



# UNDERAGE DRINKING PREVENTION NATIONAL MEDIA CAMPAIGN

The Development and Implementation of a National Media Campaign to  
Address Underage Drinking

JUNE 2014

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**Developed for the Substance Abuse and Mental Health Services Administration, Center for Substance Abuse Prevention, Division of Systems Development by Gallup Inc., under contract number HHSS283200700023I/HHSS28342001T.**

As part of the Sober Truth on Preventing Underage Drinking and the following national Campaign partners:



Bureau of Indian Education



Community Anti-Drug Coalitions of America



DC Children and Youth Investment Trust Corporation



Faces & Voices of Recovery



Indian Health Service



Interagency Coordinating Committee on the Prevention of Underage Drinking



The Leadership To Keep Children Alcohol Free Foundation



Mothers Against Drunk Driving



National Alcohol Beverage Control Association



The National Association of State Alcohol and Drug Abuse Directors, Inc.



National Conference of State Liquor Administrators



The National Council on Alcoholism and Drug Dependence, Inc.



National Institute on Alcohol Abuse and Alcoholism



The National Liquor Law Enforcement Association



National Parent Teacher Association



The National Prevention Network



The National Youth Recovery Foundation



Native Public Media



Office of National Drug Control Policy



Rockers In Recovery



Students Against Destructive Decisions



We Save Lives



Young People in Recovery

# LEADING CHANGE

## SAMHSA FOCUSES ON UNDERAGE DRINKING PREVENTION

The promotion of positive mental health and the prevention of substance abuse and mental illness have long been key parts of SAMHSA's mission to reduce the impact of substance abuse and mental illness on America's communities.

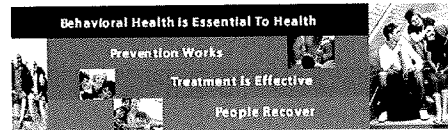
Alcohol use by those younger than the legal age of 21 continues to be a serious public health and public safety problem undermining the well-being of America's youth. By the time children are seniors in high school, about 30 percent are drinking heavily at least once a month. The consequences and cost of youth alcohol use are enormous with many of the harmful consequences immediate and all too evident for youth, families, and communities.

In response, the Substance Abuse and Mental Health Services Administration (SAMHSA) Center for Substance Abuse Prevention (CSAP) through the Sober Truth on Underage Drinking Act (STOP ACT), created the Underage Drinking Prevention National Media Campaign. The Campaign,

**"Talk. They Hear You."**, engages parents and caregivers of children ages 9 to 15 in the prevention of underage drinking. This Campaign supports SAMHSA's **Strategic Initiative No. 1, Prevention of Substance Abuse and Mental Illness**, Goal 1.2, which is to prevent or reduce consequences of underage drinking and adult problem drinking; and **No. 8, Public Awareness and Support**.



### Leading Change: A Plan for SAMHSA's Roles and Actions 2011-2014



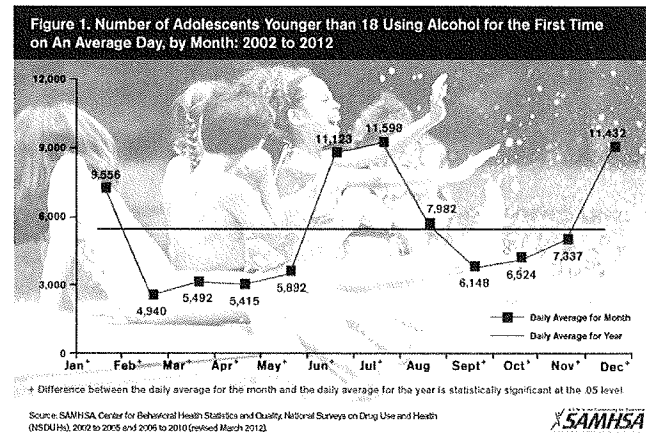
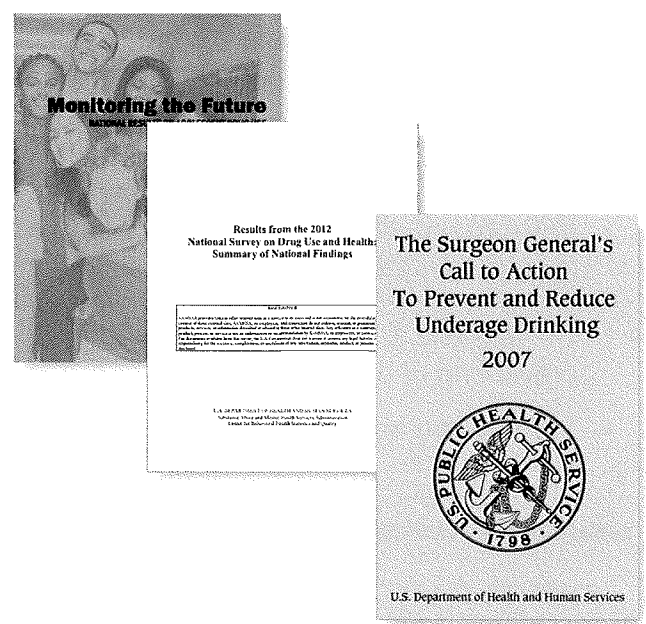
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| <b>AIM: Improving the Nation's Behavioral Health (1-4)</b><br><b>AIM: Transforming Health Care in America (5-6)</b><br><b>AIM: Achieving Excellence in Operations (7-8)</b> |                              |                             |                            |                         |   |  |  |
| <b>1. Prevention</b>  | <b>2. Trauma and Justice</b> | <b>3. Military Families</b> | <b>4. Recovery Support</b> | <b>5. Health Reform</b> | <b>6. Health Information Technology</b> | <b>7. Data, Outcomes &amp; Quality</b> | <b>8. Public Awareness &amp; Support</b> |

# What the Research Says

Underage drinking continues to be a national public health issue, especially among adolescents.<sup>1</sup> In fact, the Monitoring the Future Survey found that 33 percent of 8th graders and 70 percent of 12th graders in the U.S. said they tried alcohol at some time in their lives and 13 percent of 8th graders and 27 percent of 10th graders said they had consumed alcohol in the month before the survey.<sup>2</sup> Further, underage drinking has severe consequences, many of which parents may not be fully aware, such as injury or death from accidents;<sup>3</sup> unintended, unwanted, and unprotected sexual activity;<sup>4,5</sup> academic problems;<sup>6</sup> and drug use.<sup>7</sup>

Parents have a significant influence on young people's decisions about alcohol consumption.<sup>8</sup> When parents know about underage alcohol use, they can protect their children from many of the high-risk behaviors associated with it. Furthermore, parents who do not discourage underage drinking may have an indirect influence on young people's alcohol use.<sup>9</sup>

SAMHSA's "Talk. They Hear You." Campaign addresses these issues by drawing from social marketing and health education behavior theories, and the latest scientific research and feedback from audiences across the country.



<sup>1</sup> Substance Abuse and Mental Health Services Administration. *Results from the 2011 National Survey on Drug Use and Health. Summary of National Findings.* NSDUH Series H-41, HHS Publication No. (SMA) 11-4658. Rockville, MD: Substance Abuse and Mental Health Services Administration, 2012.

<sup>2</sup> Johnston, L. D., O'Malley, P. M., Bachman, J. G., & Schulenberg, J. E. (2012). Monitoring the Future: National results on adolescent drug use: Overview of key findings, 2011. Ann Arbor: Institute for Social Research, The University of Michigan.

<sup>3</sup> U.S. Department of Health and Human Services. *The Surgeon General's Call to Action to Prevent and Reduce Underage Drinking: A Guide to Action for Educators.* U.S. Department of Health and Human Services, Office of the Surgeon General, 2007.

<sup>4</sup> Fergusson, D.M., and Lynskey, M.T. (1996). Alcohol misuse and adolescent sexual behaviors and risk taking. *Pediatrics*, 98, 91-96.

<sup>5</sup> Tapert, S.F., Aarons, G.A., Sedlar, G.R., and Brown, S.A. (2001). Adolescent substance use and

sexual risk taking behavior. *Journal of Adolescent Health*, 28(3), 181-189.

<sup>6</sup> Bonnie, R.J., and O'Connell, M.E. (Ed.). (2004). *Reducing underage drinking: A collective responsibility.* National Research Council and Institute of Medicine, Washington, DC: The National Academies Press. From <http://www.iom.edu/Reports/2003/Reducing-Underage-Drinking-A-Collective-Responsibility.aspx> (accessed May 3, 2012).

<sup>7</sup> Grunbaum, J.A., Kann, L., Kinchen, S., Ross, J., Hawkins, J., Lowry, R., et al. (2004, May 21). Youth risk behavior surveillance—United States, 2003. *Morbidity and Mortality Weekly Report Surveillance Summaries*. From <http://www.cdc.gov/mmwr/preview/mmwrhtml/ss5302a1.htm> (accessed May 3, 2012).

<sup>8</sup> 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.

<sup>9</sup> Sieving, R.E., Martuyama, G., Williams, C.I., and Perry, C.I. (2000). Pathways to adolescent alcohol use: Relative mechanisms of parent influence. *Journal of Research on Adolescence*, 10(4), 489-514.

# “Talk. They Hear You.” Prompts Parents to Act

The Campaign engages parents in the prevention of underage drinking and the promotion of mental, emotional, and behavioral health.

## CAMPAIGN GOALS

- » To **increase awareness and understanding** among parents of the prevalence and risks of underage drinking.
- » To **increase knowledge, skills, and self-efficacy** among parents regarding their role in preventing underage drinking.
- » To **increase actions** by parents to prevent underage drinking.

## Campaign Development

The Campaign is built from a solid foundation, which includes a comprehensive background study and nationwide focus groups that explored attitudes, concerns, social and cultural context, influences on parenting behavior, and language used to discuss underage drinking.

SAMHSA also interviewed children ages 9 to 15 to learn who children turn to for advice about alcohol. Additionally, interviews with advocacy and prevention stakeholders, representatives from the alcohol industry, and a Technical Expert Panel identified promising practices and opportunities for collaboration.

### Key findings:

- Despite its prevalence, underage drinking is not a top-of-mind issue for parents;
- Children said that parents are the primary messengers for underage drinking prevention, specifically “moms”; and
- To be successful, parents need prompts and conversation starters for talking with their children.

MAY – OCTOBER 2013

OCTOBER 2013

DECEMBER 2013

IMPLEMENT LAUNCH YEAR EVALUATION EFFORTS

LAUNCH NEW ONLINE ROLE-PLAY TOOL

EARNED MEDIA PITCH AROUND HOLIDAYS

# “Talk. They Hear You.” Public Service Announcements (PSAs)

The “Talk. They Hear You.” PSAs include :15-, :30-, and :60-second television spots, radio spots and scripts in English and Spanish, and print advertisements, also in English and Spanish.

The PSAs show scenarios of parents “seizing the moment” to talk with their children about alcohol, such as while doing chores or preparing dinner.

By modeling behaviors, the PSAs reinforce the importance of starting the conversation about alcohol early—even before their children are teenagers. Additional Campaign resources and tools are available for parents to help them begin—and continue—the alcohol conversation.

## Underage drinking is a future concern.

“My daughter isn’t doing it now—I don’t think.”

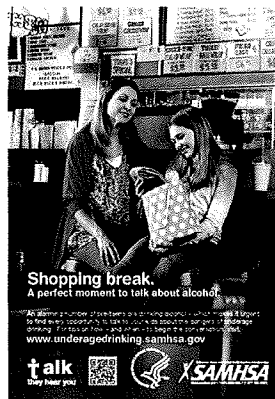
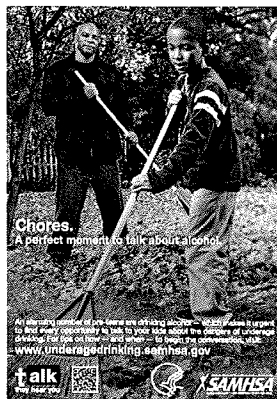
*(New York mother of 13- to 15-year-old)*

## TV and alcohol.

“The opening is always TV. TV and alcohol are linked. Whether it’s a show or a commercial that comes up, you’ve got the glamour, the hipness, the cool—like if you drink this beer, this is going to be open to you. It opens the conversation up and gets them a little more at ease than just sitting down and saying, ‘Hey, we’re going to talk about [alcohol].’” *(Raleigh father of 13- to 15-year-old)*

## Some have not yet initiated a conversation about alcohol.

“I think some parents think if they don’t talk about it, it’s not going to happen, i.e., if I don’t say anything, my son won’t know anything about drinking or won’t think about it.” *(New York father of a 9- to 12-year-old)*



**FATHER:** If any of your buddies ever pressure you to take a drink, just tell them you promised your dad you wouldn't.  
**SOTTO VOICE:** I would do anything to keep you safe.



**MOM:** If there's any drinking, I want you to say "No thanks. Not my thing."

DECEMBER 2013

JANUARY 2014

PRODUCTION OF NEW TV PSA

TARGET ATLANTA, GA AND LOS ANGELES, CA WITH PSAs

NATIVE AMERICAN TECHNICAL EXPERT MEETING

## Native American PSAs

As part of "Talk. They Hear You.," SAMHSA designed new public service announcements that encourage American Indian and Alaskan Native parents and caregivers to talk to their young people, again, as early as 9 years old.

Led by SAMHSA's Office of Indian Alcohol and Substance Abuse, a Native American expert panel, including the Indian Health Service, Bureau of Indian Education, and Center for Native American Youth, was convened to guide the development of the new PSAs. Listening sessions held across the country in Native communities also informed the development of PSAs.

These ads reflect the culture and present some of the everyday opportunities for Native American families to talk about alcohol. They are based on a positive modeling concept and include live-read radio scripts, a :15, :30 and :60 second radio PSA, and two print PSAs.

## Lights, Camera, Action: A Behind-the-Scenes Look at the Latest "Talk. They Hear You." Public Service Announcement

*By: Robert M. Vincent, M.S.Ed., Public Health Analyst, Center for Substance Abuse Prevention, Substance Abuse and Mental Health Services Administration (SAMHSA)*

This winter, SAMHSA began working on a new "Talk. They Hear You." television PSA that builds on the success of the 2013 PSA. Although the finished video is not expected to be unveiled until SAMHSA's Prevention Day on February 3, 2014, I wanted to share with you a sneak peek of the new PSA, "Mom's Thoughts."



This PSA shows how talking about drinking with young people can sometimes be difficult for parents. To address this issue, SAMHSA recently launched an online role-play tool that helps parents of children ages 9 to 15 practice tough conversations about alcohol. This is an evidence-based behavioral tool that uses life-like avatars to engage in interactive conversations. The simulation is based on research in social cognition, learning theory, and neuroscience.

**Cooking together.**  
A perfect moment to talk about alcohol.

Some children may try alcohol as young as 9 years old, so it's important to talk to them early. You have a big chance on their decision about drinking. For tips on how and when to begin the conversation, visit [www.underageddrinking.samhsa.gov](http://www.underageddrinking.samhsa.gov)

talk they hear you SAMHSA

**Loading up the truck.**  
A perfect moment to talk about alcohol.

Kids who start drinking before age 15 are three times more likely to have alcohol problems as adults. It can be hard to talk about drinking with children, but your words make a big difference. For tips on how—and when—to begin the conversation, visit [www.underageddrinking.samhsa.gov](http://www.underageddrinking.samhsa.gov)

talk they hear you SAMHSA

**UNDERAGED DRINKING PREVENTION NATIONAL MEDIA CAMPAIGN**

**LIVE READ RADIO SCRIPTS — :15 AND :30 SECOND PSAs**

**15 Live Read Radio Script**  
It can be tough to talk about drinking, but it's also harder to get away from when the stakes are high. You have a big chance on their decision about drinking. For tips on how and when to begin the conversation, visit [www.underageddrinking.samhsa.gov](http://www.underageddrinking.samhsa.gov). This message brought to you by SAMHSA and the National Institute on Alcohol Abuse and Alcoholism.

**30 Live Read Radio Script**  
Some children may try alcohol as young as 9 years old, so it's important to talk to them early. You have a big chance on their decision about drinking. For tips on how and when to begin the conversation, visit [www.underageddrinking.samhsa.gov](http://www.underageddrinking.samhsa.gov). This message brought to you by SAMHSA and the National Institute on Alcohol Abuse and Alcoholism.



# Piloting “Talk. They Hear You.” Across the National Prevention Network (NPN) Regions

In early- to mid-2012, SAMHSA developed a national pilot site program to test and refine Campaign creative materials and pre-test the Campaign’s national objectives at the community level. Five pilot sites implemented and evaluated the Campaign in their communities. The feedback received from market testing was incorporated into the final materials prior to launch.

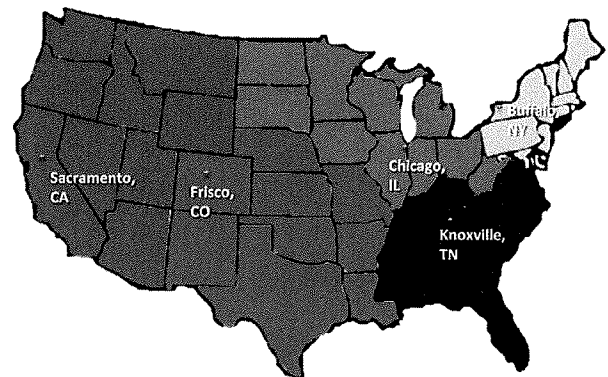
## Pilot site activities:

- Incorporate Campaign messages and materials into existing underage drinking awareness and education activities;
- Host at least one underage drinking awareness event;
- Incorporate underage drinking research into existing educational materials;
- Provide overall feedback on the PSAs; and
- Gauge current attitudes, behaviors, and concerns about underage drinking.

## Selected Pilot Sites

|  |  |
|--|--|
| People Reaching Out<br>(Western NPN Region)            | Summit Prevention Alliance<br>(Southwest NPN Region) |
| Metropolitan Drug Commission<br>(Southeast NPN Region) | Erie County Council<br>(Northeast NPN Region)        |
| Asian Health Coalition<br>(Central NPN Region)         |  |

## The National Prevention Network’s Five Regions



MAY 2014

RELEASE OF “TALK. THEY HEAR YOU.” MOBILE APP

JUNE 2014

CONTINUE AND MONITOR PSA DISTRIBUTION

# Pilot Site Media Coverage and Activities

**Teen Drinking**

**Parents Info**

**Talk. They Hear You.**

**METROPOLITAN DRUG COMMISSION**

Metropolitan Drug Commission in Knoxville, TN, featured "Talk. They Hear You." messages in their organization's newsletter.



Erie County Council, Buffalo, NY, features the print PSA on a local billboard.

## 啤酒廣告

### 談論喝酒問題的最佳時機。

未及十三歲就開始喝酒的青少年的人數數字驚人，因此您必須抓緊一切機會和子女討論未成年飲酒的危害性。子女十三歲以前是開始不斷討論喝酒問題的最佳年齡。欲知如何、以及何時開始談話，請訪問：

[www.underagedrinking.samhsa.gov](http://www.underagedrinking.samhsa.gov)

**talk**  
they hear you

**SAMHSA**  
Substance Abuse and Mental Health Services Administration

Asian Health Coalition in Chicago, IL, translated the print PSA into Chinese for distribution in their community.



**SAMHSA Underage Drinking Campaign Survey**

- Currently, do you see drinking alcohol as an issue to be concerned about regarding your child/children?
  - Yes
  - No
- Do you think there is anything you could do to prevent your child/children from drinking alcohol?
  - Yes
  - No
  - If yes, what do you think you could do to prevent them from drinking?
- Have you ever had a conversation with your child/children about alcohol?
  - Yes
  - No

People Reaching Out, Sacramento, CA, evaluation survey sample.

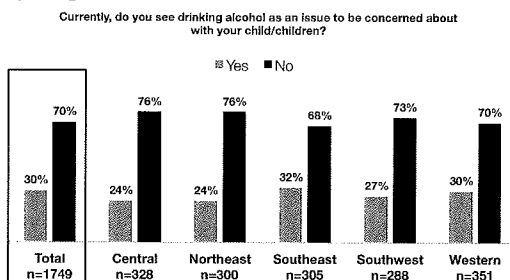
# Testing Campaign Effectiveness Pre-Launch

In addition to the pilot sites, SAMHSA administered a national Web survey to establish baseline attitudes, beliefs, and behaviors related to underage drinking. Through “control” and “stimulus” groups, SAMHSA assessed longitudinal changes in underage drinking prevention behaviors and attitudes over a 3-month period. A small sample provided qualitative feedback on the content, layout, and delivery of the PSAs.

## Measuring Our Success

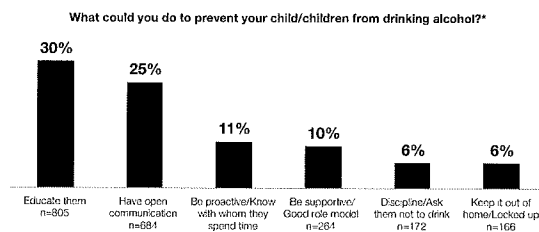
- Underage drinking is not a top-of-mind issue; less than half of all parents surveyed reported concern.

### General Attitude Toward Underage Drinking: by Region



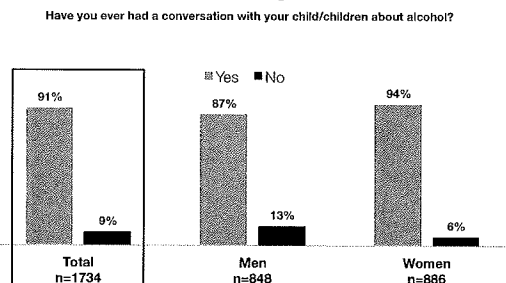
- Education and conversations with children were the top two ways parents said they could prevent underage drinking.

### Preventing Underage Drinking



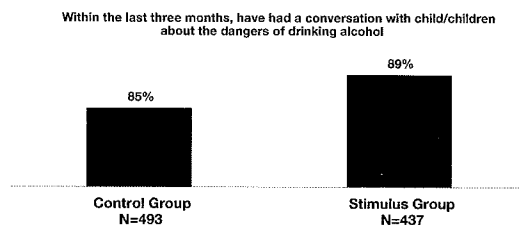
- Women are much more likely to have had a conversation with their children about underage drinking.

### Discussion of Underage Drinking: by Gender of Parent/Caregiver



- The majority of parents exposed to the materials said they were believable and a third said the materials left an impression on them.
- A quarter of parents exposed to the PSAs agreed the PSAs were one of the best ads they had seen related to underage drinking prevention.
- A quarter of parents exposed to the PSAs said they would seek out more information about SAMHSA.
- Parents exposed to the PSAs were much more likely to have had a conversation with their children about the dangers of underage drinking in the last three months.

### Discussion with Children About the Dangers of Drinking Alcohol

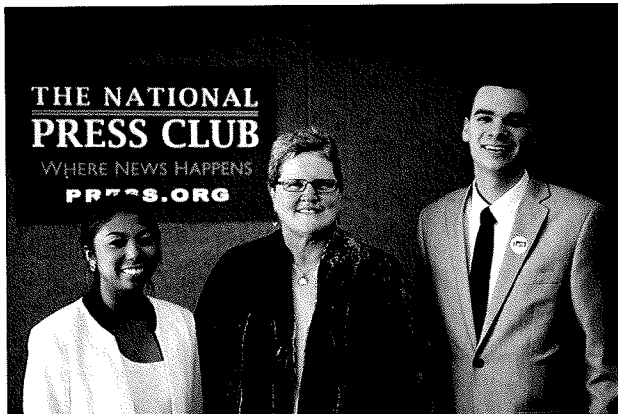


- Parents and caregivers asked for additional modeling scenarios in the print PSAs.

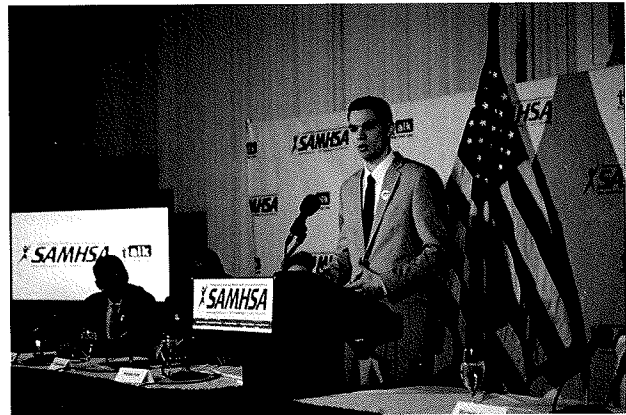
# Launching “Talk. They Hear You.”

SAMHSA launched “Talk. They Hear You.” in conjunction with SAMHSA’s 2013 National Prevention Week on May 13, 2013, in Washington, DC. A national PSA distribution effort followed.

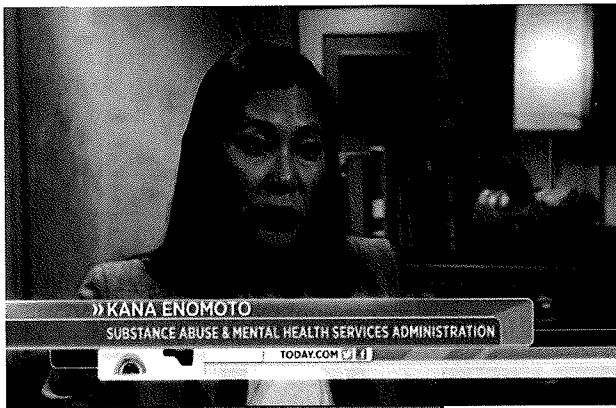
“Talk. They Hear You.” also worked with local, state, and national partners to disseminate Campaign materials across the U.S.



*Administrator Hyde and youth underage drinking prevention advocates*



*Youth underage drinking prevention advocate*



*TODAY Show interview with Kana Enomoto, Principal Deputy Administrator, day of launch*



*The SAMHSA team at the Campaign launch*

## Web Site

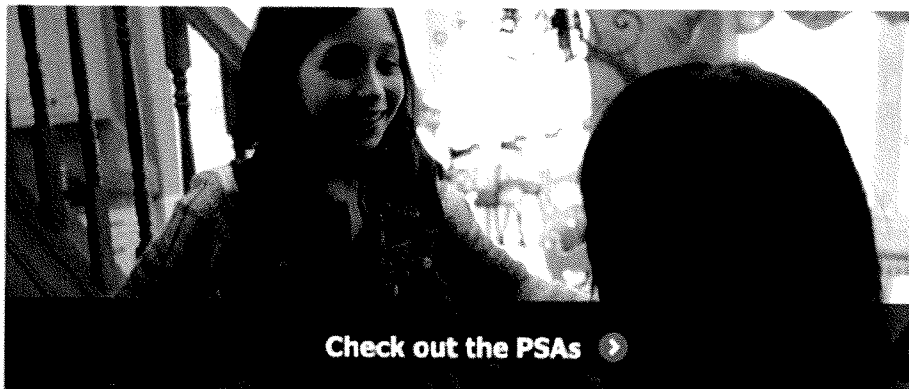
The Internet plays an important role in parents' information-seeking about underage drinking. More than half of all people surveyed in SAMHSA's national Web survey reported they would go online for more information about underage drinking prevention. The Campaign's Web site, [www.underagedrinking.samhsa.gov](http://www.underagedrinking.samhsa.gov), was

developed in May 2013 and re-launched in April 2014. The Web site contains parental resources, partner resources, information about the Campaign, downloadable PSAs and other information to provide parents, caregivers, and partners with the resources they need to help prevent underage drinking.



### Talk. They Hear You.

SAMHSA's underage drinking prevention campaign helps parents and caregivers start talking to their children early—as early as 9 years old—about the dangers of alcohol.



Give your **feedback** today!

#### Take Action



[Tips for talking with kids about alcohol.](#)



Don't know what to say to your child about alcohol? [Create your Action Plan.](#)



[Download the complete Partner Toolkit](#)

#### In the News



[See CSAP Director, Fran Harding, on Comcast Newsmakers.](#)

## “Talk. They Hear You.” Role-Play Tool

During the formative research phase, SAMHSA discovered that most parents did not know where or how to start a conversation about the dangers of underage drinking with their kids. Parents didn't know how important their words could be. Most importantly, parents wanted help.

SAMHSA began looking for a creative, out-of-the-box way to model effective conversations about drinking as a supplement to the Campaign materials and PSAs. SAMHSA partnered with subject matter experts, and an online game developer, to create a first-of-its-kind online role-play tool. The first version of the tool launched in fall 2013.

This tool uses “emotionally responsive” virtual humans (avatars) to teach parents and caregivers how to effectively use a conversation to influence their child's behavior and attitudes toward alcohol. Parents can practice talking to a child in a

realistic yet risk-free environment (even equipped with an undo button). Along the way, they get tips from coaches based on the Motivational Interviewing Model.

In 2014, SAMHSA developed a 2.0 version of the tool, which features improvements, including:

- Mobile app to reach parents on-the-go, available for Android, iOS (Apple), and Windows devices;
- Diverse avatars with whom more parents and caregivers can identify; and
- 3D environment to give users an enhanced experience.

In April 2014 this tool received national recognition as a finalist for the “Most Significant Impact” award for Games for Change, leaders in a movement dedicated to using digital games for social change.



*Samples of the iPhone mobile app.*

In April 2014, “Talk. They Hear You.” received national recognition as a finalist for the “Most Significant Impact” award for Games for Change.



# Distribution

The first wave of PSAs were distributed in early May 2013. The materials were sent more than 5,000 outlets, including:

- 900 broadcast TV stations;
- 500 cable TV stations;
- 3,500 radio outlets;
- 300 print outlets (200 newspapers and 100 magazines); and
- 235 community-based outlets in the Washington, DC area.

This package included a storyboard, the Broadcasters Café Newsletter, and an evaluation bounce-back card. Personal outreach and follow-up with many of these outlets followed.



Washington Metropolitan Area Transit Authority rail placement



Reagan National Airport baggage claim placement



Walmart check-out TV placement throughout 550 Walmart Supercenters nationwide

TV psas

"Mom's Thoughts" :60 / :30 / :15  
 "Talk. They Hear You." :60 / :30 / :15

**Underage Drinking Prevention National Media Campaign**

Research shows that drinking disrupts children's learning and puts them at risk for other dangerous behaviors. Parents and caregivers are the primary influencers in preventing underage drinking. "Talk. They Hear You." can teach parents and others in your community how to start the conversation with youth about the dangers of underage drinking.

**FAST FACTS ON UNDERAGE DRINKING:**

- Many young people start drinking between the ages of 9 and 15.
- When children drink, they tend to drink a lot. On average, they have about five drinks on a single occasion.
- Teens who use alcohol are more likely than teens who don't drink to be sexually active at earlier ages, to have sex more often, and to have unprotected sex.
- Young people who drink are more likely to have health issues such as depression and anxiety disorders.
- In the U.S., an estimated 5,000 individuals under age 21 die each year from injuries caused by underage drinking.
- More than 4 in 10 people who begin drinking before age 15 eventually become dependent on alcohol.

**"MOM'S THOUGHTS" :60/:30/:15**

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**"TALK, THEY HEAR YOU." :60/:30/:15**

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www.underage.drinking.samhsa.gov

IF YOU NEED ANOTHER DUB FORMAT OR REPLACEMENT DUB CALL VIDEO LABS AT 1-800-800-8240

Storyboard



In the fall of 2013, SAMHSA followed with another push in two large markets: Atlanta and Los Angeles.

In March 2014, SAMHSA distributed both of its TV PSAs, "Talk, They Hear You." (father-son) and "Mom's Thoughts," to more than 1,000 outlets.

The Native American PSAs and radio spots were distributed in June 2014 to more than 100 radio and 100 print outlets serving Native American audiences.

The PSAs were also posted to the Campaign Web site and the distributor's "PSA Digital Platform" so anyone interested in using the ads had quick and easy access to them, including high-resolution and broadcast quality versions.



Mall of Columbia in Columbia, MD print placement.

THE WALL STREET JOURNAL WEEKEND INVESTOR WEALTH MANAGER

### Should You Buy Retirement Income?

By Dan Fisman  
New law in an emerging market...  
The article discusses the pros and cons of buying retirement income, particularly in emerging markets. It mentions that while there are risks, there are also opportunities for growth and diversification. The author suggests that investors should carefully evaluate the risks and rewards before making a decision.

### Health-Care Tax Breaks

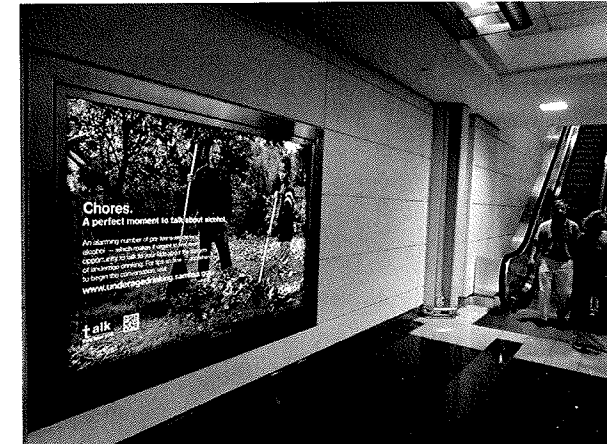
By Dan Fisman  
The new law...  
The article discusses various health-care tax breaks available to investors. It covers topics such as the deductibility of medical expenses, the tax treatment of health insurance premiums, and the impact of the new law on these deductions. It also mentions the importance of consulting with a tax professional to maximize these benefits.



Washington Metropolitan Area Transit Authority bus placement



THE EASIEST WAY TO STORE 300 FEET OF GARDEN HOSE  
Frontgate  
Up to twice as long, it fits in other automatic tools, one 100 ft. garden hose also... you can easily manage frequent watering tasks. A gentle roll, your mobility increases the hose into the durable, all-weather hose, a 1/2" leader hose. Nozzle sold separately. If you're not completely satisfied, we'll refund the purchase price and a 10% restocking charge.  
AT AN EXPERIENCE FRONTGATE PRICE  
\$89.50  
5 YEAR WARRANTY  
FRONTGATE  
GREAT FOR HOMEOWNERS AND GARDENERS



Reagan National Airport placement

Wall Street Journal placement



# AccentHealth

“Talk. They Hear You.” has integrated with primary care to increase the Campaign reach. In the first quarter of 2014, the TV PSA was placed throughout the AccentHealth network. AccentHealth is the #1 healthy lifestyle television network designed specifically for patients in medical waiting rooms. Produced by CNN’s Health Unit, the program focuses on preventative approaches to leading healthier and safer lives. The TV PSA was played 598 times throughout the three months which generated an ad equivalency of over \$390,000 and reached an audience of over 19 million.

 AccentHealth



## News Media

Outreach to journalists around the Campaign launch led to widespread national and regional media coverage in parent-focused publications and Web sites, as well as national and regional news outlets (print, radio, and TV). Prominent coverage was secured in several major outlets including *NBC'S TODAY Show*, *ABC Radio Network*, *National Public Radio*, and *NBC News Network*.

In 2012, "Talk. They Hear You." partnered with SAMHSA's Underage Drinking Prevention Education Initiatives project to place the TV PSA on a Jumbotron in New York's Times Square.

A second wave of media outreach began in December 2013 and highlighted the increased rate of first-time drinking during the holiday season.

Media outreach connecting "Talk. They Hear You." and SAMHSA's new online role-play tool with timely national media topics continued in 2014.



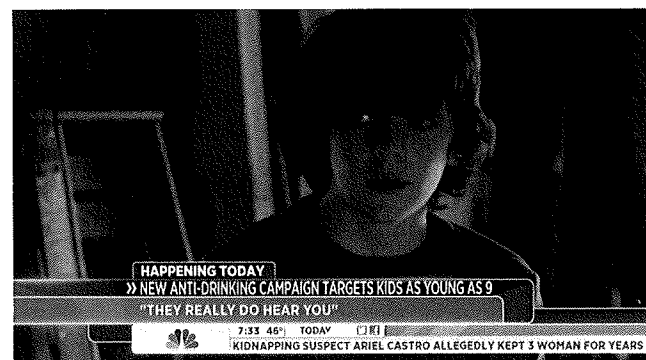
*Radio interview with Director Harding and a father and son for WNEW 99.1 FM on March 20, 2014*



*New York's Times Square Jumbotron*



*Comcast Newsmakers interview with Director Harding on March 24, 2014*



*TODAY Show interview with Kana Enomoto, Principal Deputy Administrator, on May 13, 2013 during the coveted 7:00 a.m. time slot*




*Boston Fox 25 interview with Director Harding on May 15, 2013*

# Social Media


“Talk. They Hear You.” partnered with SAMHSA’s Office of Communications to promote underage drinking prevention via Facebook, Twitter, YouTube, and the SAMHSA blog. SAMHSA used these social media accounts to provide frequent updates on the Campaign progress, promote new

PSAs and resources, and link underage drinking to timely events (e.g., Super Bowl, Prevention Day, holiday season). Also, sample texts and posts were included in the partner toolkit to help local coalitions and partners support the Campaign messages using their networks.



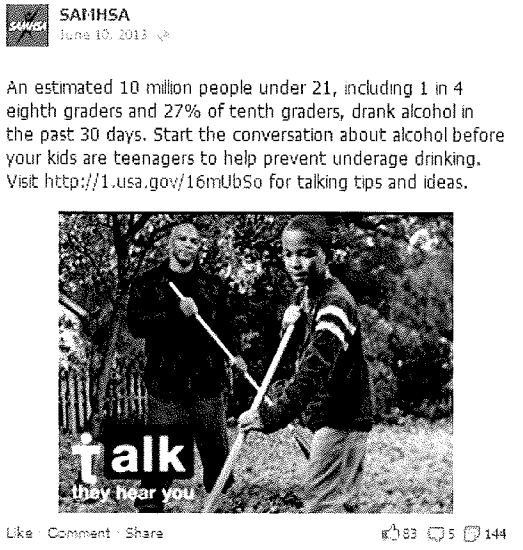
**SAMHSA** shared a link. January 27

Lights, Camera, Action! SAMHSA's new blog post takes you behind the scenes of the making of the new TV public service announcement for the "Talk. They Hear You." underage drinking prevention campaign. Check it out at <http://1.usa.gov/1H9sKZ>.




**SAMHSA Blog** » Blog Archive » Lights, Camera, Action: A Behind-the-Scenes Look at the Latest...  
[blog.samhsa.gov](http://blog.samhsa.gov)

By: Robert M. Vincent, M.S.Ed., Public Health Analyst, Center for Substance Abuse Prevention, Substance Abuse and Mental Health Services Administration (SAMHSA)



**SAMHSA** June 10, 2013

An estimated 10 million people under 21, including 1 in 4 eighth graders and 27% of tenth graders, drank alcohol in the past 30 days. Start the conversation about alcohol before your kids are teenagers to help prevent underage drinking. Visit <http://1.usa.gov/16mUb5o> for talking tips and ideas.



Like Comment Share 83 5 144



**HHS.gov** @samhsagov May 13  
@samhsagov launches #TalkTheyHearYou - a new underage drinking prevention PSA campaign! Watch the launch event LIVE! go.usa.gov/TFKJ

**MADD** @MADDOnline May 11  
Check out SAMHSA's new #TalkTheyHearYou PSAs for parents! goo.gl/yjVg

**U.S. Surgeon General** Surgeon\_General Jun 4  
Many pre-teens are already drinking alcohol. For tips on talking with your kids visit [underagedrinking.samhsa.gov](http://underagedrinking.samhsa.gov) #TalkTheyHearYou

**Marion County Health** MarionCo Health Feb 10  
Your child is listening. What will you say? For tips [samhsa.gov/underagedrinking](http://samhsa.gov/underagedrinking) #TalkTheyHearYou

**SAMHSA** @samhsagov Dec 31  
Text your child this #NYE & prevent underage drinking. See sample text messages at [1.usa.gov/18ozkOA](http://1.usa.gov/18ozkOA) #TalkTheyHearYou

**NHSC** @NHSCoalition Feb 25  
Underage alcohol use can impact the developing brain, which matures into the mid-to-late 20s #TalkTheyHearYou [ow.ly/Yzgi](http://ow.ly/Yzgi)

**Freedom Institute** @Freedom10027 Jun 13  
MT @samhsagov: 33% of US 8th graders have tried alcohol. Start the alcohol conversation now! Visit [1.usa.gov/1qzJiD](http://1.usa.gov/1qzJiD) #TalkTheyHearYou

**SAMHSA** @samhsagov Feb 2  
SuperBowl: The perfect time to talk to your kids about alcohol. #StartTheConvo at [1.usa.gov/1qzJiD](http://1.usa.gov/1qzJiD) #TalkTheyHearYou



## SAMHSA's Prevention Day 2013 and 2014

The Campaign was featured at SAMHSA's Prevention Day to first debut "Talk. They Hear You." in 2013 and then to unveil new TV PSAs in 2014. Prevention Day provided the ideal opportunity to share the Campaign with an audience of over 2,000 attendees which included members from the Community Anti-Drug Coalitions of America, Safe Schools/Healthy

Students, and Drug-Free Communities. In 2014 the Campaign's online role-play simulation, was featured in a workshop presentation and at the cybercafé in which attendees were able to try out the latest tool from the Campaign.

## Partnerships

"Talk. They Hear You." has the support of numerous national groups, including the Community Anti-Drug Coalitions of America and National Parent Teacher Association, which are assisting SAMHSA in disseminating the Campaign. For a full list of partners, see page 1.

### National Parent Teacher Association



*everychild.one voice.®*

The Campaign materials and resources were distributed to a network of schools concentrating on behavioral health across the nation that are part of the PTA's School of Excellence program.

"Talk. They Hear You." was also featured on a blog for the National PTA.

**National PTA**  
everychild.one voice.®

## One Voice

Home About PTA About One Voice PTA Website

### Talk. Your Children Really Do Hear You.

APRIL 16, 2014 BY FRANCES HARDING LEAVE A COMMENT

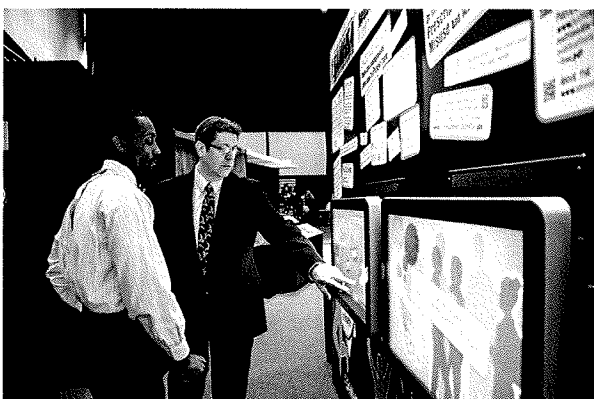
If you are reading this, you likely play an integral role in helping young people succeed. On behalf of the Substance Abuse and Mental Health Services Administration (SAMHSA), I want to thank you for your commitment to youth. I also want to warn you about underage drinking, a threat to our young people that we are paying special attention to at SAMHSA.

Underage drinking has been a longstanding, persistent problem—so much so that some have decided it's just something children go through. Many have forgotten how seriously alcohol can undermine a young person's life goals. Yet, research shows that underage drinking is associated with academic problems, unintended, unwanted, or unprotected sexual activity, drug use, injury or death from accidents, and alcohol can harm the developing brain. Further, people who start drinking before age 15 are five times more likely to develop alcohol problems as adults than those who begin drinking at 21 or older.

That is why SAMHSA, together with partners including the PTA, launched the "Talk. They Hear You." underage drinking prevention campaign. The campaign empowers parents and caregivers to talk with their children as young as 9 years old about alcohol. It also helps parents be effective in these sometimes tough conversations with tools such as *Start the Talk*.

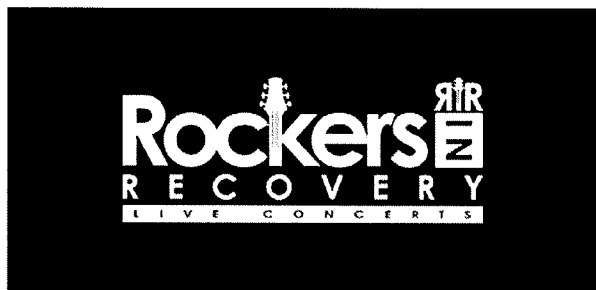
**DEA Exhibit**

The Campaign is part of the Drug Enforcement Agency's *Target America: Opening Eyes to the Damage Drugs Cause exhibit*, currently at the Maryland Science Center in Baltimore, MD. This national touring exhibit features the Campaign video PSAs, partner toolkit, and the online role-play tool.



**Rockers in Recovery**

SAMHSA has partnered with Rockers in Recovery (RIR), a non-profit that provides education and support about addiction and treatment options. RIR has featured the Campaign on their blog, as well as provided materials at their events nationwide.



"Talk. They Hear You."

Rockers in Recovery is partnering with the Substance Abuse and Mental Health Services Administration (SAMHSA) on their latest underage drinking prevention campaign. Called "Talk. They Hear You." This campaign empowers parents with the tools, resources, and confidence to start talking with their kids early about the dangers of underage drinking—even before their kids are teenagers. Studies show that most 6-year-olds know that alcohol is only for adults. Between the ages of 9 and 13, many children begin to think underage drinking is OK. Some even start to experiment.



**SAMHSA Prevention Day**

"Talk. They Hear You." unveiled the new PSA, Mom's Thoughts, to over 2,000 attendees. A workshop on the Campaign and cyber café featuring the online role-play tool was also provided.

**Local Coalition example**

The Dover Coalition, Dover, NH, hosts an underage drinking prevention town hall.

**A Town Hall Meeting on Underage Drinking**



DATE: WEDNESDAY MAY 28, 2014 TIME: 6:00-7:30PM

LOCATION: MCCONNELL CENTER CAFÉ—30 ST. THOMAST ST. DOVER

You Are the Most POWERFUL Influence on Your Child's Behavior



Join us as we share data on what is happening in Dover and provide information on age appropriate prevention messages for youth. Participants will gain knowledge and skills about how to talk to kids as young as 2 years old and how to continue the conversations through elementary, middle and high school.

Light refreshments and free childcare will be provided

**Did You Know...**

- 13 years old** The average age of a student's first drink is 13 years old. That means that some students are older but some are younger than 13 when they have their first drink.
- Parents** Surveys of Dover students tell us that parents are the most powerful influence on their decision to drink or use other substances.
- 46%** 46% of Dover 7th and 8th graders say that they haven't talked to their parents about the dangers of tobacco, alcohol or drug use during the past 12 months.

This event is sponsored by the Dover Coalition for Youth through a grant from the Substance Abuse and Mental Health Services Administration. For more information about the event please contact: [Newshub@rockersrecovery.com](mailto:Newshub@rockersrecovery.com) or by calling 603.576.5476

The Center for Prevention & Counseling, Newton, NJ, promotes the Campaign materials on their website.

# Evaluation

Evaluation of the Campaign to date has included a Gallup Panel survey, a pilot study, and the collection of process measures to monitor Campaign activities. Process measures include metrics for PSA distribution and media outreach, such as number of placements, impressions, and ad equivalency values. Other process measures collected include materials distributed, partnerships formed, attendance at Campaign presentations and events, as well as Web site and social media metrics. SAMHSA is currently planning a more in-depth outcome evaluation of the Campaign.

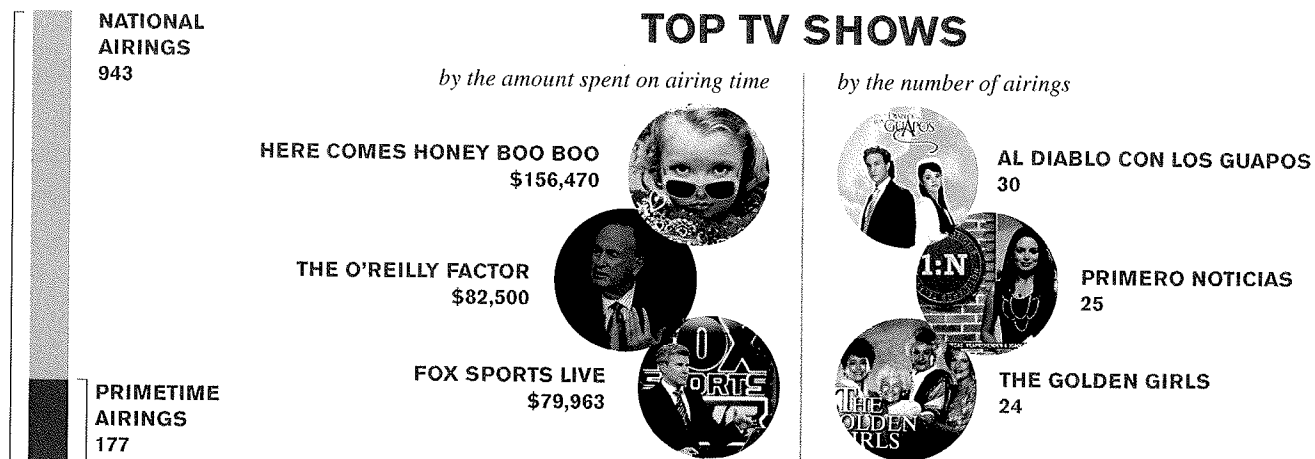
The Campaign has generated excellent results, surpassing 1.7 billion impressions in just over a year with good representation across the U.S. This includes a presence in all 50 states.

The majority of all PSA usage came from television, which is the most effective medium for reaching the largest number of people and generating the most value.

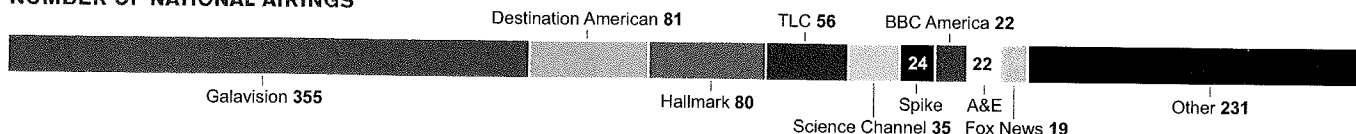
As of July 9, 2014, the Campaign has:

- Earned more than one billion impressions (1,745,137,292 impressions).
- Generated an advertising equivalency of more than \$24 million (\$24,614,502).
  - TV PSA placement: \$22,006,251
  - Earned media: \$1,219,849
  - Print and community-based PSA placement: \$1,356,053
  - Radio PSA placement: \$32,349
- Been placed in the DCA, Dulles, and LAX airports; multiple greater DC-area shopping malls; DC WMATA metrorails and metrobuses; throughout Los Angeles and Atlanta; and across the country on AccentHealth Media Network and Walmart SuperCenters checkout TVs.

## Highlights From iSpot.TV Advertising Tracking Platform

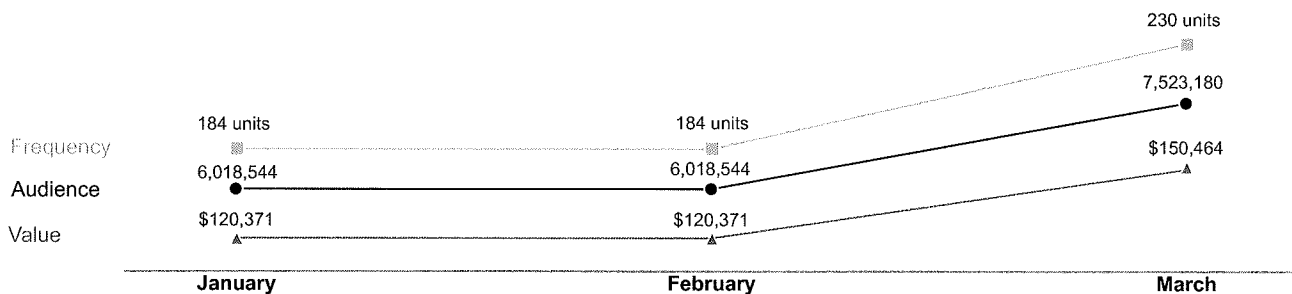


### TOP TV NETWORKS BY THE NUMBER OF NATIONAL AIRINGS



### Results from AccentHealth TV Placement

AccentHealth is the #1 healthy lifestyle television network designed specifically for patients in medical waiting rooms. Produced by CNN's Health Unit, the program focuses on preventative approaches to leading healthier and safer lives. During the first quarter of 2014, the "Talk. They Hear You." TV PSA played 600 times across the AccentHealth network. This generated an ad equivalency of \$391,206 and reached an audience of over 19 million.



## SECRETS OF SUCCESS

THE SUCCESS OF THE CAMPAIGN CAN BE ATTRIBUTED TO:

- Deriving strength from decades of research about the problem of underage drinking and, importantly, promising solutions;
- Focusing on inclusion with input from expert panel, technical experts, partners, and others to create campaign materials and products;
- Incrementally developing and distributing products periodically to keep the Campaign fresh;
- Using real families and communities in the ads; and
- Consulting an expert panel throughout all aspects of the Campaign development and implementation.

