By suggestion and example, peer groups influence a child’s tastes, feelings, attitudes and decisions. Following bad examples of friends can lead to problems for your child. Parents need to build their children’s self-esteem and teach assertiveness so they can say “no” to peer pressure confidently and easily. Your child might give into peer pressure because of low self-esteem, the need to be liked by others or insecurities about life, themselves or decision making.

**REASONS CHILDREN TURN TO PEER GROUPS**
- Peers are more approachable than parents.
- Peers offer more positive reactions and acceptance.
- Peers have shared goals and interests.

**TEACHING YOUR CHILD CONFIDENCE AND ASSERTIVENESS**
- Let your child express their feelings and opinions.
- Use constructive criticism about their decisions.
- Build child’s self-esteem.
- Teach how to set and accomplish goals.

**TEACH YOUR CHILD TO SAY “NO” TO PEER PRESSURE**
- Teach children to think of the long and short term consequences of their actions.
- Encourage standing up for his/her beliefs.
- Teach children not to give in to manipulation.

**REMEMBER!**
Saying ‘no’ to peer pressure doesn’t mean cutting ties with friends... just making one’s own decisions.

**WHO TO CALL FOR HELP**
Center for Community Support and Research:
1-800-445-0116

*For more online tip cards, visit kcsl.org under the “Resources” tab.*