

Caregivers: Don't Underestimate the Power of Conversations

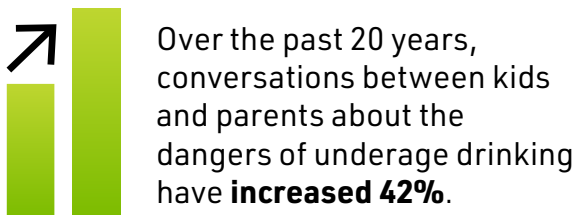
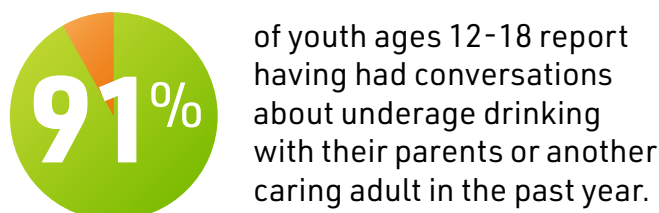


We know that when conversations go up, underage drinking goes down. We asked parents and kids about their conversations--what they talk about, what concerns them, and how they discuss risky behaviors to keep them safe and help them make smart, healthy decisions. Here is what we learned:

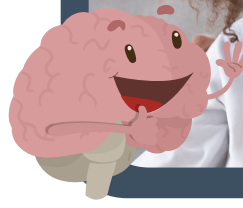
Parents & Caregivers - Your Conversations Matter



And kids are listening:

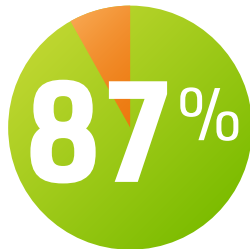


In addition to talking about alcohol, **more than four out of five parents (86%) and 87% of kids report they have had a discussion about the dangers of underage cannabis use at least once in the past year.**



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.

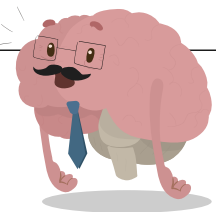


The rate of current underage drinking is **down 53%** since 2003.



(Monitoring the Future, 2022)

Understanding Kids' Access to Alcohol



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.**

(Monitoring the Future Survey, 2022)



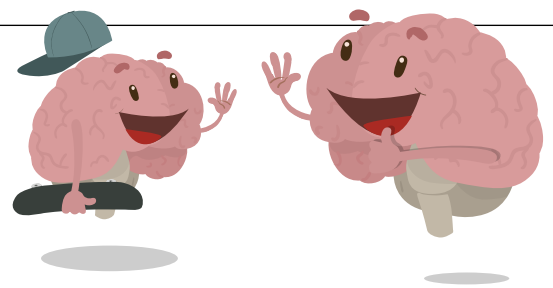
of kids believe they will be faced with a **decision regarding drinking or not drinking alcohol** within the next year.



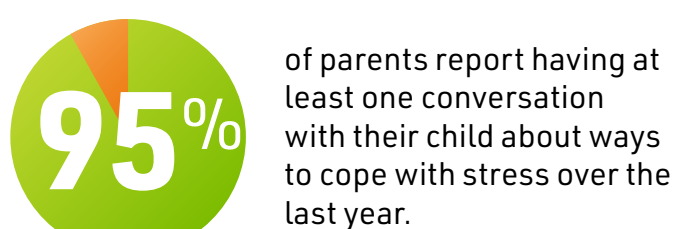
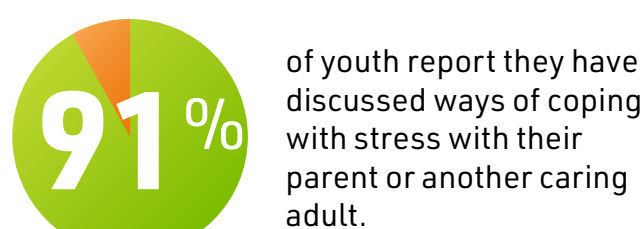
1-in-5 youth (22%) report they have been offered alcohol, and **21%** say they have attended a party where alcohol was served or available.

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.



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%)**.



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