



Ways of Persuasion

1. Flattery: saying something nice about the person.

Example: "You seem so mature compared to the rest of the class, I bet you already smoke."

"You're pretty cool, why don't you bring some beer for the party Saturday night?"

2. Logical Reasoning or presenting facts (which may or may not be accurate): trying to give some "scientific" proof.

Example: "Everyone is doing it, in fact, they're going to make it legal soon."

"I have a grandpa who smoked since he was 15. He doesn't have cancer."

3. Appeal to authority: suggesting that a respected person behaves in a certain way or has a particular point of view

Example: "My sister was at a party and even the star quarterback was drinking beer."

"My brother drinks and he says you should be allowed to drink at 18 if you can vote at 18."

4. Promise of popularity: suggesting that you will be well liked if you do something

Example: "I know it's hard to be new at school, but if you come out and smoke with us, my friends will like you."

"My sister drinks, and she has lots of friends and is really popular too!"

5. Promise of some future reward or punishment: suggesting that *if* you behave in a certain way, *then* you will be rewarded (or punished)

Example: "*If* you don't come and smoke pot with us, *then* you won't get invited to the big party this weekend."

"*If* you don't bring beer to the party *then* you will be a GEEK forever!"

6. Persistence (nagging): continual requests to do something

Example: "Come on, are you going to sniff this, this is great! Come on, sniff it! Are you going to sniff it now or what?"

"If you are really my friend you will come with me while I smoke. Come on! Be a friend!"

7. Use of guilt: making someone feel badly

Example: "If you take HER side that means you're not my friend. Just one won't hurt you!"

"I thought you were my friend! Remember when I took the blame for breaking that window and your mom made me pay for it? Now it's payback time. You owe me. Just bring some beer to my party!"



Ways of Resisting Peer and Social Pressure

Saying NO

	<u>Technique</u>	<u>Example</u>
1	Firm "No"!	"No" or "No Thanks"
2	Tell it like it is.	"No thanks, I don't drink alcohol."
3	Use the facts.	"No thanks, smoking is really bad for me."
4	Give an excuse.	"No thanks, I've got to go home now."
5	Use your parents as an excuse.	"No thanks, if my parents found out I'd be grounded forever."
6	Back at them (Use only with a friend).	"You want ME to smoke that? No way! I can't believe you asked me that."
7	Change the subject.	Say "No", and start talking about something else.
8	Find an alternative.	"No thanks, why don't we play my new video game."
9	Skipping CD	Repeat the word "No" over and over and over.
10	Walk Away	Ignore the person as you walk away.
11	Totally Avoid the situation.	Stay away from any situation or place where you are likely to be pressured to do something your parents would get mad about.