation centres meant for behaviour modification among substance abusers, very little change is known about their effectiveness. It has been noted that most substance abusers revert back to their previous behaviors after rehabilitation program due to insufficient psychological care during and after rehabilitation program causing relapse. To address this, the study therefore established the effectiveness of individual counseling services on substance abuse rehabilitees' behavior change. The researcher adopted saturated sampling techniques and purposely selected 12 counselors and 48 clients for the study. Quantitative data was collected using questionnaires for both counselors and clients. Mean rate was analyzed and t-test done and tabulated as frequencies, percentages and further interpreted and reported. The study established that there was no significant different ( $t(9) = 0.131, p > 0.05$ ) between the individual counseling core conditions mean rating hence it shows an effectiveness of individual counseling services was statistically significant on substance abuse rehabilitees behaviour change. To verify the effectiveness of the individual counseling the t-test was used to find an indication of the difference in the effectiveness of individual counseling services on substance abuse rehabilitees behaviour change. It therefore, concluded that counselors and clients concurred that individual counseling to large extent influence positive behaviour change among the substance abuse rehabilitees as signified by the overall mean rating of 3.40 as per the study using core conditions such as congruence, empathetic understanding and unconditional positive regards.

**Keywords:** Counseling Services, Substance Abuse, Rehabilitation, Core Condition

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## 1. Introduction

Prevalence of substance abuse in the society is a problem that needs to be looked into with a lot of concern. According to NACADA [1] substance abuse in Kenya is widespread and cuts across all social groups with the youths being the most affected hence leading to major social problems in communities. The problem has taken its toll on Kenyan

society largely out of the fact that many people treat the various substances e source of serious health problems Simatwa, W et al., [2]. They further stated that alcohol, tobacco, bhang, Miraa and cocaine as detailed in Figure 1 are the most abused substances by communities in Kenya.

Richard, C. [3], explained that substance abuse is a chronic use of illegal substances or use of prescription substances other than for medical purposes which do impact one's

ability to function normally and can result in physical, social and / or emotional harm. The use and abuse of substances is a global phenomenon with a long history. The use of

substances is primarily influenced by environmental factors while abuse and dependence may be influenced primarily by genetic factors Cai-Lian T. & Yie-Chu, T. [4].

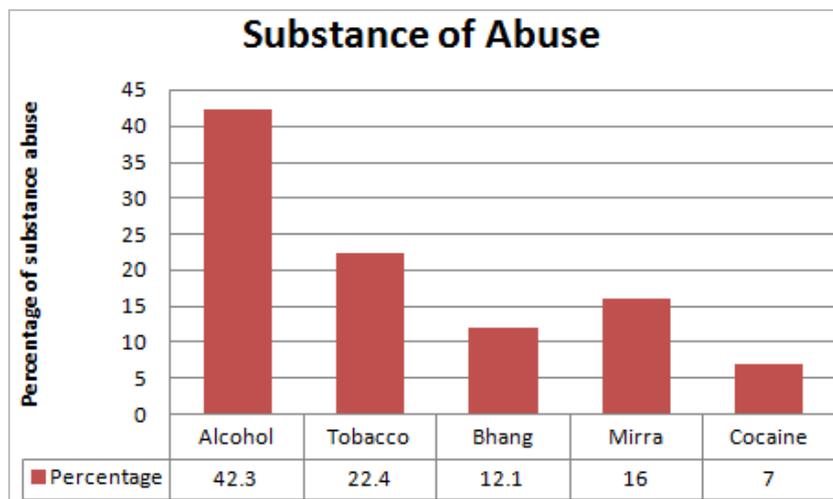


Figure 1. Substances commonly Abused. Source: Simatwa et al., (2014).

The onset of substance use is often rooted in adolescence, and studies show that substance abuse is often related to cigarette and alcohol consumption in adolescence Mah N et al., [5]. The menace of substance abuse has strangled the users reducing them to dummies, zombies and drooling figures only to waste out the prime of their lives when they are most needed to invest their energy in worthy nation building ventures (Kenya Times, July 4th 2003).

Kalangi, J. [6] pointed out that, substance abuse rehabilitation has attracted many players including individuals, NGOs, Faith Based Organizations, Civil Society, Public and Private institutions to play a role in providing rehabilitation services. However, little is known about the effectiveness of these counseling in addressing the issues of substance abuse. NACADA has developed standards that have to be observed by every rehabilitation centre in Kenya for both residential and non-residential treatment to address modification of behavior of substance abusers one of the most pressing social-economic and health problems in Kenya Sereta N et al., [7]. Subsequently, no one has established whether the existing rehabilitation programs put in place to help the substance abusers are effective. Therefore, this study sought to establish the effectiveness of individual counseling on substance abuse rehabilitees' behavior change. Counseling is a process in which clients learn how to make decisions and formulate new ways of behaving, feeling, and thinking. Counselors focus on the goals their clients wish to achieve. Clients explore their present levels of functioning and the changes that must be made to achieve personal objectives. Thus, counseling involves both choice and change, evolving through distinct stages such as exploration, goal setting, and action

Individual counseling is a key component of all of the counseling approaches. Eremie D. [8] pointed out that Individual Counselling therefore is a process through which a

client enter into a therapeutic relationship with a trained counsellor or psychologist – in a very secure, humane, confidential and professional environment – to explore their feelings, beliefs and behaviours, work through challenging experiences, point out key areas that need change in their lives, good understanding of oneself and others, set realistic and achievable individual goals, and work towards the achievement of the desired change.

Butler, K. Cooper, G., & Wylie, S. [9] states that individualized counseling plan is one of the models recommended for treatment of persons with substance abuse. It is a client-based model which is centered on one-to-one session where counselors work with individuals to assist them take into consideration their individual needs through the recovery process. Counselors allow individuals to explore their feelings and identify aspects of their lives that they would like to change and work toward desirable change. The approach is designed to help the clients build commitment throughout the process of behavior and attitude modification.

English, I. [10] explained that individual counselling can help someone to form new outlook and life skills. This helps the person to be free from recurrent patterns of substance abuse, as well as have psychological strength to manage any form of addictive behaviours. Individual Counselling also have the capacity to help people regain lost personal esteem, learn to make right decisions and take personal responsibility for their actions and move on with life; rather than getting stuck. This will help the person to find ways of relating to psychological and physical pain so that unavoidable suffering brings joy and strengthens one's life purpose rather than sadness and failure. This means that individual counseling and psycho-therapy can help people develop good relationships by enhancing attitudes which help a person to reach one's sense of purpose and fulfilment in life.

Nweze, T. and Okolie, C. [11] further states that

individual counselling assist people to know themselves by discovering their desires, interests and capabilities in a bid to prepare their own goals and create strategies for realizing those goals. People seek counselling or therapy for a wide variety of reasons, ranging from dealing with unexpected challenging life events to dealing with various psychological problems or simply desiring greater self-knowledge and personal growth/development. Fawcett E et al., [12] further states that Individual counseling was also found to have significantly lower drop-out rates compared to group therapy.

**1.1. Statement of the Problem**

The problem underlying this study is that, although there has been different counseling in different rehabilitation centres meant for behavior modification among substance abusers in Kenya, very little is known about their effectiveness Sereta N et al., [7]. It has been noted that most substance abusers revert back to their previous behaviors after rehabilitation program. This is because of insufficient psychological care during and after rehabilitation program as

the reasons that are behind the relapse. This study aimed at establishing the effectiveness of individual counseling on substance abuse rehabilitees' behaviour modification at Asumbi Treatment Centre, Homa-bay, County Kenya.

**1.2. Research Objectives**

The purpose of this study has established the effectiveness of individual counselling on substance abuse rehabilitees behaviour change at Asumbi Treatment Centre, Homa-bay Kenya.

**1.3. Conceptual Framework**

The conceptual framework helped the researcher to see clearly the variables of the study. Manheim et al, [13] described conceptual framework of the study as the researcher's own position on the problem and gives direction of the study. Figure 2 shows related variables and how they are correlated. In the case of this study, individual counseling is independent variable while substance abuse is the dependent variable.

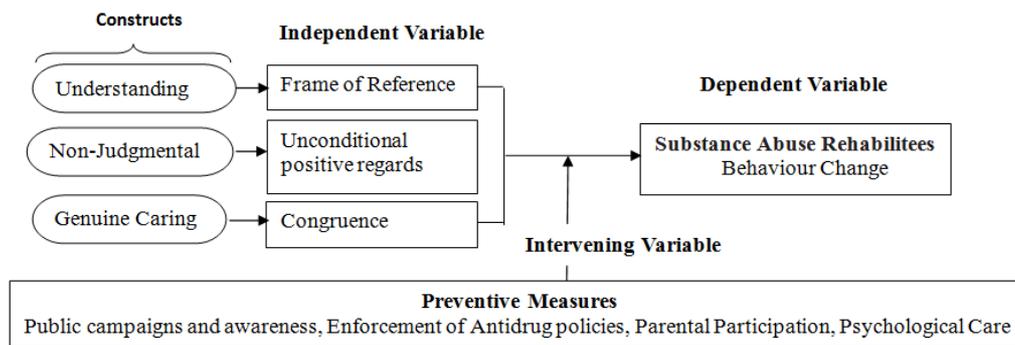


Figure 2. Influence of individual counseling approach on substance abuse rehabilitees behaviour change conceptual framework.

The approaches that is believed to positively or negatively intervene effectiveness of counseling are enforcement of anti-drug policies, public campaigns and awareness, parental participation and psychological care.

Individual counseling was investigated using indicators such as: frame of reference. With frame of reference, the counsellor tries to understand the thoughts and the feelings of the clients during the counseling session, sometimes referred to as 'walking in someone else's shoes'. On the other hand, Congruence deals with the attribute of a counselor to be genuine and real in the relationship with the clients Rogers, C. R. [14]. This aspect is important as it allows the client to build a trusting relationship with the counsellor. The counsellor's warm and genuine approach allows the client to feel valued. This in turn builds self-esteem and trust in their own judgement. Unconditional positive regard aspect allows the client to open up and speak about their difficulties without fear of being criticized or judged.

**2. Related Works**

In this section, we discussed the literatures on

effectiveness of counseling that has been used on substance abuse rehabilitees behaviour change.

Mulhouse. G. [15], pointed out that the abilities of individual therapists may be a more significant factor in determining outcomes that therapeutic orientation. He further states that individual counseling is a client-based model which is centered on one-to-one session where counselors work with individuals to assist them taking into consideration their individual needs through the recovery process using the indicators such as emphatic condition, congruence and unconditional positive regards during the sessions.

Sereta N et al., [7], in their study observes that individualized counseling focuses directly on reducing or stopping the illicit substance use through regular monitoring and multiple interventions like behavioral therapy, group counseling, cognitive therapy and medication though very little is known about their effectiveness. McLeod, J. [16] mentioned that counseling is an intervention that is, voluntarily chosen by the client, responsive to the individual needs of the client or group; and primarily intended to bring about change in an area of psychological / behavioral functioning.

Fawcett E et al., [12], explained that Individual therapy was also found to have significantly lower relapse rates as compared with other counseling approaches such as group counseling. The study findings further suggested that there may be a small increase in the effectiveness of individual therapy compared to other counseling approaches such as group therapy, but whether this is clinically significant or not remains to be seen, as studies that include follow-up measures often indicate that these differences diminish over a period of several months.

Ponton, L. [17] explained that an effective counselor can identify negative thinking patterns that may be feeding feelings of sadness, depression and anxiety. This can be done by the clients building upon personal strengths and suggesting skills that can overcome self-inflicted feelings of hopelessness, a counselor can help you develop a more positive attitude. A good counselor can assist a client in making positive changes in their relationships with others, helping them recognize behaviors that may be contributing to a troublesome relationship.

Butler, K. Cooper, G., & Wylie, M. S. [9] explained that individual counseling is a process by which a client is guided, supported and directed by his or her counselor as he or she develops personal strategies and plans the course and expectation of treatment goals. Individualized counseling plan is one of the models recommended for treatment of persons with substance abuse. It is a client-based model which is centered on one-to-one session where counselors work with individuals to assist them taking into consideration their individual needs through the recovery process. Individual counseling is designed to help the patients build commitment throughout the process of behavior attitude modifications. Counselors allow individuals to explore their feelings and identify aspects of their lives that they would like to change and work toward desirable change. Individual counseling has been used extensively in substance abuse therapy.

Sereta N et al., [7], observes that individualized counseling focuses directly on reducing or stopping the abuser's illicit substance use through regular monitoring and multiple interventions like behavioral therapy, group counseling, cognitive therapy and medication.

Lambert, M., & Barley, D. [18], An effective counselor not only conveys accurate empathy, but also recognizes whether the empathic responses will indeed be experienced as accurate by the client. Research has demonstrated that empathy increases when counselors modify their empathic response style to fit the client's definition of helpful, empathic responses. Sperry, L., Carlson, J., & Kjos, D. [19] further states that the ability to do so corresponds to counselor sensitivity to individual and cultural differences, which is also a determinant of a quality therapeutic relationship and effective counseling. Globally, individual counselling has been an important response to helping people address various positive behavioral change. This is evidenced in different studies, for instance, in a study by Nyaegah, J. [20] and also Onderi & Makori. [21] who

report that there is significant evidence that individual counseling produces positive results even with difficult rehabilitees.

### 3. Methodology

The study adopted descriptive research design, which is quantitative in nature. Descriptive research was ideal since the study was carried out within a defined geographical area. The design provided enough protection against biasness and also helped maximize reliability. Data collection was conducted using questionnaires to the respondents.

The study was done at Asumbi Treatment Centre Homabay Country, Kenya located in Rangwe constituency approximately 20 Kms from Homa-Bay town and 20 Kms from Kisii town with the geographical coordinates as; latitude of -0.6225 and a longitude of 34.6152. Asumbi Treatment Centre, Homa-bay, Kenya was selected because it handles all forms of dependency chemicals and host diversity of clients from regions of Kenya and some from Tanzania. The facility caters for both male and female clients who were used as the respondents of study. To establish the effectiveness of individual counseling on substance abuse rehabilitees, this study operationalized conceptual framework as depicted in Table 1.

*Table 1. Individual Counseling Operationalization.*

Concept	Variables	Indicators
Counseling Approach	Empathic Condition	1) Feelings and emotions
	Unconditional positive regards	2) Non - Judgmental
	Congruence	3) Genuine caring

Table 1 details the variables and the indicators used the measure the effectiveness of individual counseling on substance abuse rehabilitees.

The research population for the study included the 12 counselors and 48 clients at Asumbi Treatment Centre Homabay County. The study used saturated sample techniques since picking a sample would have a significant reduction on the total number of respondents to collect data from.

*Table 2. Sampling Matrix for all Study Respondents.*

Target Group	Population (N)	Sample Procedure	Sample Size (n)	Data Collection Procedure
Counselors	12	Purposive	12	Questionnaire
Clients	53	Saturated	48	Questionnaire

The study used purposive sampling design to sample twelve (12) counsellors. A saturated sample size was used to sample 48 clients. Both the counselors and clients responded to the questionnaires The sampling frame is presented in Table 2.

The primary data was collected to provide important first-hand data for the study using questionnaire from respondents at Asumbi Treatment Centre Homabay County pertaining to the objectives of the study. Data that was generated for this study were quantitative in nature. They were coded, cleaned, entered, and analyzed using statistical package for social sciences (SPSS) tool for descriptive statistics. The results

from quantitative data were analyzed and presented using percentages and frequency distribution tables. Linear regression analysis was also used to assess the association between the variables.

## 4. Results and Discussion

As depicted in Table 3, it can be observed that the return rates were 100%. That is, all the 12 counselors and 48 clients returned questionnaire.

**Table 3.** Response Rate of Questionnaires.

Respondents	No. Issued	No. returned	Achieved Rate (%)
Informants	12	12	100%
Clients	53	48	90.1%
Total	65	60	92.3%

1) *Research Objective:* The study objective was to establish the effectiveness of individual counseling on substance abuse rehabilitee behaviour change at Asumbi Treatment Centre Homabay County.

**Table 4.** Descriptive result on Effectiveness of Individual Counseling Services.

Aspect of Individual Counseling	Rep	Rating					Total	MR	OMR	TT
		1	2	3	4					
Empathetic understanding	Counselors	F	0	0	7	5	12	3.41	3.40	$t(9) = 0.016, p = 0.152$
		S	0	0	21	20	41			
		%	0	0	58.3	41.7	100			
	Clients	F	0	0	30	18	48	3.38	3.35	$t(9) = 0.511, p = 0.052$
		S	0	0	90	72	162			
		%	0	0	62.5	37.5	100			
Unconditional positive Regards Condition	Counselors	F	0	0	9	3	12	3.25	3.45	$t(9) = 0.003, p = 0.590$
		S	0	0	27	12	39			
		%	0	0	75	25	100			
	Clients	F	0	0	26	22	48	3.45	3.22	$t(9) = 0.131, p > 0.05$
		S	0	0	78	88	166			
		%	0	0	54.2	45.8	100			
Congruence	Counselor	F	0	0	4	8	12	3.00	3.45	$t(9) = 0.003, p = 0.590$
		S	0	0	12	24	36			
		%	0	0	33.3	66.7	100			
	Clients	F	0	0	28	20	48	3.50	3.44	$t(9) = 0.131, p > 0.05$
		S	0	0	84	80	168			
		%	0	0	58.3	41.7	100			
Overall Mean Rate	Counselor							3.22	$t(9) = 0.131, p = 0.297$	
	Clients							3.44		

Key: Rep- Respondents, F-Frequency, S-Score, %-Percentage, MR -Mean Rate, OMR-Overall Mean Rate, TT-T-Test, Sig- Significant Value.

The respondents were requested to give their views with respect to the effectiveness of individual counseling on substance abuse rehabilitees behaviour change on a scale of 1 to 4 (i= Effective to very small extent, ii= Effective to a small extent, iii= Effective to large extent, iv= Effective to very large extent) and the results were as summarized in (Table 4). To verify the effectiveness of the individual counseling, the independent simples t-test was used to find an indication of the difference in mean of effectiveness of individual counseling aspects on substance abuse rehabilitees behaviour change and Figure 3 illustrates this. The result revealed that there was no significant difference between the counselors rating of 3.41 for empathic understanding and 3.38 mean rate for clients as shown by the result of ( $t(9) = 0.016, p > 0.05$ ). For unconditional positive regards, counselors mean rate was at 3.25 while clients mean rate was at 3.45. The result obtained revealed that there was no significant difference in the mean rate as shown by result of ( $t(9) = 0.511, p > 0.05$ ). For congruence aspects the rating for counselor was at 3.00 while clients mean rating was at 3.45. The result shows that the p-value was greater than 0.05 hence there was no significant difference in the mean rate shown as ( $t(9) = 0.003, p > 0.05$ ). The result revealed a greater confidence of

the effectiveness of individual counseling on substance abuse rehabilitees behavior change. It therefore, concluded that counselors and clients concurred that individual counseling to large extent influence positive behavioral change among the substance abuse rehabilitees as signified by the overall mean rating of 3.41 and t-test ( $t(9) = 0.131, p > 0.05$ ) as per the study using core conditions such as congruence, empathetic understanding and unconditional positive regards.

**Table 5.** Interpretation of mean rating.

Mean Ratings	Description
1.00-1.44	Effective to very small extent
1.45-2.44	Effective to a small extent
2.45-3.44	Effective to large extent
3.45-4.00	Effective to very large extent

Using mean interpretation rating, the finding reveals that the level of effectiveness of individual counseling was at to large extent effective which falls within the range of 2.45 to 3.44. As shown in Table 4, under mean, there was no significant difference in the effectiveness of individual counseling core conditions on substance abuse rehabilitees since the pre-specified value was greater 0.05.

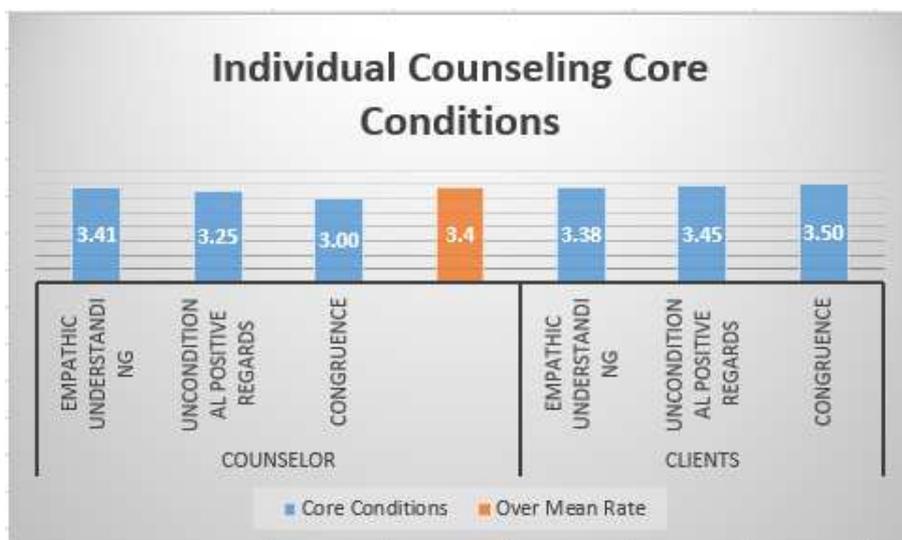


Figure 3. Mean Rating.

2) Correlation between on Effectiveness of Counseling services and substance abuse rehabilitees behaviour change  
 In this study, regression analysis was used to explain the

relationship between effectiveness of individual counseling aspects on substance abuse rehabilitees. A regression analysis was run between these variables and the Table 6 shows the results obtained.

Table 6. Regression Analysis on Effectiveness of counseling.

Model	R	R Square	Adjusted R Square	Std. Error of the estimate	Change Statistics			
					R Square Change	F Change	Df	Sig F Change
1	.941	.886	.870	.290	.886	3	22	.000

Predictors: (Constant), Effectiveness of Individual counseling approach.

Table 6 provides the *R*, *R*<sup>2</sup> and Sig values of linear regression analysis. The *R* value represents the simple correlation which was at 0.941 indicating a high degree of correlation. *R*<sup>2</sup> Value shows how much of the total variation in the substance abuse rehabilitees behaviour change, can be explained by the individual counseling approach. In this case, 87% explained the changes in effectiveness of individual counseling services, which was to very large extent.

The Significance value as per the Table 6 shows that effectiveness of individual counseling services was statistically significant since the p-value (0.000) was less than the usual pre-specified level of 0.05. Hence the model

was effective enough to establish the effectiveness of individual counseling services on substance abuse rehabilitees for behaviour change.

### 5. Anova Analysis

The Analysis of variance (ANOVA) main purpose was to test if there is statistically significantly difference between the group means. To establish whether effectiveness of counselling services was statistically significant on substance abuse rehabilitees behaviour change, the ANOVA test was performed as depicted in Table 7.

Table 7. ANOVA on Effectiveness of counseling on Substance Abuse Rehabilitees behavior change.

Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	14.305	3	4.768	56.74	.000
	Residual	1.849	22	0.084		
	Total	16.154	25			

- a. Dependent Variable: Substance Abuse Rehabilitees Behaviour Change
- b. Predictors (Constant), Individual Counseling Services

From the Table 7, individual counselling predictor variable is statistically significant since its p-value equal 0.000 (p = 0.000). Generally, 95% confidence interval or 5% level of the significance level is chosen for the study. Since the

Significance value less than pre-specified 0.05. It the specifies that the result is significant to establish the effectiveness of individual counselling service on substance abuse rehabilitees behaviour change.

The result of the overall model shown in Table 8 were used to interpret the adopted multivariate regression model as illustrated hereunder.

**Table 8.** Estimate of Coefficients<sup>a</sup> of the Regression Equation.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
1 (Constant)	0.404	0.227		1.779	0.089
Individual Counseling	-0.610	0.131	-.0664	-4.665	0.000

a. Dependent Variable-Substance Abuse Rehabilitees Behaviour Change.

The formula below was applicable in the process of carrying out the linear regression analysis for respective variable under investigation.

$$Y = \beta_0 + \beta_1 X_1 + \epsilon$$

Where: Y = The estimate value of effectiveness of counselling approaches.

$\beta_0$  = Constant value

$X_1$  = Individual Counselling

$\epsilon$  = Error

The model specific for this study was therefore:

$$\text{Effective of Counselling Services} = 0.404 + (-0.610) (\text{individual Counselling}).$$

The regression results were interpreted to mean that substance abuse rehabilitees behavior change (Y) was subject individual counseling  $X_1$  at -0.610-unit change and to 0.404. The findings indicated that individual counseling ( $\beta_0 = -0.610$ ;  $p < 0.05$ ) was found to have statistically significant effect on substance abuse rehabilitees behavior change.

## 6. Conclusions and Future Research

The objective of this research study was to establish the effectiveness of individual counseling services on substance abuse behaviour change. The effectiveness of Individual counseling services was investigated using core conditions such as emphatic understanding, unconditional positive regards and congruence of the counselor. However, it was noted that there have been different counseling services at centre meant for behaviour change among substance abusers but very little is known about their effectiveness. It was also noted that most substance abusers revert back to their previous behaviors after rehabilitation program. This is because of insufficient psychological care during and after rehabilitation program as the reasons that are behind the relapse. This study therefore sought to establish the effectiveness of individual counseling service on substance abuse rehabilitation behaviour change at Asumbi Treatment Centre, Homa-bay, County, Kenya.

The following recommendation were drawn from the study: adoption of more indicators to boost coefficient regression value for effectiveness of individual counseling services on substance abuse rehabilitees behaviour change.

## Conflict of Interest Disclosure

The authors have no conflicts of interest to report. The

authors confirm that the research presented in this article met the ethical guidelines, including adherence to the legal requirements, of University and received approval from the National Commission for Science, Technology and Innovation (NACOSTI) in Kenya.

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