

WAYS TO TALK TO YOUR STUDENT ABOUT PEER PRESSURE AND ALCOHOL

THE OFFICE OF WELLNESS PROMOTION

People of all ages and backgrounds can be affected by the negative influences of those around us, especially college students when alcohol is present. By knowing more about peer pressure, parents and supporters can help communicate to their students about how to avoid it and ways to turn down a drink.



What is Peer Pressure?

Peer pressure is when a person feels influenced by someone to do something they otherwise would not.

- A peer could be a friend, classmate, co-worker, etc.
- Peer pressure can be direct or indirect
 - **Direct:** Someone directly asks the student to drink alcohol
 - **Indirect:** A student feels the need to try it after seeing other students drinking at a party, on social media, etc.

Peer Pressure and Alcohol Use

College students are very influenced by their peers. Compared to adults, teens are more likely to ignore the risk for the reward when their peers are present. According to the National Institute on Alcohol Abuse and Alcoholism, college students overestimate how much their friends drink. College students are more likely to give into peer pressure in social settings. They are also more likely to consume alcohol if people around them are consuming. If someone shows up to a social setting alone, their chances of drinking increases.

How to Avoid Peer Pressure



No one should ever be pressured to drink alcohol against their own wishes and judgment.

Here are some ways to communicate to your student about how to turn down alcohol:

- Say "No thank you!"
- Say "I have to get up early for class/work."
- Say "I'm driving tonight."
- Say "I'm tired and leaving soon."
- Suggest something different to do
- Reach out to other friends/peers for support in your decision to not consume alcohol
- Leave the situation/setting where the pressure to consume is taking place

Benefits of Saying No

The pros of resisting peer pressure far outweigh the cons. Some benefits your students can experience as a result are:

- The avoidance of the negative effects of alcohol
- The chances of getting home safely increase
- The avoidance of driving while intoxicated
- Feel more self-control and confidence

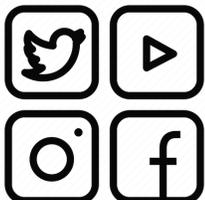


Reminders to communicate to your student:

- Think ahead about who you can call or reach out to if you are feeling pressured to drink when in social situations.
- Have an exit plan in mind if the temptation to consume alcohol becomes too much.
- Surround yourself with strong people and friends who respect your decisions!

Reference:

Gonzales, M. (2020, February 28). Peer pressure and alcohol. Drug Rehab. Retrieved September 22, 2021, from <https://www.drugrehab.com/addiction/alcohol/peer-pressure/>.



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