

## Family Conversation Counts!

Here's what you are doing that works:

**Carling enough to talk about your expectations.**

**Asking who your teen will be with.**

**Asking what your teen will be doing.**

**Asking where your teen will be going.**

**Asking if parents will be supervising.**

**Setting a time for your teen to be home.**

**Waiting up until your teen comes home.**

**Discussing family rules and enforcing consequences.**

**Not allowing your teens or their friends to drink alcohol in your home with or without parent supervision.**

**Not allowing your teens to go to a party where there is no adult supervision or where underage drinking is permitted.**

**Sending a clear message that alcohol and tobacco use is not acceptable.**

### Based on the Power of Choice survey results:

**Talk about all the teens who are making healthy choices rather than about those who are not.**

**Tell your teens that you know most of their peers are making good choices and you expect they will, too.**

**Remember MOST of our teens are making healthy choices MOST of the time.**

## The Power of Choice

is a project of

NCO Youth & Family Services

Naperville School District 203

Indian Prairie School District 204

Breaking Free, Inc.

Naperville Police Department

DuPage County Health Department

Linden Oaks Hospital at Edward

Lisle Township Youth & Family Services

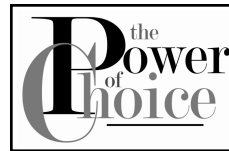
Heritage YMCA Group

KidsMatter

District 203 & 204 Parents

Survey and data analysis provided by the University of Illinois Center for Prevention Research and Development

Funded in part by the Illinois Department of Human Services



[www.thepowerofchoice.info](http://www.thepowerofchoice.info)

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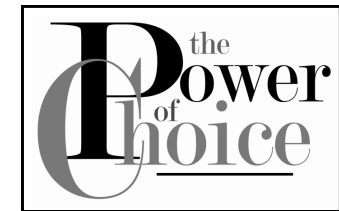
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Spring 2006

**67%**

**choose not to drink because they don't want to disappoint their parents.**

**Your teen's Power of Choice is influenced by your voice.**



**Based on 2005 Local Parent & Student Survey Data**

## Social Norms Marketing Overview

Most high school students in District 203 & 204 are making healthy choices regarding tobacco, alcohol and other drug use. The Power of Choice is a valuable project designed to:

- ◇ Change misperceptions
- ◇ Support the majority of students
- ◇ Reduce underage drinking and tobacco use
- ◇ Reinforce positive parenting habits

The Social Norms Marketing Study is starting the third year of the five year research project. NCO Youth & Family Services is acting as the local project manager. The Illinois Department of Human Services (DHS) is providing funds to NCO and has contracted with the University of Illinois Center for Prevention Research & Development (CPRD) to do the research study. CPRD is responsible for "crunching the numbers" from both the student and parent surveys. The project's accomplishments and success are a direct result of the vital, dynamic, hardworking partnering taking place to bring The Power of Choice to District 203 and 204 youth and families.

## Do Your Perceptions Match the Facts?

### What District 203 & 204 High School Students Say:

67% choose not to drink because they don't want to disappoint their parents.

69% choose not to drink because they don't want to get into trouble with their parents.

80% said their parents ask who they will be with when they go out in the evening or on the weekend.

89% think their parents find tobacco use by teenagers NOT acceptable.

76% think their parents find alcohol use by teenagers NOT acceptable.

91% of students who did not drink alcohol in the last year believe that their parents think alcohol use by teens is unacceptable.

(April 2005 survey of 11,205 District 203 & 204 High School Students)

### What Parents of District 203 & 204 High School Students Say:

79% of parents report discussing family rules about underage drinking with their teen in the past 3 months.

72% of parents report discussing the consequences of breaking the family rules about underage drinking with their teen in the past 3 months.

85% of parents report setting a time when their teen should be home.

70% of parents report waiting up until their teen comes home.

(August 2005 survey of 5,526 parents of District 203 & 204 High School Students )

**Most parents are doing the right things to help their teens.**

