



# FSBC

# 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 for 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 the game or opioids, can undermine 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.

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

**Recognize the Signs**

Educators can identify students who may be at risk for alcohol and drug use, and reach out to them to prevent these behaviors from going down a harmful path.

The following signs may signal problems with the use of alcohol and other drugs. Experts say that a substance use problem is more likely if you notice several of these signs at the same time. If they occur suddenly, or if none of them are normally in place:

- Mood changes (e.g., run-ups of temper, irritability, depression)
- Drop class attendance, low grades, and/or behavior problems
- Change(s) for school rules

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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—as early as 9 years old.

Young people are more likely to learn when they know you're on their side. Realize why you don't want your child to drink or use other drugs. Because you want your child to be happy and safe, the conversation will go a lot better if you're open and you show concern.

You want your child to make informed decisions about alcohol and other drugs, with reliable information about its dangers. You don't want your child to have alcohol and other drugs from unreliable sources. Family should be a trustworthy source of information.

- 1 Show your disapproval 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.

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# 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, 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—ideally in 7th grade.

- 1 Show you disapprove of underage drinking and other drug misuse.** Over 80 percent of young people ages 10-17 say their parents are the leading influence on their decision whether to drink. Start a conversation with your child about your strong message that you disapprove of underage drinking and use of other drugs.
- 2 Show you care about your child's health, wellness, and success.** Parents should support and encourage their children's academic and extracurricular activities. Children make better decisions, though it may not always seem like it, when they hear their parents' concerns about the risks of using alcohol and other drugs.
- 3 Show you're a good source of information about alcohol and other drugs.** You are your child's most influential source of information about alcohol and other drugs. You don't want your child to turn to alcohol and other drugs from unreliable sources. Establish yourself as a trustworthy source of information.

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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 during a child's adolescence is maintaining a strong, open relationship with a parent. When parents make suggestions and set healthy boundaries, children make better decisions. Though it may not always seem like it, children really hear their parents' concerns about the risks of using alcohol and other drugs.

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

It is never too early to talk to your child about alcohol and other drugs. Children are young and curious and don't always understand the risks of using alcohol and other drugs. They are more likely to experiment with alcohol and other drugs if they are exposed to them before they are 12.

**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 teens and can affect and endanger the lives of those around them.

Children who drink alcohol are more likely to:

- Use drugs
- Present stage drinkers (nearly 1 million high school students nationwide) use more than 10 drugs in their lifetimes, including using other drugs such as marijuana and cocaine
- Get lost or injured
- Get into legal trouble
- Be involved in accidents
- Be sexually abused
- Be sexually harassed
- Be sexually abused
- Be sexually harassed
- Be sexually abused
- Be sexually harassed

**CAMPAÑA NACIONAL PARA PREVENIR EL CONSUMO DE 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 crecido considerablemente. El consumo de alcohol por menores de edad 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
- Quever frecuentemente tomar alcohol con otros que 1 millón de estudiantes en escuelas secundarias en EE. UU. beben más de 10 drogas en su vida, incluyendo otras drogas como la marihuana y la cocaína
- Perdersse involucrados en accidentes
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**LAS CHARLAS BREVES TIENEN MAYOR EFECTO**

Las charlas breves y frecuentes podrían influir mucho en las decisiones de tu hijo acerca del alcohol. Hablar brevemente con regularidad sobre el consumo de alcohol es el primer paso para mantenerlo alejado del alcohol. Pero es importante que mantengas la conversación durante toda la adolescencia.

Hablar seguido ayuda a establecer un vínculo de confianza y de comunicación abierta con tu hijo. Es más probable que los adolescentes eviten el consumo de alcohol cuando hay un vínculo fuerte y de confianza con los padres. Mantén el habla de confianza con tu hijo toda la vida. Esto fortalece el buen conocimiento más sana sobre temas como el alcohol, y le ayudará más pronto a tomar decisiones que le sean más saludables de que le ocurra.

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

CONTIENE LAS PREGUNTAS DIFÍCILES DE TU HIJO SOBRE EL ALCOHOL

¿"Me invitaste a una fiesta... ¿Puedo ir?"

Prepara la respuesta a tu hijo de antemano en la fiesta y en el día que los niños van a estar tomando alcohol. Responde a lo que está en su mente en su momento. Útilice estas preguntas para responder a las preguntas difíciles de alcohol y drogas de su hijo.

¿"¿Es importante cuando estás en la fiesta?"

Recuerda que es importante asegurarse de estar con ellos cuando están tomando alcohol. Útilice estas preguntas para responder a las preguntas difíciles de alcohol y drogas de su hijo.

**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 ever have with their kids. The app shows parents how to turn everyday situations into opportunities 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 these conversations in their kids' gut.

Features of the new app include:

- Sample conversation starters
- Ways to keep the conversation going
- An interactive practice simulation actor
- The opportunity to earn badges for practicing and having real-life conversations
- A resources section with information and useful videos, fact sheets, brochures, infographics, guidelines, and more

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.

Additional resources from ADAPP:

**Parent & Caregiver Resources**

**talk they hear you**

**Screen 4 Success Substance Use Prevention**

**MARIJUANA**

Marijuana is the most commonly used illegal substance in the U.S. and is used heavily. Although there are some states with legal recreational use of marijuana, including NY, it is NOT LEGAL ANYWHERE for ANYONE UNDER the AGE OF 21. Marijuana use among all ages has grown from 1991, and is projected to keep going up. The perception of how harmful marijuana can be is declining. Young people today do not consider marijuana as risky as in the past. There are real risks for people who use marijuana, especially youth and young adults. Today's teenagers are getting older and older. Children's physical health, mental health, and academic performance can be affected. People can get addicted to marijuana.

Research Shows

- Approximately 1 in 10 people who use marijuana before age 18 will develop a substance use disorder.
- For people who begin using marijuana before age 18, the risk of developing a substance use disorder is 4x higher.
- People who use marijuana during their teenage years are more likely to use other drugs, including alcohol, and to have mental health problems.
- Over the past few decades, the amount of THC in marijuana has steadily climbed. Today's marijuana has THREE TIMES the concentration of THC compared to 20 years ago.

Resources for Parents

- Parental Responsibility: How to Talk to Your Teen About Marijuana
- Marijuana Use and Teens
- Marijuana Use and Teens

One of the most influential factors to prevent youth substance use is a strong, open relationship with a parent or caregiver. You can make a difference!

**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 doses 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, vaped or ingested as food or beverage (edibles).
- The cannabis plant contains hundreds of compounds, including THC (delta-9-tetrahydrocannabinol). THC is a psychoactive compound that makes people feel high.
- Concentrations, such as delta-9 and delta-10, may have much higher amounts of THC - 40% to 60% - than other forms of cannabis, which are usually about 20%.
- A person's reaction to cannabis also may be affected by their age, weight, height, health status, metabolism, tolerance, and even their food, fluids and drugs they have consumed that day.

WHAT DOES IT LOOK LIKE?

Images showing various forms of cannabis products: edibles, vapes, and dried cannabis.



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