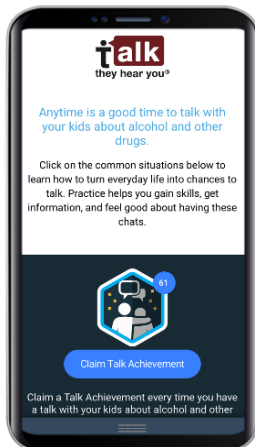




Get informed. Be prepared. Take action.

“Talk. They Hear You.”[®] New Campaign Mobile App Overview

SAMHSA’s “Talk. They Hear You.” Campaign Launches New Mobile App for Parents and Caregivers



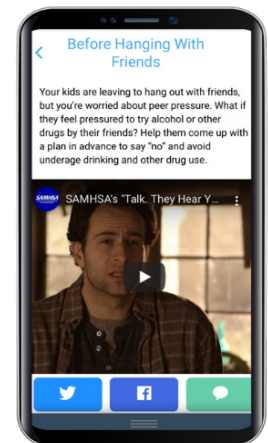
The Substance Abuse and Mental Health Services Administration’s (SAMHSA) new “Talk. They Hear You.”[®] campaign mobile app helps parents and caregivers prepare for some of the most important conversations they may ever have with their kids. It shows them how to turn everyday situations into opportunities to talk with their children about alcohol and other drugs, and equips them with the necessary skills, confidence, and knowledge to start and continue these conversations as their kids get older.

The app also helps prepare communities to implement and promote the campaign locally and educators to engage student assistance professionals, school leaders, and families in supporting the needs of students who may be struggling with substance use, mental health, or school-related issues.

About the “Talk. They Hear You.” Mobile App

Specifically, the new app is designed to help parents and caregivers, educators, and community members:

- **Get Informed.** Increase awareness about underage drinking and other drug use.
- **Be Prepared.** Introduce skill-building techniques, and share available resources and tools.
- **Take Action.** Increase actions to help prevent underage drinking and other drug use.

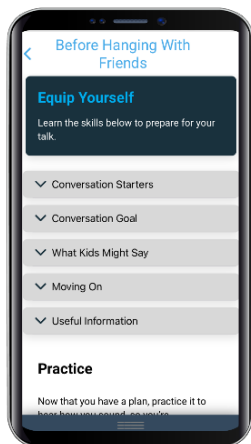


The app features sample conversation starters, ways to keep the conversation going, an interactive practice simulation section, and the opportunity to earn badges for practicing and having real-life conversations. It also includes a resources section with informative and useful videos, fact sheets, brochures, infographics, guides/toolkits, and more.



SAMHSA
Substance Abuse and Mental Health
Services Administration

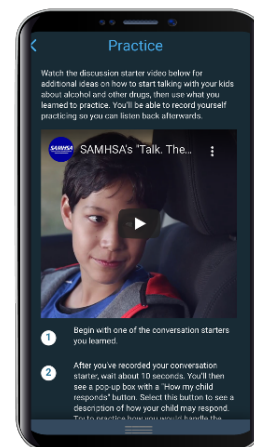
talktheyhearyou.samhsa.gov



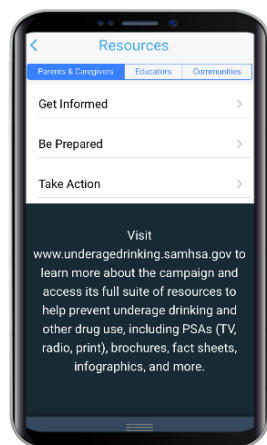
The app provides guidance for talking with kids in a range of situations so that parents and caregivers are prepared to talk about underage drinking and other drug use when opportunities arise.

For each scenario, the app helps parents and caregivers set a goal and gives them suggestions for how to start the conversation with their child.

It also helps parents and caregivers anticipate what their kid might say when they bring up these subjects so they can plan their responses in advance and keep the conversations on track.



When they are ready, the app lets parents and caregivers practice and record themselves so that they can review what they said and make adjustments if needed. Remember, talking about underage drinking and other drug use works best when it happens naturally, in everyday conversations. So, practicing what they will say and how they will say it in several different situations is helpful for when the opportunities arise in real life.



The app also puts additional resources at parents' and caregivers' fingertips, such as useful information about alcohol and other drugs and how to help their child stay safe.

Parents and caregivers can download the app today to see how easy it can be to talk with their own 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/talk-the-hey-you/mobile-application> to:

- Watch the app's promo video.
- Learn more about the app, and see how it works.
- Find out how to download the app.

