

# REVEAL

## what's real



**Perception:** 9 out of 10 Minnetonka High School students believe that the majority of their peers use alcohol regularly. In reality, this is **NOT** the case.

**Reality:** Most Minnetonka High School students **DO NOT** drink alcohol. In a recent survey, 7 out of 10 report they **DID NOT USE** any alcohol in the last 30 days and 8 out of 10 report they **DON'T DRINK** in a typical week.

**Gap:** There is a significant gap between perception and reality. **Why?** Because we notice, remember and discuss exceptional or unusual events that have high emotional impact.

**Impact:** Misperceptions have a **direct impact** on behavior and lead to a higher incidence of alcohol use.

## What can I do?

- **Honor the healthy choices** most kids are making. Share accurate information; most MHS students DON'T drink alcohol.
- **Have a clear family position** about underage alcohol use. Talk to your children early and often about your expectations.
- **Monitor** your children's whereabouts and check in with other parents about plans.



Working Together to Reduce Underage Substance Use

All data cited is from an anonymous survey of 2496 9th, 10th, 11th and 12th graders administered in May 2009, usually referred to as the May 2009 MHS student survey. [www.tonkacares.org](http://www.tonkacares.org)



**The Tonka CARES "Reveal what's Real" campaign** is designed to

- **Tackle** the serious issue of underage drinking.
- **Correct** misperceptions among youth and in the community.
- **Change** the community conversation about underage drinking, and as a result...
- **Increase** the number of students who **choose not to drink**.

Find out more about the "Reveal what's Real" campaign at [www.tonkacares.org](http://www.tonkacares.org)