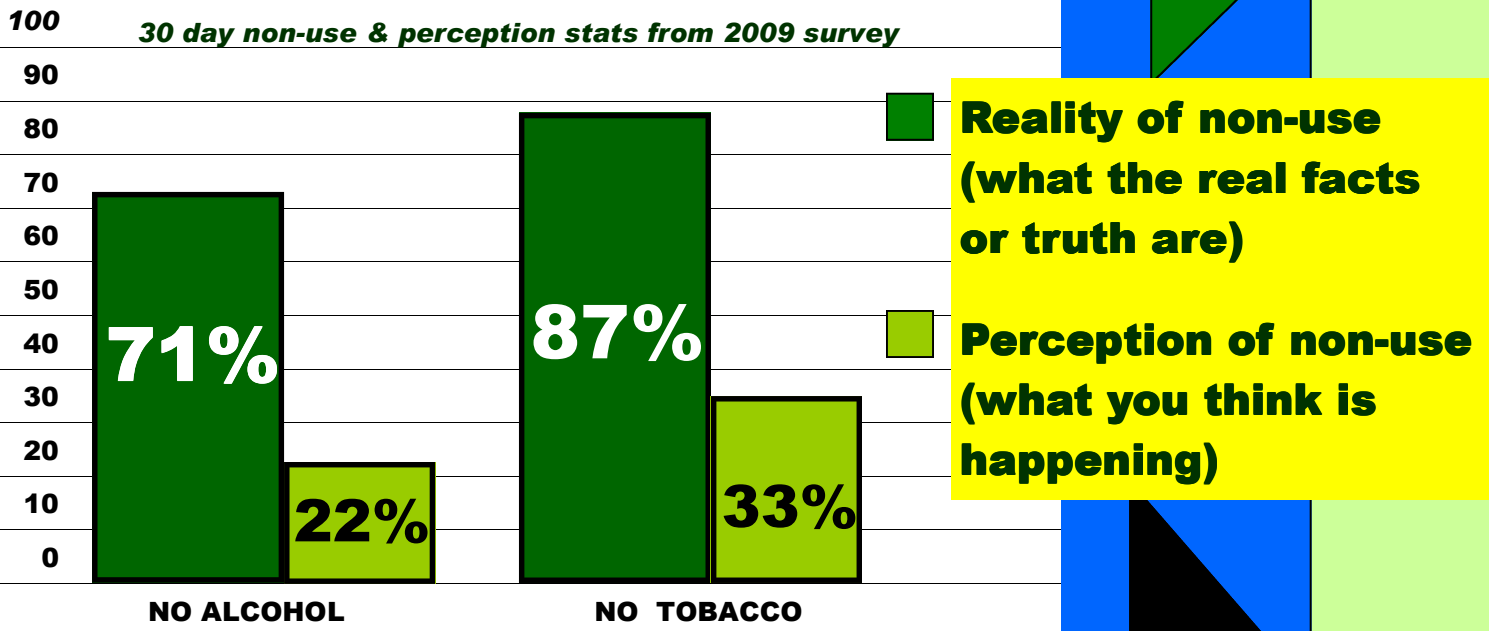


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MIND THE GAP

IT IS PRETTY COMMON FOR US TO OVERESTIMATE UNHEALTHY BEHAVIORS AND UNDERESTIMATE POSITIVE, HEALTHY BEHAVIORS. THE 2009 POWER OF CHOICE SURVEY UNCOVERED THE GAP BETWEEN DIST 203 & 204 STUDENTS' PERCEPTIONS AND ACTUAL BEHAVIORS. THE FACTS TELL US THAT THE MAJORITY OF STUDENTS ARE MAKING HEALTHY CHOICES MOST OF THE TIME. CHECK OUT THE REALITY VS. PERCEPTION GRAPHS BELOW!



Where Do Misperceptions Come From?

Our brains are flooded with information every second! To help process things quickly, we create short cuts to sift through all the information. Since the cave men days, we have been wired to notice the DIFFERENCE in the pattern. Our brains do the same thing today. So we tend to focus on the 50 people at a party that may be drinking and talk about it later as if those 50 people represent the norm of what happens on the weekend. By focusing on the unusual behavior, it starts to look usual. The reality is, the MAJORITY of students are choosing to be alcohol, drug and tobacco-free.