

Perception vs Reality

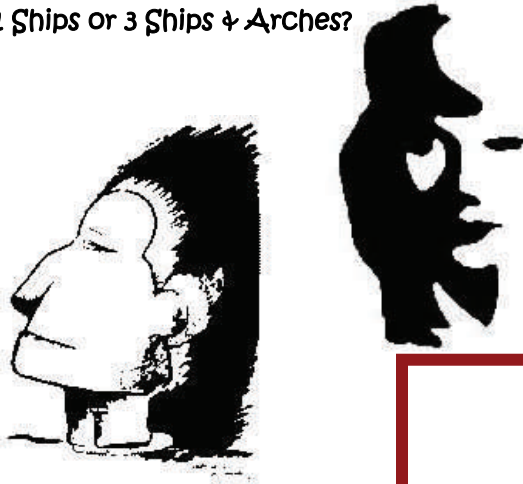


11 Ships or 3 Ships + Arches?



Houses or Faces?

The Power of Choice
 What our Campaign looks at
 Is what you believe
 The difference between
 What's real
 And what you perceive



A Native American profile? or
 an Eskimo entering a cave?

Man playing a horn
 Or Woman's face?

Reality: **79%** of students are smoke free
 Perception: 19% of students are smoke free
 Reality: **69%** of students are alcohol free in the past 30 days
 Perception: 19% are alcohol free in the last 30 days



Source: April 2008 Survey of all (22,063) District 203 + 204 High School Students — The Power of Choice is a project of NCO Youth and Family Services, Naperville School District #203, Indian Prairie School District #204, Breaking Free, Inc., the Naperville Police Department, DuPage County Health Department, Linden Oaks at Edward, Lisle Township Youth + Family Services, Heritage YMCA Group, KidsMatter, and District 203 + 204 parents. Survey and data analysis provided by University of Illinois Center for Prevention Research + Development. Funded in part by the Department of Human Services.

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