

PARENTS USE YOUR POWER

September 2015

77%

Of students are alcohol-free (30 day data)

FACTS & STATS

FAQ's RESOURCES

- PREVENTION
- EDUCATION
- INTERVENTION
- TREATMENT
- RECOVERY

NEXT MONTH:

Prescription Drugs



Elaine Schram
 1305 W. Oswego Rd
 Naperville, IL 60560
 630-961-2992 x1122
eschram@360YouthServices.org



The Power of Choice Campaign

Reality Challenges Popular Beliefs

The Power of Choice was created to reduce the number of youth in our community who use alcohol, tobacco and other drugs (ATOD). This has been accomplished by using a social norms marketing campaign. It helps replace false norms (perception that most students are using alcohol and drugs) with the true norm (reality that most D203 & 204 students are not using).

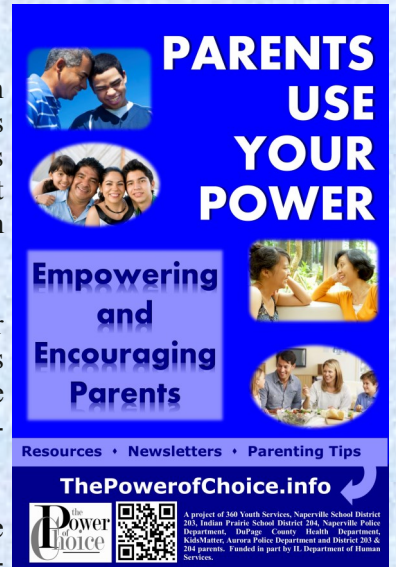
We survey all District 203 & 204 high school students to monitor students' ATOD perception and use. This began in 2003 and is done bi-yearly. Our surveys are developed and analyzed by the Center for Prevention Research and Development at the University of Illinois.

The campaign has been very successful. Over the last 12 years, we have seen a shift in perception. This shift in perception has resulted in a reduction of ATOD use (see box below). Most teens are alcohol, tobacco and drug-free. The Power of Choice recognizes students for their healthy choices and reinforces these decisions with posters, Stall Street Journals, classroom presentations and lunchroom ballots.

Why is it difficult for some people to believe that most students are making healthy choices about substances? Health is quiet. We don't notice it. Teens who make healthy choices just go about their lives making choices that don't get much attention.

Research shows that teens who learn about the risks of alcohol and other drugs from their parents are 50% less likely to use than those who do not. Part of our campaign is monthly newsletters to help parents talk to their teens about drugs and alcohol. We also have a website, www.ThePowerofChoice.info where parents can learn about available parent resources, how to network with other parents, and many other related topics.

Topics for the upcoming school year include prescription drugs, marijuana, medical marijuana, tobacco and e-cigarettes, party guidelines & parental liability and family strategies. Be sure to check in every month for current newsletters and updated info on our website. Past newsletters are also available on our website.



Parenting Power Tips:

- ◆ Make your expectations of no drinking or other drug use clear to your teen, and let them know that you will enforce those expectations.
- ◆ Know your teens friends, where they are going and when they will return.
- ◆ Notice changes in your teen. Educate yourself about the [signs and symptoms of drug use](#).
- ◆ [Network with other parents](#) and monitor your teen's cell phone and computer activity.
- ◆ Encourage positive behaviors that make your teens feel good about themselves such as playing a team sport or musical instrument, joining a dance or theatre group, or volunteering.

Results from 2014 Drug Use and Perception Survey taken by 12,651 District 203 & 204 high school students:

- ◆ 77% are alcohol-free
- ◆ 85% are marijuana-free
- ◆ 93% are tobacco-free

How can we be sure this data is accurate?

The Power of Choice website answers this question a few different ways in the [FAQ section](#).

Health is quiet.

You make a big difference! Comparing Stats: Then vs. Now

When I choose not to drink, it's because:

I don't want to get in trouble with my parents.	2014: 80%	2003: 69%
I don't want to disappoint my parents.	2014: 80%	2003: 67%
I don't want to deal with the legal consequences if I get caught.	2014: 87%	2005: 72%
I don't want to jeopardize my future plans.	2014: 87%	2005: 68%

[See more data comparisons](#)

A project of 360 Youth Services, Naperville School District #203, Indian Prairie School District #204, Naperville Police Department, DuPage County Health Department, KidsMatter, Aurora Police Department and District 203 & 204 parents. Funding in whole or in part by the Illinois Department of Human Services and the Substance Abuse and Mental Health Services Administration (SAMHSA)

ThePowerOfChoice.Info