ABSTRACT

Objectives: identifying the social representations of teens about alcoholism from its life story and analyze the attitudes of adolescents by the ingestion of alcoholic beverages. Method: a descriptive study, which used the method of life history to capture the social representations of the 40 adolescents. The data were analyzed using thematic analysis and the research project was approved by the Ethics Committee, Protocol 004/08. Results: the thematic analysis led to the construction of two central themes: 1. Living with an alcoholic family and alcohol in family life, and the 2. Adolescing for alcohol beverages. Conclusion: the study identified the social representations and attitudes of adolescents and helped to understand how to process the reality of this group before the intake of alcohol. Descriptors: Alcoholism; Psychiatric Nursing; Nursing; Teenager.

RESUMO

Objetivos: identificar as representações sociais dos adolescentes sobre o alcoolismo a partir da sua história de vida e analisar as atitudes dos adolescentes diante da ingestão de bebidas alcoólicas. Método: estudo descritivo que utilizou o método de história de vida para captar as representações sociais dos 40 adolescentes. Os dados foram analisados por meio da análise temática e a pesquisa teve o projeto aprovado pelo Comitê de Ética, Protocolo 004/08. Resultados: a análise temática levou à construção de dois temas centrais: 1. A convivência com o familiar alcoolista e álcool no cotidiano familiar; e o 2. Adolescer para as bebidas alcoólicas. Conclusão: o estudo possibilitou identificar as representações sociais e as atitudes dos adolescentes e contribuiu para o entender como se processa a realidade desse grupo diante da ingestão da bebida alcoolica. Descritores: Alcoolismo; Enfermagem Psiquiátrica; Enfermagem; Adolescente.

RESUMEN

Objetivos: identificar las representaciones sociales de los adolescentes sobre el alcoholismo a partir de su historia de vida y analizar las actitudes de los adolescentes por la ingescción de bebidas alcohólicas. Mético: un estudio descritivo que utilizó el método de la historia de vida para captar las representaciones sociales de 40 adolescentes. Los datos fueron analizados mediante el análisis temático y la investigación tuvo el proyecto aprobado por el Comité de Ética, Protocolo 004/08. Resultados: el análisis temático llevó a la construcción de dos temas centrales: 1. Vivir con una familiar alcohólica y el alcohol en la vida familiar, y la 2. Adolescer para el alcohol. Conclusión: el estudio identificó las representaciones sociales y las actitudes de los adolescentes y ayudó a entender la forma de procesar la realidad de este grupo antes de la ingestión del alcohol. Descriptores: Alcoholismo, Enfermería Psiquiátrica; Enfermeria; Adolescente.

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INTRODUCTION

Reports from international organizations estimate that about 200 million people consumed some kind of illicit drugs between 2000 and 2001, ie, 3.4% of the world population. In developed countries, alcohol is the third risk factor for morbidity and mortality, accounting for 9.2% of DALYs (acronym referring to the years of life lost or incapacitated). Illicit drugs come in eighth place, with 1.8% of DALYs. In underdeveloped countries, such as Brazil, only alcohol emerged as an important risk factor, with 6.2% of DALYs.¹

The consumption of alcohol and other psychoactive drugs concerns the worldwide public health. In recent decades, studies on the biological, psychological and sociological areas totaled knowledge on the subject and allowed the development of approaches and methods of prevention and more effective treatment. Previously, this consumption was seen from the idea of ‘all or nothing’. The ‘drugged’, the ‘addict’ or ‘alcoholic’ was always described as a heavy and absolutely uncontrolled substance dependent consumer whose only treatment was prolonged hospitalization.¹

Excessive alcohol intake is configured in a problematic issue. In Brazil, studies have shown that the prevalence of alcoholism varies between 3.0 and 6.0% in the general population. It is considered the third reason for absenteeism at work, with high rates of early retirement, accidents and traffic responsible for a considerable proportion of occupancy in hospital beds.² It is noteworthy that alcohol abuse causes, directly or indirectly, to higher health system costs because the morbidities triggered by it are expensive and difficult to handle. Furthermore, dependence on alcohol increases the risk of disorders family.³

Licit and illicit drugs are well inserted in the adolescent population. In Brazil, where 35 million people are under 30 years old, the problems related to psychoactive substances can be worrisome Some researches have been developed with specific populations, including college.¹ The use of alcohol and other psychoactive drugs is increasing concern for families, health and education professionals and government authorities since his breakthrough in the adolescent population. The abuse will result in a high cost to the social environment, besides great physical and moral sufferings to individuals who are dependent, families and the community as a whole.³

The alcoholic is always represented as an individual with a disease that causes harm to themselves and to those around them. In most cases, it has strong evidence in the social environment, since it assumes different identities: mother, father and/or other family members who live with their children and are responsible for introducing alcohol in family life. Life with an alcoholic spouse brings great suffering to wife/husband and children. Families communicate with behaviors accepted by them and the family context. Thus, the father's behavior reflects an acceptance of the abuse of alcoholic beverages as a normal practice.⁶

The consumption of alcoholic beverages occurs especially in the environment of family activities that are related to work, distraction, diversion or leisure,⁶ also observed higher consumption of alcohol and alcoholism among adolescents with a family history of alcohol abuse. In some studies, although with different objectives, it was found a similar situation on the family, in which children of alcoholic parents have higher behavior problems when compared to children of parents abstinent of alcohol. This suggests that alcohol consumption of parents could be a risk factor for the development of dependence in children.⁵

The introduction of an alcoholic family in daily adolescent experience favors the consumption of alcohol as something routine and permissible. This reality is present because it is the day-to-day that the individual acquires attitudes and behavior essential to deal with your life. In the family, the maturation of the individual occurs through the intermediary between him and habits, so that to abandon this social group can adapt to other groups that may interact.⁷

The insertion of an alcoholic family in daily young favors the inclusion of alcohol in the symbolic universe of teenagers. This is why social representations are continuously being created and re-created in our social environment, especially in that one in which scientific knowledge is popularized. For this reason, the content and symbolic images from the reified universe that is centered conforms the usual behavior and constantly being touched. In the process, the storage of consensual knowledge, without which society cannot communicate or relate and define reality, is fed back.⁸

Alcoholism, as a public health problem, has been widely debated by the scientific community, but highlights the need to study the problem from the perspective of the most vulnerable group: teenagers. It is noticed that
the introduction of alcoholic beverages by a family in the everyday teenager will favor the genesis of social representations and attitudes that will drive many behaviors in relation to consumption of alcohol.

**OBJECTIVES**

- Identifying the social representations of adolescents about alcohol from their life stories;
- Analyzing the attitudes of teenagers facing the reasons that lead them to drink or not alcoholic beverages.

**METHODOLOGY**

This study is descriptive and exploratory, with a qualitative approach, using the method of life history to capture the social representations of the subjects of the study on the subject. This method appears as an aspect of oral history, being a genuine and efficient research tool when the researcher assigns a scientific aspect to his study.¹

The life story is the narrative told by the subject, serving as bridge interaction between the individual and the social environment, having as its main characteristic concern with the relationship between researcher and subject. Thus, a production of meaning occurs for both the researcher and the researched. A qualitative approach was selected because it allows investigating the object of study by means of the seizure of the subjective universe of a certain group of individuals. This type of study is based "a dynamic relationship, a living interdependence between the individual and the object, is an indissoluble link between the objective world and the subjectivity of the subject".¹⁰ Thus, by capturing the reports of the study population, it is known the objective reality that surrounds it. The historical method furthers our understanding of the universe of teenagers from his past, with the construction of social representations about alcoholism, which are essential for making your attitude towards social practice of drinking.

The field research was the Urban Tribes Project, which is a program of the City of Belém, created two years ago, aiming to meet young people and adolescents who are involved in gangs. The initiative aims to remove them from the streets and place them in social and educational activities.¹¹

The study subjects were 40 adolescents of both sexes, being 30 males and 10 females. The inclusion criteria were: being aged between 12 and 20 years old, being part of the program and have the permission of the guardians. The inclusion criteria were: being aged between 12 and 20 years old, being part of the program and have the permission of the adolescents and their legal guardians for participation in the study. The data collection was in the period from March to July 2009.

The technique of collection of narratives for the production of oral sources was the semi-structured interview, critical for data capture technique because speech that emerges from its realization, is indicative of structural categories, principles, values, norms and symbols and at the same time has the magic to convey, through a spokesman, the representation of certain groups in specific historical, cultural and socioeconomic conditions.¹²

It is evident that, in the work of social representations, it is necessary to work with a social group because it only consensual knowledge is developed. Therefore, the quantitative research subjects must be representative of a group. It was used the technique of saturation data which relates to the repetition of speech in order to define the sampling study.¹³ This text is part of the Doctoral Thesis entitled "History of Life and alcoholism: social representations of alcoholism", defended the Graduate Program in Nursing, Federal University of Santa Catarina and was guided by Ordinance no. 196/96 of the National Health Council and approved by the Federal University of Pará Ethics Committee, receiving the protocol 004/08 CEP-ICS/UFPA.

At the end of the interviews, the transcription was performed. To work out the details, we opted for thematic analysis, which constitutes meaning that emanates from the text, allowing their interpretation from the standpoint of the theory guiding the study. This analysis technique provides a reality known through individuals who are linked communications.¹⁴

We attempted to unfold the thematic analysis in three stages: the 1st is the pre-analysis, which consisted in the selection and organization of material, when we perform the initial reading and the constitution of the corpus, the 2nd is the exploration of the material, and the 3rd, the processing of data.¹⁴ At the end of the analysis, came to the following themes: Living with an alcoholic family and alcohol in family life, and the adolescent to alcohol.

**RESULTS AND DISCUSSION**

- Living with an alcoholic family and alcohol in family daily life

Teens surveyed showed alcohol intake by family members as a routine behavior in your family life, which was held in most cases on
weeksends. Studies show that daily contact with relatives of alcoholic beverages favored the inclusion of alcohol and its effects on the daily lives of adolescents. The family environment has an effect on its members, tending to produce uniformity of behaviors, including consumption of alcoholic beverages. Another issue to note is cultural because it can influence the pattern of alcohol consumption, and the consumption pattern may be an important determinant for alcohol problems.15

A prominent aspect of the study was that adolescents not only showed the consumption of alcoholic beverages such as strengthening the relationship between your relative and alcohol. This moment of abusing alcohol until the addiction is objectified arise when the teen sets his family as a “heavy drinker.” Therefore, by recalling his childhood living with alcoholics and their families, those memories are intense and focused on one or more family members.

Some adolescents view their memories as an alcoholic mother, as they have observed their behavior to drink alcohol continuously, until the state of drunkenness.

Only my mother, she's be almost getting to be an alcoholic because she drank almost every single day, and got drunk every day, she did not change the behavior. (E3)

Other adolescents reported that parents were alcoholics, because of the way they had a very close bond with alcohol, being the main feature was that contact with alcoholic beverages held only on weekends. But, similar to mothers, the consumption of alcohol was the rage until the appearance of drunkenness.

Who drank more at home was my father, he always drank when he came weekend he always drank, from Friday to Sunday, always drank that way. He usually drank with my uncles. I think my dad is an alcoholic because he spent all the money sometimes drinking when he came weekday he was broke. I always got on well with my father. When he came home drunk, went to sleep soon, was never hit us, nor my mother, our relationship has always been good. (E32)

Other family members who emerged as the uncles were alcoholics, and this life with adolescents occurred during childhood. The main feature of these families was the bond of booze with time off from work. It is noteworthy that consumption was also given up getting drunkenness.

I think my uncles are alcoholics, but my uncle who is an alcoholic driver he is best because it cannot be off that he drinks. (E2)

Yes, I consider my uncles alcoholics, because before my grandfather died they only drank on weekends. Currently, every time my uncle gets off work, he stops at a bar to drink. (E9)

It is perceived that adolescents had during the period of childhood living with an alcoholic family, this being the mother, the father or uncle. At this time occurred in adolescents, viewing the habit of consuming alcohol, either on a daily basis or on weekends. It was also possible to observe the factors that led the family to consume alcoholic beverages, all of which are centered on the main motive of escape from everyday reality and pursuit of pleasure caused by alcohol. This moment of abusive alcohol consumption is well characterized in the social representations of teenagers as a social practice performed by an alcoholic family. This practice is centered on alcohol intake in such an intense way that the alcoholic family is perceived as a heavy drinker.

The act of consuming alcoholic beverages sharply, or better way, “heavy”, can be understood in the context of an overall vision of “normal” drinking in a population as a whole. That’s because there is no clear boundary between the “heavy” drinker and “normal”. One can show that, even though most people to consume alcohol in a moderate manner, a small portion becomes a “heavy” drinker.16 However, this small amount is representative when it is counted in number of individuals. Another aspect that can be considered for differentiating “normal” to “heavy” drinker refers to the average alcohol consumption in a population. The higher it is, the greater the chance of the emergence of alcoholics.16

The “heavy” drinker can also be characterized as an ‘alcoholic’. This term is being replaced by ‘alcoholic’ as a strategy to prevent the individual from being stigmatized. The alcoholic as well as non-alcoholic, is influenced in form, amount and frequency with which ingests alcohol by various psychosociocultural factors. However, at some point, the alcoholic begins to drink more and more often.17

The family has a strong influence in shaping the human being, because in her womb develops the socialization process that transforms the individual in person. Thought of as a unit, the family can be considered a system in dynamic equilibrium. It is recognized that people who circulate
alcoholics are affected and adapt to the cycle of alcoholism, forming part of the ill conduct involuntarily.\textsuperscript{18}

We emphasize that the family unit is fundamental for the consolidation of the habit of consuming alcohol because consolidates seized behaviors for teens to live with an alcoholic family.

As can be seen, the family culture is relevant to the adoption of drinking, it is likely that adolescents acquire patterns of excessive consumption of alcoholic beverages to grasp such behavior as well as other values and beliefs associated with the ingestion of alcohol their families. When family rituals, traditions and celebration of special occasions and even daily routines are not disturbed by parental alcohol intake, adolescents, as adults, can establish new rituals married. This fact may favor so that it is less likely that the habits of alcohol abusively, or even alcoholism, are transmitted to the next generation.\textsuperscript{19}

The child learns to deal with the reality from the experience of the world that it is passed by the adult. So she starts to structure the social representations that will be employed to give attitudes and behaviors. The representations are practical ways to interact in the social environment. The seized by adolescents during childhood will guide them when faced with the same psychosocial object.

The fact of experiencing alcohol consumption during childhood and adolescence, as a period of learning of the individual, was relevant for adolescents to begin to represent the alcohol as a consumer product allowed. This reality is present due to children and adolescents to understand a particular object psychosocial, need to understand the processes by which this object was constructed, ie, understanding the development of its construction. The world we know is the world that we constructed with the use of our social representations.

Children incorporated through processes, the structure of thought in your community, becoming a competent and functional participant in this community.\textsuperscript{20} During childhood and adolescence, and the community of which the individual is a part family, so it will employ the psychological processes of the family to grasp the knowledge presented to you, so you can be part of it. So realize that the community will be part makes use of alcoholic beverages was paramount to the adoption of similar behavior in adolescence.

All respondents of the survey witnessed during childhood consumption of alcoholic beverages by family, and became consumers during their adolescence. This alcohol was imposed by adults to teenagers as a way of dealing with social reality. The adult world in which teenagers have structured their social representations held the rule to deal with the social environment through alcohol.

Another point concerns the construction of social representations. It occurs in two forms: the first, which is more typical of social psychology, is the analysis of the construction and reconstruction of social representations are in progress as a social group to another, and the second, which seeks to understand the representations analyzing changes in their periods childhood and adolescence.\textsuperscript{19} The second approach is the one that is present in the study, since the formation of a social representation of alcohol as something permissible emerged during childhood and adolescence was consolidated.

Social representations are systems of interpretation that guide our relationship with the social environment and the individuals present in it. They direct and organize our practices of interaction and communication. Thus, the representation interferes with various processes such as diffusion and assimilation of knowledge, psychosocial development, the definition of social and personal identities, as well as the group expression and social change. From this point of view, the social representation is compiled as a product and process of assimilation of reality.\textsuperscript{19}

Living with an alcoholic family structure, attitude and adolescent behavior opposite to alcoholic beverages, because these routines is that structure social representations. In these situations, children and adolescents are consolidating the traditional aspects of the community in which they live. Thus, learning occurs in a very limited range of conditions. It is a period in being acquired skills focusing on very well structured social practices, one of which is the consumption of alcoholic beverages. This practice is highly valued by the family, so that they are perceived as legitimate expression of the family culture.

In this study, it was also observed in the statements of the interviewees a characterization of family members (mothers, fathers and uncles) that from the point of view of teenagers were not alcoholics, because alcohol use occurred in a specific situation. This subcategory is the division of the family that is considered non-alcoholic. Some refer to mothers as non-heavy alcohol consumer, because it does not use...
continuously alcohol, or do not consume even drunkenness.

My mother worked and only drank when I left and my father too. Nobody drank to excess, usually weekend. (E4)

Parents appeared as non-alcoholic relatives, because, when they consume alcoholic beverages, did not cause family fights under their effect, or the fact that only consume on weekends.

I think my father was not an alcoholic, because only when he quarreled with the mother that he is going to street drinking. For my father was an alcoholic, he would want to drink all day. Anytime he would want to drink. And he only drank on weekends and a good. (E15)

Uncles are characterized as non-alcoholics because they drink alcohol only on weekends and appear to have control over their consumption.

I think my uncles are not, because they just took for fun. Was normal, they drank, but came home drunk. (E7)

I think not, because they drank little and were very controlled. They do not always drink only when he had some meeting at home. (E11)

Long, the alcoholic one was represented as the individual who consumes alcohol daily. However, the scientific community, since configure multiple types of alcoholics, all of which have an overriding characteristic approximation of alcoholic beverage, which need not be continuous, but rather abusive. This reality is evident in the social representations of adolescents, because their families approach the alcoholic beverage, which establish links with its members as well as their surroundings. These relational ties emerge in the social representations of teenagers when binding the connection between your family and the alcoholic liquor. This relational narrowing appeared with the desire of the parent to consume alcohol until drunkenness, a fact that has generated conflicting episodes under the influence of drugs, but also appeared as a moment of social interaction contextualized by calm.

I was very different with my mother, and she was very different for me. She drank and instead stays home, she wanted to get drunk, because when she drinks arranged a lot of confusion and I do not like it because it stirs up trouble with everyone when he drinks. Any day that will say, ‘Look killed your mother!’ Today our relationship’re better, she still drinks, but I tell her not to leave, and then she will not leave. (E5)

Social representations have an affective and emotional aspect. In this view, the relational ties that arise triad of alcoholics, alcohol and teenagers are also linked to the emotional factor, more precisely, the affective aspect of teenagers. For this reason, it is perceived to be essential to discuss the emotional issues of social representations - the feelings.

To better understand the functioning of social thought and social representations, it is worth mentioning the affective and emotional dimensions. Cognitive processes that emerge in everyday life are not always solely intellectual and logical.

The emotional and affective charge is centered on feelings that alcoholics show when linked to alcoholic beverages. These were essential to the emergence of social representations that stimulated the pro-
alcohol behavior, which was adopted by teens and experienced in structuring this social reality.

The liquor is strongly inserted in the culture, parties and gatherings of teenagers and the townhouses. Being so close and so accessible, it leaves the impression that it does not cause any harm. Thus, alcohol consumption may seem normal for the teen. Parents have a key role in alcohol consumption by adolescents when they act without much censorship or guidance. Often the family is not sensitive to this problem, devaluing the consumption of their children and thus encouraging unconsciously a pattern of consumption risk of damage to children and to his own family.

The attitudes of adolescents about alcohol

In the history of mankind, this stage of human development has been represented in art as a figure, almost always male, at that point of physical development in which all perfections are revealed combining masculine strength with juvenile grace. The characteristics of the adolescent are the expression of that point in life where the youth announces all his strength, still retaining some traces of childhood. Adolescence includes the age range from 10 to 20 years old. It is characterized by accelerated physical changes of puberty and characteristics, different growth and development occurring at a constant rate in childhood. These changes arise influenced by genetic, environmental, nutritional and psychological factors. In this period, the establishment of a new relationship with the parents and with the social environment, being strongly marked a phase of crisis, with the elaboration of mourning, by accepting the loss of the child's body occurs. Adolescence is a period in which the individual develops a sense of identity, and the consumption of alcohol is closely related to the development of self-esteem and the search for identity. Adolescents are often more susceptible to peer pressure and may be more likely to consume alcohol in social settings where it is present.

It was observed that the interviewed adolescents started to live with a different social group of his family, consisting of individuals who are considered equals. But to be considered a member of this new social group, one must meet the standards it imposes. One is to conduct alcohol consumers, as noted in the reports below.

People come from alcoholic beverages because they want to show off to friends, saying that's the one. Then she experiences, likes and do not want to stop. (E)

I think it's the friendship. The guy is young and there offer and keep saying you will not drink? Then the kid ends up drinking, going there to party and already beats the desire to drink. (E)

Sometimes I feel like drinking, but I stopped. (E)

Teenagers become part of a new social group that consists of other teenagers, who, unlike the family, have no rules restricting the fun. At this time, it was observed that the group interaction was essential for the group to exert influence in favor of alcohol consumption behavior.

A social group can be understood as a meeting of two or more people with the common goal of action, ie, the group is a set of interacting individuals, being interdependent and holders of mutual awareness. Thus, an aggregate is a group: the smaller the number of members, the greater the interaction among its members, the longer its existence, and the less its future is reduced to near horizon of concurrent interaction. Considering that in this study, it can be observed that adolescents are part of defined groups that are in constant interaction, being endowed with history with this group.

Have the group process assumes that we are daily associating with other people imbued with the different objectives. The relationships that are formed can be intense and diurnal, or rather weak and transient. All trademarks rewarding cause emotional or traumatic aspect. It is with all this load of experiences that the individual part of the group for future relationships. This process is very important for structuring convictions and to develop the capacity of constituent subjects.

Groups are comprised of individuals who make contact with each other, are mutually respect and who are aware that they hold something significant in common. The social groups that adolescents participated in the study before entering the Draft Urban Tribes held in common alcohol factor. This structured beliefs that alcoholic beverages were essential for group interaction, which favors the development of the ability to drink as a rule element to join the group.

The approximation of alcohol occurs as a charge of escape from the problems in the everyday element. This escape attempt by drug use also causes binge drinking. Problems emerge as a factor that originates from the first contact with alcohol until its use on a frequent basis. At this time, it establishes a vicious circle, because the intake of alcohol abusively will cause new problems that will be faced with increasingly frequent user of drinks - putting up the addiction.

I think it's when the person is in trouble. For example, I was at home and
Silva SED da, Padilha MI, Araujo JS.

had discussed with my brother was angry, spitfire there and drank a beer. Sometimes I'm drinking with people and they say, 'Oh, I'll drink to forget my problems'. (E3)

The use of liquor comes to teenagers as a way to challenge their inability to deal with reality. For that he must find a familiar environment capable of supporting the crises they experience, but often the adolescent feels inferior and misunderstood by family or society. This reality makes many wish to leave the world they inhabit. In this sense, from a trial, the teenager realizes something pleasurable in alcohol, which has the ability to solve their problems, eliminate your anxieties, renewing with a sense of strength and self-fulfillment. However, we know that this feeling is illusory and momentary because it lasts circumscribed period of effect of the drug. But alcohol appears as a way to confront and overcome their weaknesses, when it is ingested. For these adolescents, the drink allows the establishment of social ties, allowing the membership of a particular social group.

The liquor was noted as a primary strategy for addressing teen problems that arise in everyday life, and this cultural habit was inherited within the family. This moment came when the teenager during her childhood, witnessed the adult, when I was in trouble, resorted to alcohol. This reality has restructured its social representations in order to understand the drink as a release of a stressor factor.

Another very present in the discourse of adolescents point was the association of alcohol with festive atmosphere. We understand that the holidays are conducive environments for adolescent experimentation has the booze as well as their continued use. Are appropriate times to find the fun, and this increases with the use of alcohol, which shall facilitate group interaction. The disinhibiting effect of the drug promotes socialization among peers.

They drink to make wave, has a few guys there who drink close to home, so to go party and have fun. They invite me to go drink at the bar to do the wave. It also has a project here that lives close to home, Charles. Once, we went to a party, there was the Herlen want to make fun with him, but I said, ‘Dude, stop it, why do you want to fight with him, the guy has not done anything to you, leave it there with his friends’. Then he wanted to do and beat wave, I arrived with Herlen and said: ‘calms

you,’ then I separated him from the fight. (E1)

The use of alcohol affects within a group as a synonym for status, success and opposition, this is the best way to get featured and belong to that social circle. The teenager search the group found its own identity, and then the other of the same group facilitates this process. Alcohol use appears as the search for new situations, giving the feeling that you can everything and that nothing wrong will happen, and this may expose yourself to dangerous situations. Additionally, it has easy access to alcohol, despite the Federal Law No. 9.294/96, which prohibits the sale to minors of 18. But it is a law that has difficulty to apply for disability supervisory authorities.

Teenagers can be considered a population that seems more vulnerable to alcohol consumption, which is a major concern with regard to health and their behavior. There are several factors that cooperate to this fact and, in particular, in this population. They are leaving the parental home to live alone or with friends. This leads them to face new situations, act with autonomy, not respecting their own limits. These changes cause difficulties and stress, which, added to the current form of socialization in universities, through parties, leave them more susceptible to alcohol consumption. Another issue mentioned is the social factor. The drinking party favors fun. Added to peer pressure to consume, despite the low price charged for these drinks, it helps to increase the risk that the young drink in order to be intoxicated.

CONCLUSION

The knowledge of the representations of teenagers on alcoholism had as facilitator theoretical and methodological framework used, centered on the concepts of the Theory of Social Representations, for making it possible to understand the relationship of the individual psychosocial object - alcoholism, as well as its integration into daily life. Another point to be emphasized is that the representation contributed to the construction of reality that social group, beyond the understanding of the psychosocial context in which it moves.

Nurses have remained outside of the preventive and educational process of the population to be leaving to run one of the most important duties of nursing - educational activities for health. They should not be held vertically, by the imposition of scientific knowledge acquired at the university, but rather as an exchange of knowledge with the people who want to help, leading her to
develop a critical consciousness, to make her think from herself. This interaction of knowledge of the community with professional healthcare may emerge a third way of knowing efficiently and effectively, to emerge from reflection and individual and collective experiences.

In this perspective, attention to adolescent health held by nurses and other health professionals, anchored in appreciation of their social representations because they surround this population, very relevant fact to start your treatment and possible changes in attitude. Is achieved, thus working with the people and not for the population, because it is taken for reflection and developing awareness about the need to improve their health conditions. Only then can we build a service that respects the true extent of the problem.

The attitude of parents is the best form of education that exists. Up for lack of knowledge, parents believe that alcohol is not a drug and many are unaware that the main entrance to the drugs is just the booze. Many young people often develop the habit because they find within the family alcoholics people who end up being examples. The children, as children, recorded in his psyche all attitudes of the parents, both good and bad, manifested in the privacy of the home.

In contrast, the health needs better prepare its professionals. Realizes the need to broaden the academic curricula with broader content on this theme, creating discussion groups, surveys, leading students to think critically and creatively develop ways to watch these people. Insufficient preparation of nurses makes it unable to meet a teenage drinking abusively, when faced with this reality in health facilities in the hospital or in their own community in which it operates. This customer has to be satisfied, not only by nurses in the area of psychiatry, but for all nurses, regardless of the area in which they operate.

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