

More and more students

2012-2015
Deer River

are making healthy choices!

Since 2012, The S.T.E.P. Coalition has partnered with the Deer River School District to engage in strategies to reduce and delay underage drinking among students.

It's working!

REDUCE

Since 2012,
monthly drinking
use among
Deer River
6-12th graders
has been
**reduced
by 51%!**

&

Since 2012,
6-8th graders
reporting they
NEVER drink
alcohol has
**increased
by 65%!**

DELAY

87% of DRHS students DON'T drink alcohol
in a typical month.

**Why positive
messaging?**

Deer River students who correctly perceive that **MOST** students
DON'T DRINK are **5 TIMES LESS LIKELY** to drink monthly themselves.

The number of youth that perceived most others in their school use alcohol monthly has been reduced by over **38%**



S.T.E.P. COALITION
STANDING TOGETHER EMBRACING PREVENTION

Data from the 2012-2015 Positive Community Norms survey of 6-12 grade Deer River students.
Funded by the Minnesota Department of Human Services, Alcohol and Drug Abuse Division.