



TNCAP

TALK THEY HEAR YOU TOOLKIT FOR PREVENTION

Problem of Underage Drinking and Substance Use

High rates of youth alcohol use, shifting state laws regarding marijuana, and the nation's opioid crisis are prevalent health concerns that affect America's parents and caregivers. Preventing underage alcohol and substance use is critical for the following reasons:

- Approximately 88,000 Americans die from alcohol-attributed causes each year, making alcohol the third leading preventable cause of death in the United States.
- An estimated 2.1 million people ages 12 or older had an opioid use disorder, and nearly 30 percent of those who use marijuana may have some degree of marijuana use disorder.

The "Talk. They Hear You." campaign aims to reduce underage drinking and other substance use among youths under the age of 21 by providing parents and caregivers with information and resources they need to address these issues with their children early and often. Click [here](#) for more information.

What Schools Can Do...

Host a Parents Night Out

SAMHSA's new "Talk. They Hear You." campaign "Parents' Night Out" educational sessions aim to inform parents and caregivers about the realities of underage drinking and other drug use, prepare them to talk with their kids about these issues, and motivate them to start these important conversations. "Parents Night Out" information, click [here](#).

Resources for Educators

click on image to download

What Educators Can Do To Help

What Educators Can Do to Help Prevent Underage Drinking and Other Drug Use

School staff members can play a powerful role in the prevention of underage drinking and drug use among their students. Together, educators and families can work to send strong and consistent messages to students about the use of alcohol and other drugs.

Teachers and school staff members work hard every day to prepare students for future success. Alcohol and drugs, such as marijuana or opioids, can interfere with a child's academic success and other life goals. Additionally, substance misuse and substance use disorders are associated with a variety of negative consequences, including deteriorating relationships, poor school performance, loss of employment, diminished mental health, and increases in alcohol and drug use.

There are steps you can take to help your students avoid underage drinking and substance use.

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Five Conversation Goals

Talking to Kids About Alcohol and Other Drugs: 5 Conversation Goals

Research suggests that one of the most important factors in healthy child development is a strong, open relationship with a parent. It is important to start talking to your children about alcohol and other drugs before they are exposed to them—keep it age-appropriate!

- 1 Show you disapprove of underage drinking and other drug misuse.
- 2 Show you care about your child's health, wellness, and success.
- 3 Show you're a good source of information about alcohol and other drugs.
- 4 Over 60 percent of young people agree that they know their parents are the best people to talk to about these issues. Send a clear and strong message that your disapproval of underage drinking and use or misuse of other drugs.
- 5 You want your child to make informed decisions about alcohol and other drugs with reliable information about its dangers. This starts when your child first learns about alcohol and other drugs from credible sources. Establish yourself as a trustworthy source of information.



RESOURCES FOR PARENTS

To view or download a flyer, click on the image.

Talking to Kids About Alcohol and Other Drugs: 5 Conversation Goals

Research suggests that one of the most important factors in healthy child development is a strong parent-adolescent relationship with a parent. It is important to start talking to your children about alcohol and other drugs before they are exposed to them—ideally in their early teens.

- 1 Show you disapprove of underage drinking and other drug misuse.** Over 80 percent of young people ages 10-14 say their parents are the leading influence on their decision whether to use alcohol or other drugs. Start a conversation with your child about why you disapprove of underage drinking and use of other drugs.
- 2 Show you care about your child's health, wellness, and success.** Parents who express concern about their child's health, wellness, and success are more likely to have children who use alcohol and other drugs less frequently.
- 3 Show you're a good source of information about alcohol and other drugs.** You are your child's most important source of information about alcohol and other drugs. Make sure you are up-to-date on the latest information about alcohol and other drugs. Share this information with your child.
- 4 Show you're a good role model.** Children learn by watching their parents. If you drink alcohol or use other drugs, do so responsibly and let your child know that you do.
- 5 Show you're a good listener.** Encourage your child to share their thoughts and feelings about alcohol and other drugs. Listen to what they have to say without judgment.

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Why You Should Talk With Your Child About Alcohol and Other Drugs

Parents Have a Significant Influence in Their Children's Decisions to Experiment With Alcohol and Other Drugs

One of the most influential factors in a child's decision to experiment with alcohol and other drugs is their parent's attitude and involvement. Children who have parents who are supportive and involved in their lives are less likely to use alcohol and other drugs. Children who have parents who are disapproving and who do not talk to them about alcohol and other drugs are more likely to use alcohol and other drugs.

It's Better to Talk Before Children Are Exposed to Alcohol and Other Drugs

Children who are exposed to alcohol and other drugs before they are 12 years old are more likely to use alcohol and other drugs later in life.

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UNDERAGE DRINKING PREVENTION NATIONAL MEDIA CAMPAIGN

THE CONSEQUENCES OF UNDERAGE DRINKING

Over the last several decades, scientific understanding and knowledge of the dangers of underage drinking have increased substantially. Underage drinking is associated with various health consequences for children and can affect and endanger the lives of those around them.

Children who drink alcohol are more likely to:

- Use drugs
- Engage in risky behavior, including using other drugs such as marijuana and cocaine
- Get in trouble
- Have lower academic achievement
- Have higher rates of absenteeism and poor school performance compared with nonusers
- Be injured or die
- Be sexually active at a younger age
- Be more likely to be sexually abused
- Be more likely to be involved in a motor vehicle crash
- Be more likely to be involved in a workplace injury
- Be more likely to be involved in a workplace fatality
- Be more likely to be involved in a workplace injury or fatality
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CAMPAÑA NACIONAL PARA PREVENIR EL CONSUMO DEL ALCOHOL POR MENORES DE EDAD

LAS CONSECUENCIAS DE QUE MENORES DE EDAD TOMEN ALCOHOL

En los últimos decenios, el entendimiento científico y el conocimiento de los peligros del consumo de alcohol por menores de edad han aumentado sustancialmente. El consumo de alcohol por menores de edad está asociado a varias consecuencias negativas para los niños y puede afectar y poner en peligro las vidas de quienes están a su alrededor.

Los niños que beben alcohol son más propensos a:

- Usar drogas
- Comportarse de manera riesgosa, incluyendo el uso de otras drogas como la marihuana y la cocaína
- Problemas académicos
- Menor rendimiento académico
- Mayor tasa de ausentismo y bajo rendimiento académico en comparación con quienes no beben
- Lesiones o muerte
- Actividad sexual temprana
- Mayor probabilidad de ser víctimas de abuso sexual
- Mayor probabilidad de estar involucrados en accidentes de tránsito
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LAS CHARLAS BREVES TIENEN MAYOR EFECTO

Las charlas breves y frecuentes podrían influir mucho en las decisiones de su hijo acerca del alcohol.

Las charlas breves son charlas cortas que se centran en un solo tema. Pueden ser de 5 a 10 minutos de duración y se centran en un solo tema. Pueden ser de 5 a 10 minutos de duración y se centran en un solo tema. Pueden ser de 5 a 10 minutos de duración y se centran en un solo tema.

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CAMPAÑA NACIONAL PARA PREVENIR EL CONSUMO DEL ALCOHOL ENTRE MENORES DE EDAD

CONTESTA LAS PRESUNTES DIFICULTADES DE TU HIJO SOBRE EL ALCOHOL

Una encuesta reciente descubrió que los adolescentes creen que sus padres no les hablan lo suficiente sobre el alcohol. Esto puede ser una señal de que los adolescentes necesitan más información sobre el alcohol.

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SAMHSA'S "Talk. They Hear You." Campaign Launches New Mobile App for Parents

The Substance Abuse and Mental Health Services Administration's (SAMHSA) new "Talk. They Hear You." campaign mobile app helps parents and caregivers prepare for some of the most important conversations they may have with their kids. The app shows parents how to sum essential information to talk with their kids about alcohol and other drugs. It also equips them with the necessary skills, confidence, and knowledge to start and continue those conversations on their kids' gut level.

Features of the new app include:

- Sample conversation starters
- Steps to keep the conversation going
- An interactive practice simulation section
- The opportunity to earn badges for practicing and having real-life conversations
- A resource section with informative and useful videos, fact sheets, brochures, infographics, and quicklinks.

Download the App Today!

Parents and caregivers can download the app today to see how easy it can be to talk with their kids about underage drinking and other drug use. The app is available for free on the App Store, Google Play, and the Microsoft Store.

Scan the QR code or visit <https://www.samhsa.gov/talktheyhearyou>

www.talktheyhearyou.org

Parent & Caregiver Resources

talk they hear you®

Screen 4 Success Substance Use Prevention

Additional resources from ADAPP:

MARIJUANA

Marijuana is the most commonly used illegal substance in the U.S. and is used in many states. Although there are a number of states with legal recreational use of marijuana, it is not legal in every state. In fact, it is not legal in any state for people under the age of 21. Marijuana use among youth is on the rise, and it is important for parents to know the risks and to talk to their children about the dangers of marijuana use.

Research Shows:

- Approximately 1 in 10 teens who use marijuana have marijuana use disorder.
- The peak age for beginning marijuana use is age 14, the risk of developing marijuana use disorder is highest.
- Marijuana use directly affects the brain, specifically the parts of the brain responsible for memory, learning, attention, and decision-making. Marijuana use can also affect the ability to learn and to think clearly.

Resources for Parents:

- Marijuana Use and Teens
- Marijuana Use and Teens
- Marijuana Use and Teens

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In NYS, MARIJUANA IS LEGAL

BUT did you know...

It is still against the law for anyone younger than 21 years old to possess, sell or use any amount of cannabis.

The marijuana sold today is very different from the marijuana that many of us grew up with. It poses a very real and significant danger to our children. It looks different, often has no distinctive smell, and contains much higher levels of the active ingredient THC.

UNDERSTANDING CANNABIS IN 2022

- Cannabis (also known as marijuana) is the second most commonly used recreational drug after alcohol. It can be smoked, inhaled, or ingested as food or beverage (edibles).
- The cannabis plant contains hundreds of compounds, including THC (tetrahydrocannabinol). THC is a psychoactive compound that makes people feel high.
- Concentrates, such as dabs, wax and oil, may have much higher amounts of THC—40% to 90%—than other forms of cannabis, which are usually about 20% THC.
- A person's reaction to cannabis also may be affected by their age, weight, height, health status, medication use, tolerance and other factors. Food, liquids and drugs they have consumed that day also may affect their reaction.

WHAT DOES IT LOOK LIKE?

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