

**PROTECTIVE FACTOR**

**PERCEPTION OF FRIENDS' DISAPPROVAL**



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# Why Does It Matter?

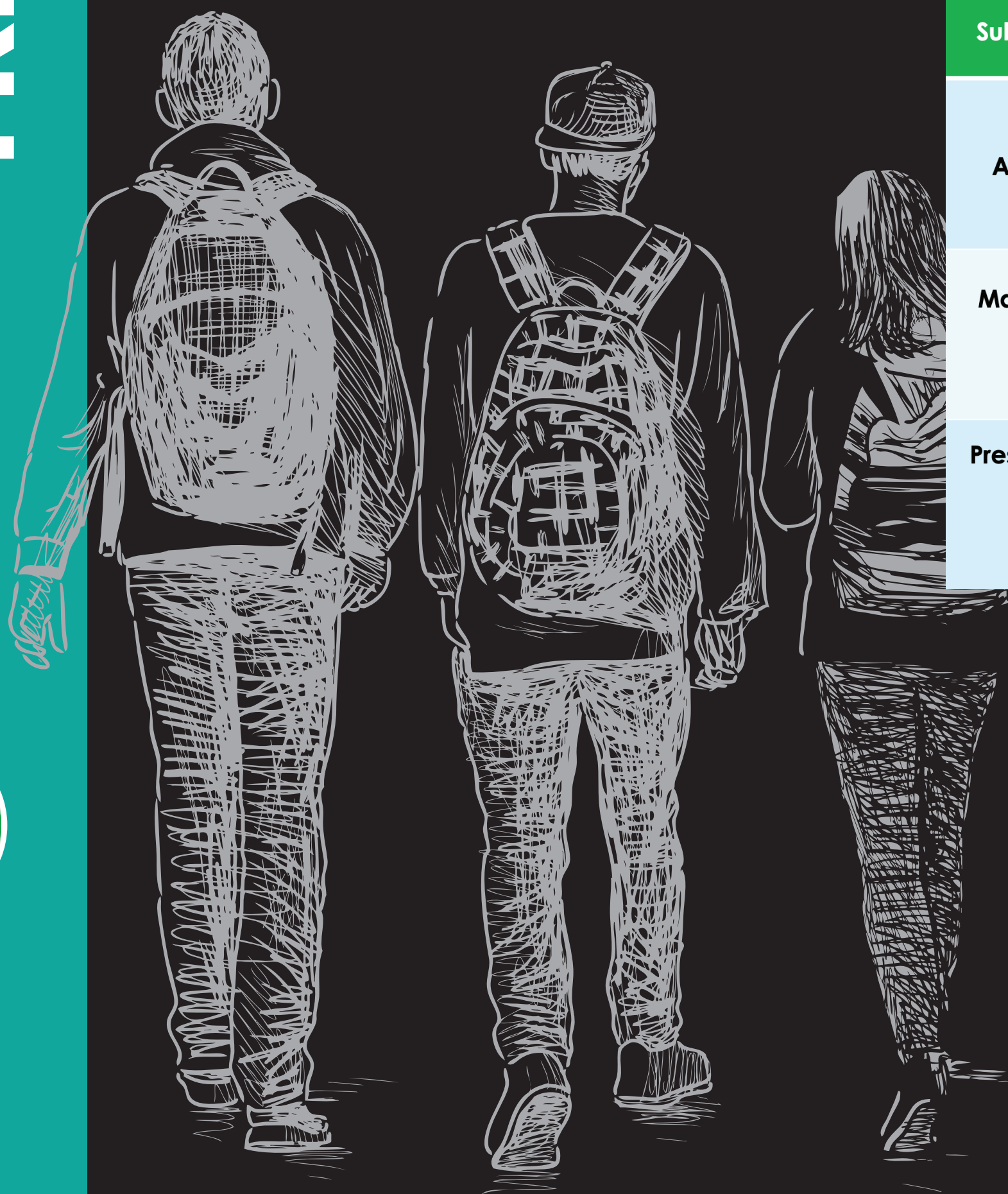


Adolescence is a time when youth care more about "what their friends think"

As such, moving the needle on **Perception of Friends' Disapproval** is an important strategy for peer-to-peer messaging.

With this in mind, the **RyeACT Youth Action Teams at RHS and RMS** launched **messaging campaigns** focused on the notion that **FRIENDS HELP FRIENDS MAKE HEALTHY CHOICES**

- PRIDE survey data suggest **significant gains** in HS students' **Perception of Friends' Disapproval** from **2021 to 2023** for alcohol and marijuana
- **2023 data** reflect **HIGHEST LEVELS** of perceived friends' disapproval since 2016 for alcohol and marijuana among MS and HS youth
- **Perception of Friends' Disapproval** has been **consistently strong** among **RMS youth**; continued **messaging helps MAINTAIN** this important protective factor



Substance	2016	2018	2021	2023
Alcohol	MS: 90%	MS: 88.3%	MS: 90.6%	MS: 91.5%
	HS: 65%	HS: 70%	HS: 75.7%	HS: 80.6%
Marijuana	MS: 89.9%	MS: 91.6%	MS: 93.1%	MS: 93.4%
	HS: 39.6%	HS: 45.5%	HS: 52.2%	HS: 56.6%
Prescription Rx	MS: 95.5%	MS: 92%	MS: 96.8%	MS: 94%
	HS: 84%	HS: 87.9%	HS: 92.4%	HS: 91.3%

Source: 2023 PRIDE Survey