



Community Concerns

Community Service Helps Combat Peer Pressure

(NAPSA)—Does community service hold the key to combating peer pressure? A new survey suggests there may be a possible relationship between kids' involvement in community service and being less likely to yield to peer pressure.

The survey, commissioned by Start Something, a free character education, volunteer service and career exploration program from Target and the Tiger Woods Foundation, revealed that nearly half (42 percent) of kids who participate in community service never or hardly ever feel uncomfortable due to peer pressure.

The Target survey, conducted by Harris Interactive, also uncovered other encouraging news. Fifty-one percent of kids who participate in community service report being not at all afraid of being bullied, and 37 percent of kids ages 8 to 17 who are involved in community service report having a "very good" relationship with their parents.

Moreover, kids who are involved in community service place more importance on setting high goals for themselves. Sixty-three percent of kids who are involved in community service report it is "extremely important" or "very important" to set high goals for themselves versus 46 percent of kids who are not involved in community service. Other research studies and program evaluations show evidence that community service can increase positive attitudes toward others, the future and the community, and that community service also helps young people bond with their community.

Target and the Tiger Woods Foundation are hoping to reach

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the 24 percent of survey respondents ages 13 to 17 who reported they are "not at all involved" in community service with the introduction of a new High School Self-Study Guide, designed for highly motivated high school students who would like to go through the Start Something program individually or with a mentor.

Through the Start Something program, kids learn the importance of performing volunteer service to help them gain an understanding of how service to others can benefit themselves as well as the larger community. Kids are also encouraged to examine the characteristics of positive leadership and learn skills for dealing with peer pressure. The curriculum helps kids define a specific personal goal and develop an action plan to achieve it while giving back to their community and exploring careers that fit within their areas of interest.

Start Something has enrolled more than 3.8 million youth across the country since the program's launch in 2000. The Start Something program is available to teachers and youth group leaders for use with groups at Target.com/start-something or by calling (800) 316-6142. High school students can also visit the site to download or call to order the High School Self-Study Guide. Materials are available in both English and Spanish.