

KEEP ASKING. KEEP TALKING.

TALK. THEY HEAR YOU.

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SACRAMENTO COUNTY COALITION FOR YOUTH



OUR VISION

THE SACRAMENTO COUNTY COALITION FOR YOUTH ENVISIONS HEALTHY AND PRODUCTIVE LIVES AND FUTURES WITHOUT ALCOHOL'S HARMFUL EFFECTS FOR YOUTH AGES 12-20



PARENTS HAVE INFLUENCE!



- AROUND 80% OF CHILDREN FEEL THAT PARENTS SHOULD HAVE A SAY IN WHETHER THEY DRINK ALCOHOL.
- BETWEEN THE AGES OF 11 AND 18, YOUTH ARE ESPECIALLY SUSCEPTIBLE TO OUTSIDE INFLUENCES SUCH AS PEERS, FAMILY MEMBERS AND THE MEDIA.

PARENTS HAVE INFLUENCE!

- ABOUT 10% OF 12-YEAR-OLDS SAY THEY HAVE TRIED ALCOHOL, BUT BY AGE 15, THAT NUMBER JUMPS TO ABOUT 50%. THE SOONER YOU TALK TO YOUR CHILDREN ABOUT ALCOHOL, THE GREATER CHANCE YOU HAVE OF INFLUENCING THEIR DECISIONS ABOUT DRINKING
- STUDIES HAVE SHOWN THAT PARENTS HAVE A SIGNIFICANT INFLUENCE ON YOUNG PEOPLE'S DECISIONS ABOUT ALCOHOL CONSUMPTION.



PARENTS ARE IMPORTANT

- **PARENTS ARE THE *PRIMARY MESSENGERS* FOR UNDERAGE DRINKING PREVENTION. TO BE SUCCESSFUL, PARENTS NEED PROMPTS AND CONVERSATION STARTERS.**
- **PARENTS SHOULD TAKE ADVANTAGE OF OPPORTUNITIES TO DISCUSS THE ISSUES AS THEY PRESENT THEMSELVES.**
- **AND PARENTS NEED TO BE INTENTIONAL – START THE CONVERSATION. TALK!**



Saturday errands.
A perfect moment to talk about alcohol.

For tips on how — and when — to begin the conversation, visit:
www.underagedrinking.samhsa.gov

i talk
they hear you



SAMHSA
Substance Abuse and Mental Health Services Administration
www.samhsa.gov • 1-877-SAMHSA • 1-477-726-4127

HOW DO I TALK TO MY KIDS?

- TALK OFTEN – BUILD STRONG TRUST
- HAVE SHORTER, MORE FREQUENT CONVERSATIONS
- AS THEY GET OLDER, THE CONVERSATION NEEDS TO CHANGE (INCREASE THE INFO YOU PROVIDE AND BE CLEAR

HOW DO I TALK TO MY KIDS?

- LISTEN! CONVERSATION GOES BOTH WAYS
- REMEMBER THEY ARE WATCHING WHAT YOU DO ALONG WITH HEARING WHAT YOU SAY



TALK TO AN ELBOW PARTNER

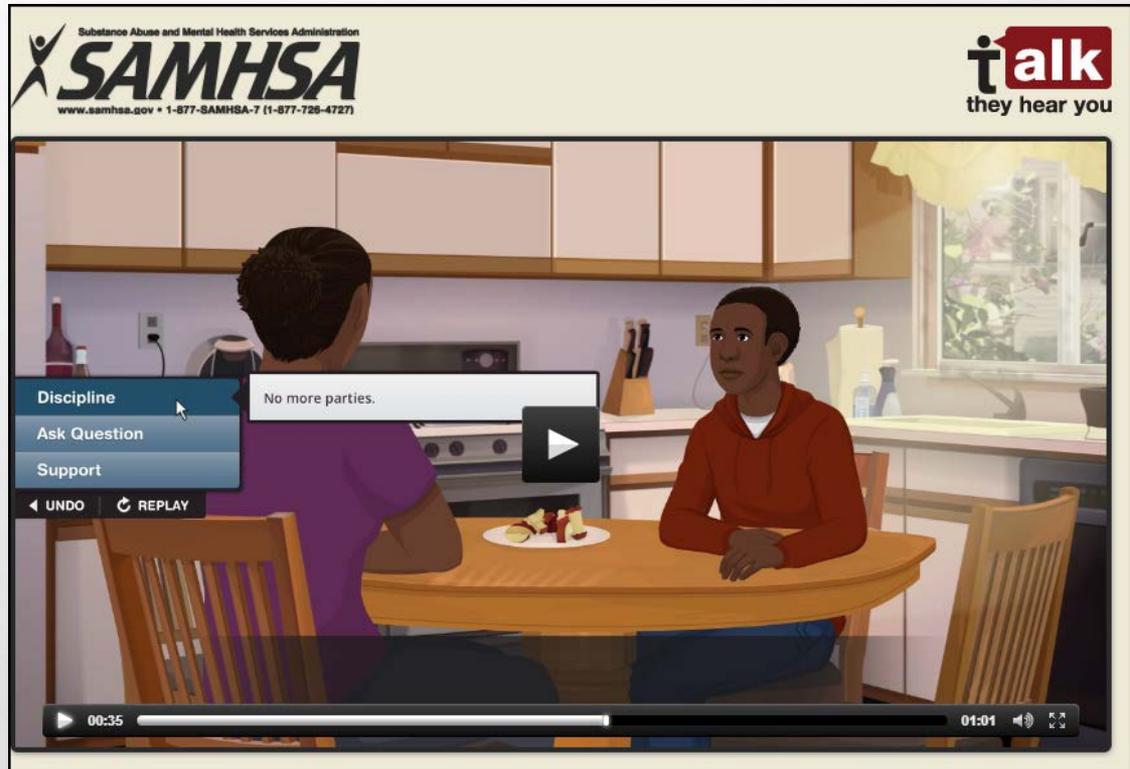
- DISCUSS A TIME OR PLACE THAT YOU FEEL WOULD BE GOOD IN TALKING TO YOUR KID(S) ABOUT ALCOHOL AND/OR DRUGS
- WHAT WOULD YOU SAY?
- HOW WOULD THAT CONVERSATION CHANGE 5 YEARS LATER?



TALK. THEY HEAR YOU APP

WEB-BASED
ROLE-PLAYING
SIMULATION FOR
PARENTS

[Mobile App
information](#)



LET'S INVEST TOGETHER

- IF YOU ARE A PARENT, START OR CONTINUE TO TALK
- ENCOURAGE OTHER PARENTS TO TALK TO THEIR KIDS ABOUT ALCOHOL USE – CARRY THE MESSAGE TO PARENTS IN YOUR SPHERE OF INFLUENCE



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SAMHSA
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FOR MORE INFORMATION, CONTACT:

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