



**Working Together to Reduce
Underage Substance Use**

www.tonkacares.org

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For Immediate Release:

Minnetonka Group Launches “Reveal what’s Real” Campaign

Tonka Cares, a community-based group supporting Minnetonka School District students in abstaining from drugs and alcohol, today announced the launch of its “Reveal what’s Real” campaign. Phase 1 of the campaign runs through July

Imogen Davis, Tonka Cares Coordinator, said “Students, like most of us have a tendency to believe that the prevalence of drug and alcohol use among our students is higher than reality. Our campaign will “reveal” what is “real” based on district-wide research.

“National research tells us that when students believe that drug and alcohol use is greater than reality, there is a greater likelihood that they will accept and adopt that behavior. We aim to give them a more accurate perception of actual use. We are convinced that over time, we will reduce the use of alcohol among our students.”

Davis also said, “All of us would like to see a community in which our young people choose not to use drugs and alcohol. We are not there, yet, but we will strive to achieve that vision.”

Key findings of the Minnetonka High School student survey of drug and alcohol use included:

- Most Minnetonka High School students don’t drink alcohol. 70% said they won’t drink in a month; 85% won’t drink in a week. Yet, 92% of students believe that their peers had a drink during the past month.
- Binge drinking isn’t socially acceptable at Minnetonka. Only 4% find it socially acceptable; 84% of students have never done it. 70% of students would disapprove of their close friends choosing to binge drink.

- Minnetonka students don't smoke. 88% said that they don't smoke, believing that there is great physical risk if they smoke one or more packs of cigarettes per day.

The "Reveal what's Real" campaign will include in-school posters, video and audio presentations through the remainder of the school year. Posters outlining key facts about the prevalence of drug and alcohol use also will be placed in key community locations and will be the subject of billboards in the Minnetonka area.

Additional information and key findings of the student survey can be found at the Tonka Cares web site: www.TonkaCares.org.

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