

Everybody
does it...

NOT REALLY!



What you say
matters...

SO SAY IT!



Most of Us® at work
in the community...

**LET'S MAKE IT
ALL OF US**



What is the Youth First Most of Us® campaign?

A research-based campaign to reduce teen alcohol abuse among high school students by correcting misperceptions and promoting positive social norms.

What are Social Norms?

Social norms are behaviors, thoughts, or feelings shared by most people in a given group (over 50%). The Youth First Most of Us® campaign measures social norms and misperceptions regarding alcohol use.

Why do Misperceptions Matter?

It is the difference between what we THINK our friends do and what our friends REALLY do. Overestimating or underestimating what our peers do can have negative consequences. For instance, teens who believe that "everybody does it" or "most do it" may feel greater pressure to drink alcohol.

Parents who believe "everybody does it but not my child" may be less likely to have crucial conversations with their kids about the dangers of alcohol.

What is the Solution?

Hear the conversation (what teens and their parents say), and then steer the conversation to correct any misperceptions and promote the positive norms. In other words, find the untold goodness and continuously spread it through mass media marketing efforts, school-based activities, or even dinner table conversations. Thanks to Youth First's Most of Us® campaign, teens, parents, teachers, and other adults are empowered to talk the talk and walk the walk in an effort to reduce alcohol abuse.

For tips on talking to your kids and more about our prevention efforts go to

www.youthfirstinc.org

Surprise!

Here is what **4,855** High School Students from Gibson, Posey, and Warrick counties told us:



Most of Us® (**2 out of 3**)* want adults to talk with us about not using alcohol.

Most of Us® (**7 out of 10**)* never or rarely** drink alcohol.

Most of Us® (**2 out of 3**)* prefer to NOT drink alcohol when hanging out with friends.

Most of Us® (**2 out of 3**)* think getting drunk is NEVER a good thing for anyone our age to do.

* Source: 2009 Youth First/SSHS Most of Us® Survey
** Rarely = 2 or fewer drinks in a year

MOST of us®

For more information visit:

www.youthfirstinc.org
and
www.sshs-siscc.org

Denise Schultz, Lead Program Coordinator
Youth First, Inc.
812-421-8336 ext 8
dschultz@youthfirstinc.org

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TOYOTA Indiana



what
MOST of us®
think (and do)
may surprise you.



presented by:

