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:

- 91% 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%.

Kids are Making Healthy Choices

- 87% of youth ages 12-18 report having had conversations about the dangers of drinking alcohol in the past year.

- 91% of parents have spoken with their kids about the dangers of drinking alcohol in the past year.

- 87% of youth ages 12-18 report having had conversations about underage drinking with their parents or another caring adult in the past year.

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)

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.

- 41% report they are very or extremely worried about bullying.

- 41% report they are very or extremely worried about stress and anxiety.

- 43% report they are very or extremely worried about mental health.

- 41% report they are very or extremely worried about peer pressure.

- 45% report they have discussed ways of coping with stress with their parent or another caring adult.

- 91% report they have discussed ways of coping with stress with their parent or another caring adult.

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!

AskListenLearn.org

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