

## UNDERAGE DRINKING PREVENTION NATIONAL MEDIA CAMPAIGN

### #WETALKED TO PREVENT UNDERAGE DRINKING

The #WeTalked hashtag encourages parents and other adult role models to have ongoing conversations with kids about the dangers of underage drinking, share their experiences on social media, and inspire other parents to have these important conversations too. Share your voice and support underage drinking prevention by using the #WeTalked hashtag today!

Including the #WeTalked hashtag in Facebook and Twitter posts allows you to link your posts to the collective conversation building around underage drinking prevention. Please post these messages on your personal Facebook and Twitter accounts to share that you've started having these important conversations with your kids:

- *For Facebook:* 80% of young people ages 10-18 say their parents are the leading influence on their decision to drink or not drink. Talk to your kids about the dangers of underage drinking and encourage others to do so too. #WeTalked as a family and you should too. Learn more at <http://1.usa.gov/1Dp6Tj3>.
- *For Twitter:* It's time to talk to your kids about the dangers of underage drinking. #WeTalked as a family & you should too. <http://1.usa.gov/1absHms>

Feel free to share these images via your social media channels as well (available via [SAMHSA's Flickr page](#)):





The Substance Abuse and Mental Health Services Administration's (SAMHSA's) "[Talk. They Hear You.](#)" campaign aims to reduce underage drinking among youth ages 9 to 15 by providing parents and caregivers with information and resources they need to start addressing the issue of alcohol with their children early.

Visit the site to learn more about the campaign and check out great resources to help you talk to your kids about the dangers of alcohol, including the interactive "[Talk. They Hear You.](#)" app,



available for download on iTunes, Google Play and the Windows Phone Store, that helps you practice for one of the most important conversations you may ever have.