

# RISK FACTOR

# PERCEPTION GAP



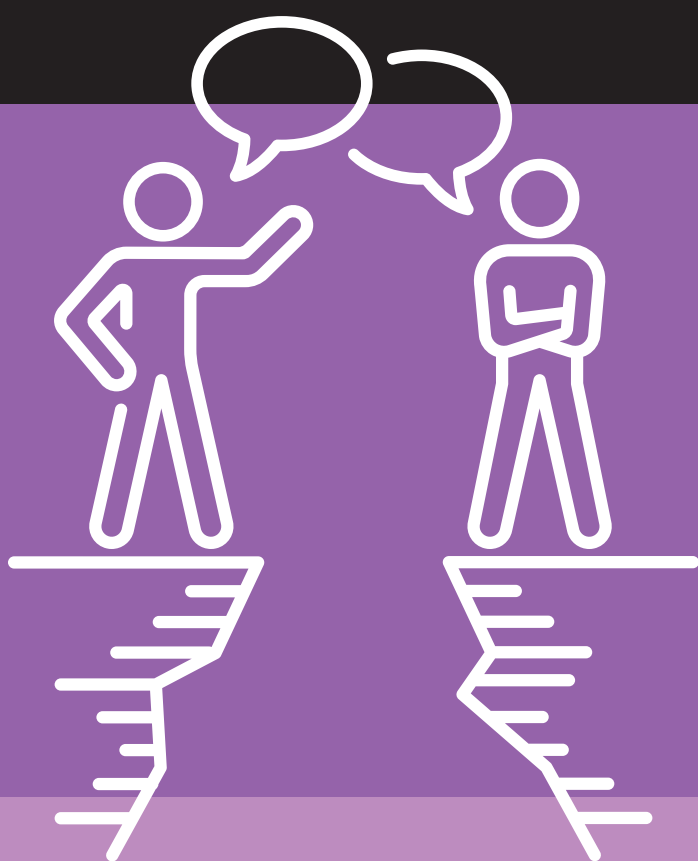
Click here to see survey data on our website



Youth are **more likely to engage in risky behaviors** (including substance use) **when their friends engage** in those behaviors – **or when they perceive** their friends engage in risky behaviors.



When teens think “everyone uses” they are more likely to use substances themselves.

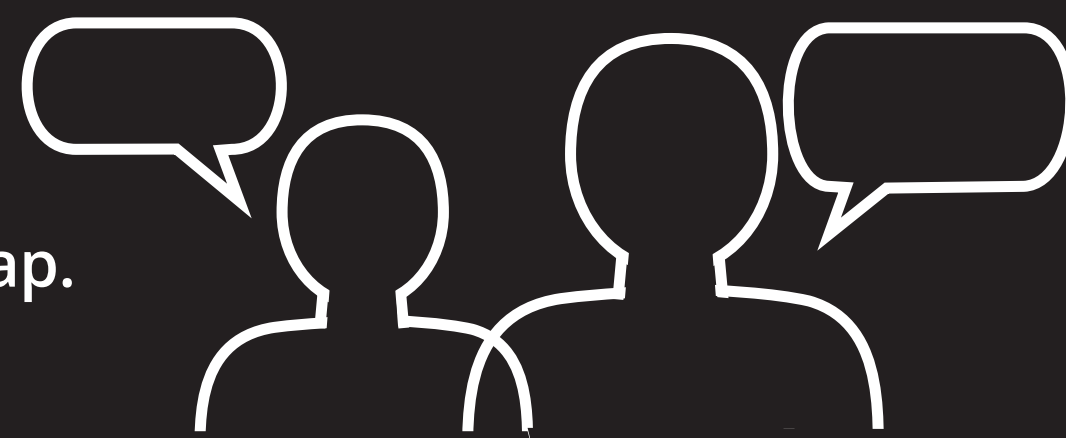


**2023 data reflect a persistent gap between perceived use and reported use among HS teens:**

<b>SUBSTANCE:</b>	<b>2023 Perceived Use</b>	<b>2023 Reported Use</b>
<b>Alcohol</b>	<b>82.1%</b>	<b>49.6%</b>
<b>Marijuana/THC</b>	<b>70.4%</b>	<b>21.3%</b>
<b>THC Edibles</b>	<b>65.8%</b>	<b>16.9%</b>
<b>Vaping</b>	<b>73.4%</b>	<b>12.8%</b>
<b>Rx Drugs</b>	<b>33.2%</b>	<b>1.4%</b>

## What can we do?

Parents/guardians and other caring adults can play a big role in closing the perception gap.



### **KNOW the facts.**

Thank you for being here to learn more!

### **TALK early. Talk often.**

Prevention isn't one big “60-minute” conversation, it's 60 “one-minute” conversations.

### **SHARE accurate information with youth.**

We can push back on the “everyone uses” narrative.

### **The TRUTH:**

**MOST RYE YOUTH DON'T USE SUBSTANCES!**

