

FOR IMMEDIATE RELEASE

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Talk. They Hear You.

[Springfield, IL] – December 23, 2024—Throughout January, Prevention First will share resources from the SAMHSA initiative “[Talk. They Hear You.](#)” to raise awareness about this valuable campaign. Through the Sober Truth on Underage Drinking Act, the Substance Abuse and Mental Health Services Administration (SAMHSA) created the “Talk. They Hear You.” campaign to address the problem of underage drinking and substance misuse. This underage drinking prevention media campaign empowers parents and caregivers to talk with children early about alcohol and other drug use.

“Talk. They Hear You.” initially focused on helping parents with children ages 9–15 to prevent young people from starting to drink. In recent years, it has expanded its messaging to include other substances, such as marijuana and prescription drugs. The campaign now offers resources to help parents talk to children of all ages about alcohol and other drugs. This expanded scope has increased its influence and effectiveness exponentially. To help make these resources even more user-friendly, SAMHSA has launched a [mobile app](#) for the “Talk. They Hear You.” campaign.

By the time they are seniors, almost 70 percent of high school students will have tried alcohol, half will have taken an illegal drug, and more than 20 percent will have used a prescription drug for a nonmedical purpose. According to the most recent available data from the [Illinois Youth Survey \(IYS\)](#), nearly 25% of IL teens reported some alcohol use in the past 30 days.

The “Talk. They Hear You.” campaign has three specific goals:

1. Increase parents’ awareness of the prevalence and risk of underage drinking and substance use.
2. Equip parents with the knowledge, skills, and confidence to prevent underage drinking and substance use.
3. Increase parents’ actions to prevent underage drinking and substance use.

Prevention First is committed to helping parents and families access knowledge and resources to make healthy decisions. Visit our [website](#) for on-demand training and information about how to communicate with children about underage substance use. Healthy families create thriving, healthy communities. ###