



*Your monthly empowerment guide
and practical tips for your family*

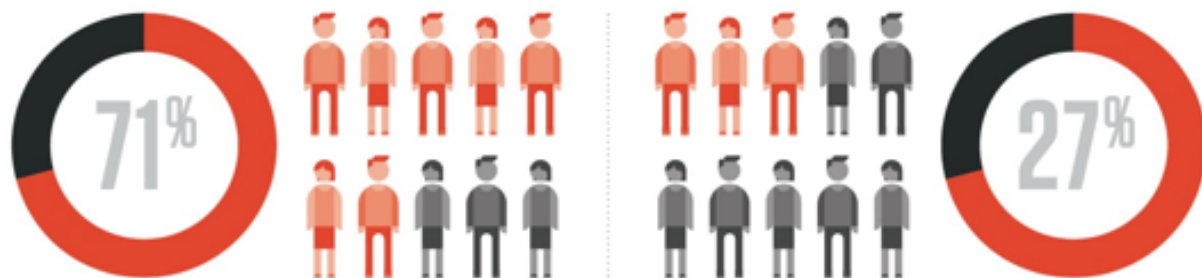
FAMILY VALUES VS PEER PRESSURE

Family values are the guiding principles that inform how you and your family make decisions. Writing down what you believe in and value in life can help your kids in many ways, including providing them with an important framework to help them resist negative peer pressure. The values can be used as a guide for the choices and decisions they make. Christian author, Andy Crouch, in his book The Tech Wise Family shares that “the role of family is important not only in helping young people to navigate the demands of current technology, but also in shaping their character for the long-term.” A study that explored critical questions about what role the family plays in children's personal identity found that only 3/10 families wrote down their core family values.

THE VALUE OF FAMILY

Barna

7 / 10 parents say they have an explicit set of values for their family,
but less than 3 / 10 have written out that purpose or mission statement.



n = 1,021 (parents of children ages 4-17) | January 25-February 4, 2016

Writing down your family values is an effective way to explicitly communicate their importance to your family. Further, it makes family members “feel” more powerful, in control, proud, and strong. It also makes them feel more loving, connected, and empathetic toward others. It increases pain tolerance, enhances self-control, and reduces unhelpful rumination after a stressful experience,” says Stanford Psychologist, Kelly McGonigal. It's normal to feel the influence of others, but staying true to your values and making decisions based on what aligns with your principles is crucial for healthy growth and authenticity.

Nurture your family's core values right in the comfort of your home! Explore the Smart Families values template on our website for inspiration. Dedicate time to connect with your family and decide together which values hold the deepest significance for you all.

EMPHASIZE THAT BRAVE PEOPLE STAND UP FOR THEIR VALUES AND BELIEFS.

Set an example:

The most effective method of communicating your family values is to embody them consistently in your daily life. Serve as a positive role model for your family. While typical child development may entail moments when adolescents are more influenced by their peers, the strength of family values establishes the boundaries that ensure their safety.

Discuss family values:

Talk about right and wrong. Practice asking: "What if" as a means of exploring common solutions.

"How does this fit in with what we believe in our family?"

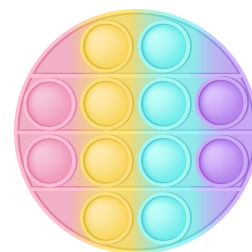
Practice simple sentences. ("No, 'everyone' doesn't do it - I don't.")

SALES AND MARKETING

Sales and marketing wield significant influence in shaping peer pressure dynamics by molding perceptions, setting trends, and cultivating a desire for specific products or lifestyles. Social proof is a common marketing strategy, emphasizing a product's popularity among a large audience. This strategy creates a perception that conformity to the majority is desirable, compelling individuals to follow suit to avoid standing out.

Since its debut in January 2022, the Prime drinks brand is on track to achieve \$250 million in sales within its first year. It's crucial to recognize that children form their understanding of social norms and values based on the behaviors they observe in their immediate surroundings. If vices are normalized through marketing or societal influences, children may perceive them as ordinary and acceptable aspects of life, potentially leading to a skewed moral compass.

ARE YOU A PRIME TARGET? CAN YOU RELATE?



SMART FAMILIES CHALLENGE

Take ten minutes, a pen and paper! As a family, walk a room or rooms of your home! Have your children identify items that they asked for that were not because they needed them, but because they saw the product(s) on a show, commercial, or video, or their friends owned one. AND then you, do the same!

- Do you use those items?
- Did you already own something similar but "needed" the new and improved version?

And, reflecting on these discoveries, consider the impact of media and peer influence on family decisions. How might this awareness guide future discussions about wants versus needs within your household?