

Everybody
does it...

Not really!



What you say
matters...

So say it!



Most of Us[®] at work
in the community...

Let's make it all of us!



What is Most of Us[®]?

A research-proven campaign to reduce teen alcohol abuse among high school students by correcting misperceptions and promoting positive social norms.

What are Social Norms?

Social norms are behaviors, thoughts, or feelings shared by most people in a given group (over 50%). Most of Us[®] measures social norms and misperceptions regarding alcohol use.

Why do Misperceptions Matter?

It is the difference between what we THINK our friends do and what our friends REALLY do. Overestimating or underestimating what our peers do can have negative consequences. For instance, teens who believe that "everybody does it" or "most do it" may feel greater pressure to drink alcohol.

Parents who believe "everybody does it but not my child" may be less likely to have crucial conversations with their kids about the dangers of alcohol.

What is the Solution?

Hear the conversation (what teens and their parents say), and then steer the conversation to correct any misperceptions and promote the positive norms. In other words, find the untold goodness and continuously spread it through mass media marketing efforts, school-based activities, or even dinner table conversations. Thanks to Most of Us[®], teens, parents, teachers, and other adults are empowered to talk the talk and walk the walk in an effort to reduce alcohol abuse.

For tips on talking to your kids and more about Most of Us[®], go to www.youthfirstinc.org.

MOST of us[®]

Surprise!

Here's what 4,539
EVSC High School
Students said:



- Most [7 out of 10]* students want adults to talk with them about not using alcohol.
- Most [7 out of 10]* students never or rarely** drink alcohol.
- Most [6 out of 10]* students think getting drunk is NEVER a good thing for anyone their age to do.

*Source: 2007 Youth First Most of Us® Survey

** Rarely= 2 or fewer drinks in a year.

MOST of us®

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For more information visit
www.youthfirstinc.org and
www.schoolcommunitycouncil.com

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what
MOST of US
think (and do)
may surprise you.



MOST of us®