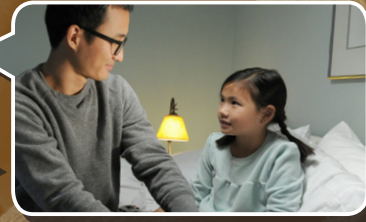


i talk
they hear you®



“Talk. They Hear You.”®

Discussion Starter Video Guide



Purpose

This guide serves as a supplement to the Substance Abuse and Mental Health Services Administration's (SAMHSA) 4-minute "Talk. They Hear You."® Campaign [Discussion Starter Video](#).

The video is a resource for communities to engage parents and caregivers on the importance of talking with their children from an early age about the dangers associated with underage drinking. Research shows that 80 percent of children believe their parents should have a say in whether they drink alcohol or not^{1,2}. The Discussion Starter Video highlights parent-to-parent conversations to help inspire parents to talk to their children about avoiding alcohol.

About the Campaign

The goal of SAMHSA's "Talk. They Hear You."® Campaign is to reduce underage drinking among youth ages 9 to 15 by providing their parents and caregivers with the resources and skills they need to initiate a conversation with their children early. The Campaign seeks to

- Increase parents' awareness of the prevalence and risks of underage drinking;
- Equip parents with the knowledge, skills, and confidence to prevent underage drinking; and
- Increase actions by parents to prevent underage drinking.

"Talk. They Hear You."® is recognized by the National Parent Teacher Association School of Excellence Program.



¹ Jackson, C. (2002). Perceived legitimacy of parental authority and tobacco and alcohol use during early adolescence. *Journal of Adolescent Health*, 31(5), 425–432.

² Nash, S. G., McQueen, A., and Bray, J. H. (2005). Pathways to adolescent alcohol use: Family environment, peer influence, and parental expectations. *Journal of Adolescent Health*, 37(1), 19–28.

SAMHSA developed [5 Conversation Goals](#) for parents and caregivers to talk to their kids about alcohol. The goals encourage parents to



1. Show they disapprove of alcohol;
2. Show they care about their child's happiness and well-being;
3. Show they're a good source of information about alcohol;
4. Show they're paying attention and they will notice if their child drinks; and
5. Build their child's skills and strategies for avoiding underage drinking.

How You Can Use the Discussion Starter Video in Your Community

The [Discussion Starter Video](#) can be used in a variety of ways—such as during a community event, parent-teacher night, or other parent or caregiver gatherings—and with different time frames to encourage adults to take a greater role in underage drinking prevention. Below are ideas on how you can use the video.



Train-the-Trainer Programs—Train school counselors, community leaders, and/or parents and caregivers to help educate your community about the risks associated with underage drinking. Consider distributing a toolkit with materials such as [fact sheets](#) for parents, [infographics](#), and digital resources like the [Discussion Starter Video](#).



Community Meetings—You might periodically have meetings with other community groups, such as health departments, school districts, and law enforcement agencies if you are affiliated with a county- or state-wide prevention network. Use these meetings as a forum to share updates and resources on your underage drinking prevention efforts. Play the [Discussion Starter Video](#) and mention the ways, as outlined on pages one and two in this guide, these partners can use the video in their own prevention efforts.



Maturation/Graduation Ceremonies (from Elementary to Middle School)—As elementary school students graduate into the next phase of their education, some schools may offer a maturation ceremony for parents and caregivers to attend. Research shows that 10 percent of 12-year-olds have tried alcohol. Prepare a presentation for the ceremony on underage drinking prevention. Play the [Discussion Starter Video](#) before your presentation to “break the ice” and get parents and caregivers thinking about if they're doing enough to prevent their children from drinking.

Need ideas for a presentation?

Email underage.drinking@samhsa.gov
for a sample presentation you can adapt for your audience.



Middle School Parent Orientation/Open House or Back-to-School Nights—

If possible, work with school administrators to secure a brief time slot during orientation or open house to talk about underage drinking prevention with parents and caregivers. For example, you can start by playing the [Discussion Starter Video](#) and quickly refer parents to other helpful Campaign products like the [5 Conversation Goals](#) handout and [Mobile Application](#) to encourage them to talk to their children about alcohol early on. Use local statistics on underage drinking in your community from local law enforcement or health departments to show the importance of this topic. Don't forget to close your remarks by directing parents to the Campaign website at www.underagedrinking.samhsa.gov for more useful resources.



PTA Meetings—Coordinate with your school's PTA to offer a brief update on community prevention activities. For instance, consider playing the [Discussion Starter Video](#) and reference additional products from the Campaign—like the [Mobile Application](#) and [5 Conversation Goals](#) handout for parents to practice the conversation on underage drinking prevention with their kids—during your update. Reference local statistics on underage drinking to emphasize the importance of talking to children about alcohol. Suggest a follow-up meeting in April to coincide with [National Alcohol Awareness Month](#).



Interactive Talks—Use the [Discussion Starter Video](#) to illustrate your talk in lieu of a presentation. Pause the video at strategic parts for further discussion, including sharing local statistics on underage drinking and posing questions for parents. Reference the next table in this guide for time markers to pause the video and discussion suggestions. At the end of the conversation, direct parents to www.underagedrinking.samhsa.gov for more underage drinking prevention resources.





Presentation Finale—Use the [Discussion Starter Video](#) as a sign off in your presentations to help you pivot into Q&A. End by directing your audience to www.underagedrinking.samhsa.gov for more resources from the Campaign.

Need to find local statistics on underage drinking in your community?

**Check with local law enforcement and health agencies.
Additional SAMHSA resources on the prevalence of underage drinking
are included at the end of this guide.**

Tips Based on Time

The ideas mentioned in this guide can be adapted for different time frames. Below are ideas on how you can use the [Discussion Starter Video](#) based on the amount of time you have with your audience.

	Pause the Video for Further Discussion	Share the Video With a Presentation
15 minutes or fewer	<p>Stop the video once while playing it for discussion and reflection.</p> <p>Stop at 1:35—After the mom asks “Wow, do you think Tim is drinking, too?” pause the video to share local statistics on underage drinking in your community.</p> 	<p>Play the video before your presentation to quickly call attention to the topic of underage drinking prevention. End your presentation by referring parents and caregivers to www.underagedrinking.samhsa.gov for more resources.</p> <p>Email underage.drinking@samhsa.gov for a sample presentation on underage drinking and the “Talk. They Hear You.”® Campaign.</p>
16 minutes or more	<p>Stop the video twice while playing it for further discussion and reflection.</p> <p>Stop at 2:16—In the video after the mom says, “This situation with Kyle is the perfect opportunity,” pose a question to the group, such as, “What would you say to your child about underage drinking?”</p> <p>After discussion, highlight that everyday moments together—like eating breakfast, driving to school, or walking the dog—are all opportunities to talk about the dangers of underage drinking.</p> <p>Stop at 4:38—After Tim says “Thanks, Dad,” point out how the dad in the video went through the 5 Conversation Goals in his conversation with his son.</p> <p>Ask the group if they think it’s hard to bring up the conversation around underage drinking with their kids, and then brainstorm together other realistic or natural settings where parents could appropriately bring up the topic of underage drinking.</p>	<p>Play the video at the end of your presentation as a pivot into group discussion and/or questions and answers. Encourage parents and caregivers to check out other Campaign resources, like the 5 Conversation Goals handout and Mobile Application.</p> <p>Read the goals aloud, or show parents how to download the app through Windows, Android, and iOS devices. Note: a Wi-Fi connection is required to download the app.</p> 

Additional Resources

The Campaign offers a diverse suite of products for you to use in your community on www.underagedrinking.samhsa.gov. Below are a few products you can easily pair with the [Discussion Starter Video](#):



- **Mobile Application**—Parents and caregivers may seek advice on when and how to talk to their children about alcohol after viewing the Discussion Starter Video. Share the “Talk. They Hear You.”® mobile application with them, a mobile-friendly tool that lets them practice the conversation about underage drinking prevention between parent and child computer simulations. The app also gives parents and caregivers the ability to unlock achievements and view additional resources from the Campaign.



- **Soundtrack**—The “Talk. They Hear You.”® soundtrack is an original song from Eren Cannata, Liberty Devitto, Richie Cannata, Julio Fernandez, Tony Tino, and Chris Clark. The group was inspired to write the soundtrack because of the Campaign’s powerful message to parents to talk to their children about alcohol from an early age. Use the soundtrack as an introduction or closing anthem to your community event on underage drinking prevention.

SAMHSA also produces resources on the prevalence of underage drinking, which may help to localize the importance of prevention in your community.

- **National Survey on Drug Use and Health (NSDUH)**—NSDUH provides national and state-level data on the use of tobacco, alcohol, illicit drugs (including non-medical use of prescription drugs), and mental health in the United States.
- The **Substance Abuse and Mental Health Data Archive (SAMHDA)**—SAMHDA provides raw data of the nation’s substance abuse and mental health data, including NSDUH, the National Survey of Substance Abuse Treatment Services, and more.



Substance Abuse and Mental Health Services Administration

5600 Fishers Lane

Rockville, MD 20857

877-SAMHSA-7 (877-726-4727)

800-487-4889 (TDD)

underagedrinking.samhsa.gov