Caregivers: Don't Underestimate the Power of Conversations



We know that when **conversations go up**, **underage drinking goes down**. We asked parents and kids about their conversations--what they talk about, what concerns them, and how they discuss risky behaviors to keep them safe and help them make smart, healthy decisions. Here is what we learned:

Parents & Caregivers - Your Conversations Matter



of parents have spoken with their kids about the dangers of drinking alcohol in the past year.

And kids are listening:



of youth ages 12-18 report having had conversations about underage drinking with their parents or another caring adult in the past year.

Over the past 20 years, conversations between kids and parents about the dangers of underage drinking have **increased 42%**. In addition to talking about alcohol, **more than four out of five parents (86%)** and **87% of kids** report they **have had a discussion about the dangers of underage cannabis use** at least **once in the past year**.



Kids are Making Healthy Choices

A strong majority of youth (87%) believe they have the information they need to make healthy decisions about underage drinking.



The rate of current underage drinking is **down 53%** since 2003.

(Monitoring the Future, 2022)



78%



of kids believe they will be faced with a **decision regarding drinking or not drinking alcohol** within the next year.

Ease of access to alcohol increases with age - **42% of 8th graders** report alcohol is "fairly" or "very" easy to access, increasing to **59% among 10th graders** and **78% of 12th graders**.

59%

42%

(Monitoring the Future Survey, 2022)

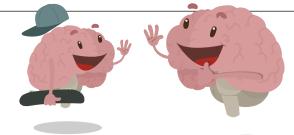
88888

1-in-5 youth (22%) report they have been offered alcohol, and 21% say they have attended a party where alcohol was served or available.

What are Kids Worried About?

Stress, anxiety, and peer pressure were reported to be the most worrisome issues for kids today. Forty-five percent of youth report they are very or extremely worried about bullying, followed by stress and anxiety (43%), and mental health and peer pressure were both cited by 41% of youth.

Mental Health	41 %
Peer Pressure	41 %
Stress / Anxiety	43 %
Bullying	45 [%]





More than 1-in-3 youth say they are very worried about illegal drugs and overdoses (38%), underage drinking (37%), and underage cannabis use (35%).



of youth report they have discussed ways of coping with stress with their parent or another caring adult.



of parents report having at least one conversation with their child about ways to cope with stress over the last year.

Parents are the #1 influence on their kids' decisions to drink – or not to drink – alcohol. Keep the conversations going. They matter, and they are working!

Unless otherwise stated, all statistics are attributed to APCO Insights for Responsibility.org Parent & Child survey, 2023



AskListenLearn.org