

Stall Street Journal

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The Power of Choice F.A.Q. (Frequently Asked Questions)

Q: Your surveys say that 66% of students have been alcohol free for the last month. How do you know that's accurate? Don't students lie on the surveys?

A: These surveys have been designed by the University of Illinois' Center for Prevention Research and Development. They represent the best science we have. We are confident of their accuracy for multiple reasons:

- Consistent results - we've seen answers about use stay consistent or improve slightly each year. It would have to be the exact same number of students who lied successfully each time for that to happen. How likely is that? The results are also consistent with Federal and State surveys done across America. The bottom line is the majority of students make healthy choices regarding alcohol, tobacco, and other drugs, and the perception of rampant use is wrong.
- U of I's professional statisticians designed the surveys so that inconsistent answers are apparent and surveys where students obviously misrepresent their use can be discounted. U of I has found very few surveys where this is the case.
- In focus groups and in lunchroom surveys, where students are far removed from their survey, students tell us they told the truth.

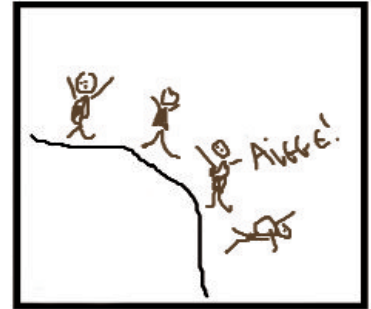
THE I-TEAM

Once every 6 weeks, the people of The Power of Choice will be in your lunch room. This is your chance to meet them, ask them questions, and learn about The Power of Choice.

12 Reasons To Believe that 66% of your peers haven't had alcohol in the past 30 days. (part 3 of 6)

5. People talk about the few people doing something different because it's easy to make it stand out. They don't talk about what's normal and what everybody IS doing - that over 66% of students didn't drink at all during the last month.
6. Exaggeration is alive and well. Monday morning's hot gossip about weekend parties may have spread to the whole school but that doesn't mean it's true.

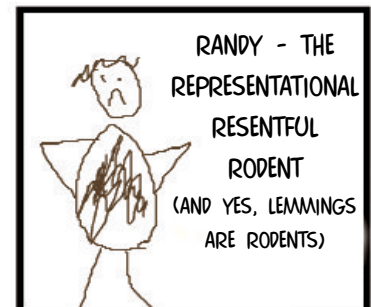
(tune in next month for reasons #7 and #8!)



Lemmings have a reputation for jumping off of cliffs in groups.



But wildlife biologists have discovered this is a myth.



Not only do lemmings not jump off of cliffs en masse, they resent the implication.



Don't you just hate it when a few people's choices give the whole group a reputation?



Source: April 2005 survey of all District 203 and 204 High School Students - A project of NCO Youth & Family Services, Naperville School District #203, Indian Prairie School District #204, Breaking Free, Inc., the Naperville Police Department, DuPage County Health Department, Linden Oaks Hospital at Edward, Lisle Township Youth & Family Services, Heritage YMCA Group, KidsMatter, and 203 and 204 Parents. Survey and data analysis provided by the University of Illinois Center for Prevention Research and Development. Funded in part by the Department of Human Services.

