

STAND OUT POUR IT OUT.

PROTECTING

YOUR

FRIENDS

Drinking affects more than just you; it also impacts your friends and the people you care about. You have the ability to be a positive influence for your friends.

Our social identities are often molded by our social groups—the people that we hang out with on a daily basis, and the friends that push us to do things out of our comfort zone. Encouraging your friends to stay away from underage alcohol consumption will empower them to make better choices and lead healthier lives, while also helping you to develop strong leadership skills, avoid these high-risk behaviors, and find healthy alternative activities that will strengthen your relationships with others.

Peer pressure can be **overt** or **inadvertent**; overt peer pressure is extremely direct, like if someone were to offer you a drink, refill your cup without asking, buy you a drink you didn't want, or make fun of you for refusing to drink. Those who say "no" and turn down the offer of alcohol might be mocked or feel socially isolated/outcast. Inadvertent pressure happens when you aren't the direct target, but you see others participating in a high-risk behavior and your peers believe it makes them "cool." Others may be influenced or enticed to participate because they want to fit in and be seen in that same light.

Help protect your friends by reminding them that the worth of a person is not connected to their perceived identities, and that "fitting in" by participating in high-risk behaviors isn't worth it. Alcohol is a dangerous substance, even if it has been normalized at home or in social groups.

