Relationships:
Peer Pressure and Adolescent Alcohol Use

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www.mhfcs.com/images/adolescents.jpg
Argument

• Peer pressure is directly related to the increased use of alcohol in adolescents.
  – According to Biddle, peers have an influence on adolescents through two types of pressure:
    • Normative Behavior
    • Modeling of Behavior

Adolescents and Alcohol

• Based on a literature review done by Kreutter, Gewirtz, Davenny, and Love in 1991, it concluded that peer pressure is the single best predictor of alcohol and drug use.

• According to Godbold (2008), 13% of sixth graders intended to drink in high school due to having friends who approved of alcohol use.

• The leading cause of death among adolescents is alcohol-related highway accidents.

Adolescents and Alcohol

• According to Godbold (2008), 23% of sixth graders who reported intentions to drink in high school was due to perceived use by older peers.
• Adolescents overestimate the number of their peers who consume alcohol.
• The average age of initiation of alcohol use for adolescents is between 13 & 14.

Immediate Consequences

• Adolescent alcohol use has been associated with truancy, poor performance, and dropping out of school.
• These effects could lead to lifelong patterns of alcohol abuse.

Relationship between alcohol and Peer Pressure

- Researchers have attributed the link between an individual’s alcohol consumption and that of peers to either: (Godbold, 2008)
  - Influence Perspective: An adolescent changes his or her attitudes or behaviors to match those of friends.
  - Selection hypothesis: Predicts that an adolescent selects friends who behave in accordance with his or her current attitudes and behaviors.

Brain Development

• The frontal lobe is the last area of the brain to fully develop.
• It controls:
  - Learning and Socialization
  - Priorities and Organization of ideas
  - Impulsivity and attention
  - Reason and judgment
  - Decision making and memory


www.mymanmitt.com/mitt-romney
Brain Development

- Neurons in the brain branch out and become more complex.
  - They control cognitive and emotional challenges.
  - The neurons also become myelinated which speeds communication between neurons.

www.bcm.edu/cain_foundation/noframes/html
Brain Development

• The amygdala contributes to more intellectual responses, emotions and impulsivity.

http://thesituationist.files.wordpress.com
Brain Development

- Dopamine is an excitatory neurotransmitter that increases the capacity to learn response to reward.
- Due to this increase in adolescence, dopamine contributes to an individual being able to make more mature decisions.

Alcohols Effect on Adolescents

- Affects mood & thinking
- Legal trouble
- Damage relationships
- Lose friends
- School problems
- Tension with family


Alcohols Effect on Adolescents

- Poor coordination
- Slow reflexes
- Alter judgment
- Increase likelihood of other risky behaviors
- Future alcoholism and other health problems


Academic Achievement

- Alcohol use negatively correlates with academic performance.
  - In a national study of 12th graders done by Cox in 2007, 32.5% of those students who were under the influence of alcohol performed significantly lower on standardized tests relative to their peers.

http://www1.istockphoto.com
Alcohol and Academic Theories

• Psychogenic theory
  – Adolescents initiate or accelerate alcohol use as a way to cope with anxiety over academic failure.

• Problem Behavior Theory
  • Adolescent substance use and poor academic achievement are both caused by the same set of underlying psychogenic and social risk factors.

Social Aspects and Peer Pressure

- Alcohol is the most widely used and abused drug by adolescents.
- Peers have more influence than parents about normative standards.
- The longer the peer relationship, the more influence a peer can have on another individual.
- Adolescents view drinking as socially acceptable for adolescents because they associate it with maturity.

http://www.more4kids.info/uploads/Image/nov07/peer-pressure.jpg
Social Aspects and Peer Pressure

Socialization Theory
• The adolescent is influenced primarily because he or she internalizes the other’s pressure, thus what was once peer’s pressure has now become an expectation that is accepted by the adolescent for his or her own conduct.

Role Conflict Theory
• Adolescents are more likely to conform to peer pressures when others may observe the adolescents behavior.

Socio-Cultural Perspective

South Africa
-10,699 questionnaires were completed by students 8th-11th grade.

United States
-15,240 questionnaires were completed by students grades 9-11.
National Youth Risk Behavior Surveys results suggested that these students were more likely to answer yes to past-month alcohol use and past-month heavy alcohol use.

- United States students were more likely to use alcohol than South African students.
- Male students were more likely than female students to use alcohol.
- White students were more likely than Black students to use alcohol.
- Students 17 years or older were more likely to use alcohol than 14-16 year old students.


http://images.nationmaster.com
Socio-Cultural Perspective

Chinese Adolescents:
A study done with 1,040 6th-8th graders in public schools in Beijing China.

The survey by Xiaoming (1996) was done in 5 random schools assessed 3 types of alcoholic beverage use: beer, wine, and hard liquor.

The results suggest that:

• Males were more likely to consume wine, beer, and hard liquor in the circumstances of lifetime use, regular use, and current use.
• Students grade 10 or higher were more likely to consume, wine, beer, and hard liquor than grades 6-9.
• Beer was the most commonly consumed beverage.
• Adolescents residing in China exhibit use rates similar to those of non-Asian adolescents in the United States.


http://64.143.176.9/library/healthguide/en-us
Puerto Rico

The International Longitudinal Survey of Adolescent Health conducted a study with 556 females, 416 males, and there were 932 Hispanic students, 7 White students, and 33 other students.

- It has recently been found that 67% of Puerto Rican youths had used alcohol in their lifetime.
- Females were more likely use alcohol rather than males.
- Students 15-19 year olds were more likely to use alcohol in comparison to students 11-14 year olds.

Socio-Cultural Perspective

Studies found:

• Alcohol use appears to be positively related with increased involvement in unstructured social activities.

• Alcohol use is strongly related to other problem behaviors such as: marijuana use, sexual intercourse, and having been arrested or having trouble with the law.

• Alcohol use relates to poor school performance, which suggests students have lower educational expectations.

• Alcohol use in these particular studies did not have a strong correlation with low socioeconomic status.


The Coordinated School Health Program (CSHP) Model as advanced by the U.S. Centers for Disease Control & Prevention
Health Education

• Provide lessons and activities on peer pressure.
• Provide alcohol education.
• Teach conflict management skills.
• Teach refusal skills.
Physical Education

• “Beer Goggles”
• Encourage physical activity outside of school.
Food Service

• Mix up table arrangements to get students socializing with different people.
• Posters around the cafeteria about negative effects of alcohol.
Family/Community

- Bring in community members such as college students to talk to adolescents.
- Parents who host lose the most.
- Parents and community members act as positive role models.
Alcohol Advertising and Consumption

- 2728 students were surveyed about alcohol to measure the effectiveness of persuasiveness of alcohol advertising and promotional activity on adolescent drinking.
- The results concluded that all students reported recognizing alcohol marketing and brand names.
- This proves the relation between adolescent drinking and marketing.

Alcohol Advertising and Underage Drinking

• Data collected from 652 youths ages 9-16 in the San Francisco area.
• The youth reported how much television they viewed a week and their reactions to the advertising they saw.
• The study proved that ads in the media do affect their decisions.
• Parents and families should try to counteract this behavior with positive influences at home.

D.A.R.E (Drug Abuse Resistance Education)

- National nonprofit organization founded in 1983 in Los Angeles.
- Because of its success, it is now used in 75% of our nation’s schools and 43 different countries around the world.
- Series of classroom lessons taught by trained police officers.

What D.A.R.E Does...

• “Humanizes" the police: that is, young people can begin to relate to officers as people.

• Permits students to see officers in a helping role, not just an enforcement role.

• Opens lines of communication between law enforcement and youth.

• Officers can serve as conduits to provide information beyond drug-related topics.

• Opens dialogue between the school, police, and parents to deal with other issues also.

http://www.dare.com/home/about_dare.asp
A new D.A.R.E program has been created and is currently being tested in northeast metropolitan areas.

The new program:
- Shortened classroom time
- Focuses on scientific evidence
- Meets the National Health Education Standards
- Parents are engaged in homework
- More cost effective for schools

http://www.dare.com/home/default.asp
Students who complete the program…

• Are 5 times less likely than their peers to start smoking or drinking
• Are Less likely to have friends who smoke, drink, or use marijuana
• Have a mentor for life in their DARE instructor
• Learn good decision making

Life Skills Training

- A prevention based program for schools, families and communities divided into three age groups (elementary, middle school and high school).

- The program consists of three major components that cover critical domains found to promote drug use:
  - Drug Resistance Skills
  - Personal Self Management Skills
  - General Social Skills

www.lifeskillstraining.com
Life Skills Training

• Results & Recognition
  – National Institute on Drug Abuse
  – White House Office of Drug Policy
  – U.S. Dept of Education
  – American Medical Association

• Program Structure
  – Thirty 30 to 45 minute class sessions
  – Taught as an intensive mini-series or on an extended schedule
  – Each student has individual guide

www.lifeskillstraining.com
The Cool Spot

- Website created for 11-13 year olds by National Institute on Alcohol Abuse and Alcoholism (NIAAA).
- One goal of the site is to give young teens a clearer picture about alcohol use among their peers.
- Another goal is to help kids learn skills to resist pressure to drink and to give them reasons not to drink.

http://www.thecoolspot.gov/about.asp
Features of The Cool Spot

- Interactive quizzes and games to teach adolescents about alcohol consumption.
- Definition of peer pressure and tips on how to stand up against it.
- Lessons and facts about alcohol and its effects.

http://www.thecoolspot.gov/peer_pressure2.asp
References

  http://www.dare.com/home/default.asp
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