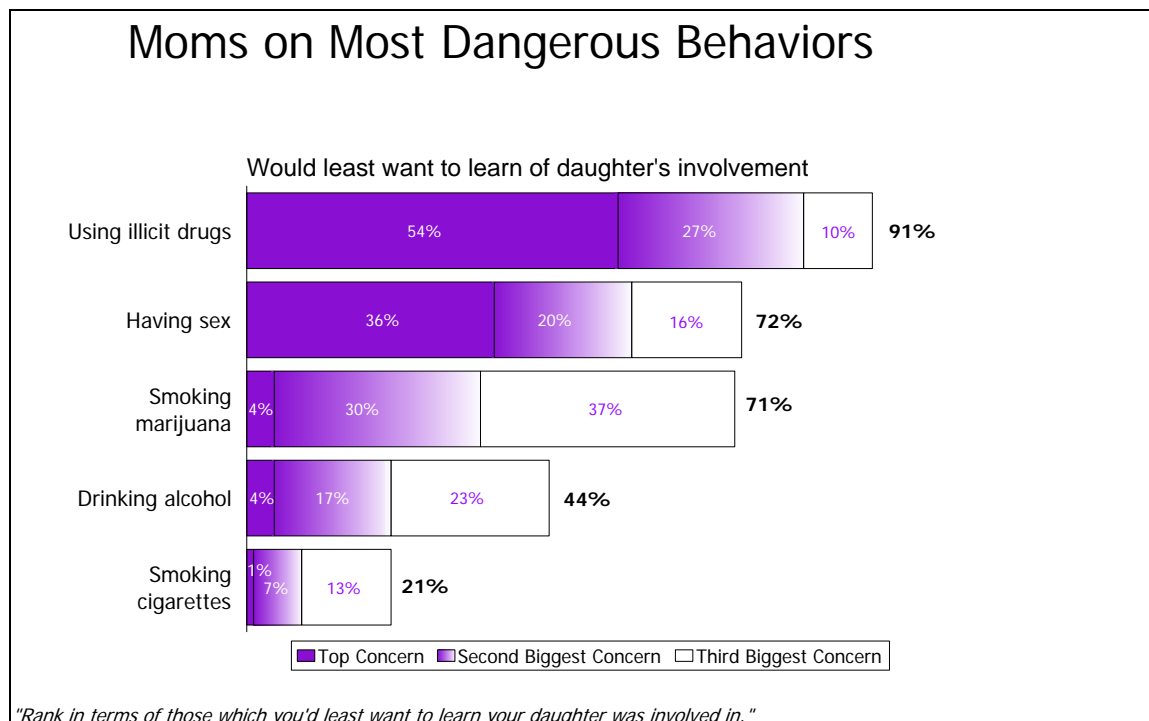


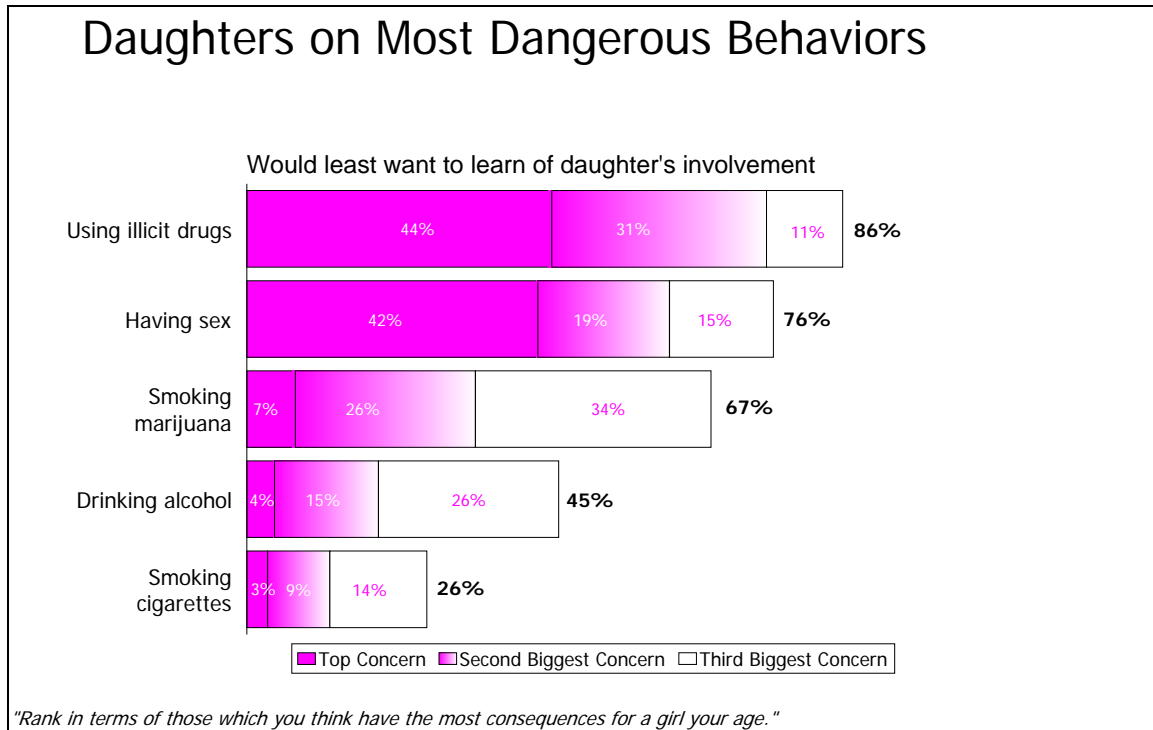


Fact Sheet

Most Dangerous Social and Health Risks – Moms’ and Daughters’ Perspectives

- For moms and daughters, alcohol is less of a concern than other social and health risks – daughters’ reported levels of concern regarding alcohol were nearly identical with the levels reported by their moms.
- Nine out of ten moms and 86% of daughters surveyed said using illicit drugs is the number one concern in terms of the social and health consequences associated with the behavior. For moms and daughters the top three concerns – using illicit drugs, having sex and smoking marijuana – ranked significantly higher than did drinking alcohol and smoking cigarettes.
- Only 4% of moms reported they would least want to learn their teenage daughter was drinking alcohol – equal to the proportion of moms who would want to learn her daughter was smoking marijuana.
- More than half (54%) of the moms said using illicit drugs is their top concern for their daughter, followed by having sex which was cited as the top concern for 36% of moms.
- Daughters ranked risks and consequences of certain behaviors in the same order as moms but were slightly more concerned about sex and cigarettes.





- Only 4% of daughters said drinking alcohol has the most consequences for girls their age – nearly equal to the consequences they associate with smoking cigarettes.