



UNDERAGE DRINKING PREVENTION NATIONAL MEDIA CAMPAIGN

Campaign Overview

BRIEFING SOURCE DOCUMENT



“TALK. THEY HEAR YOU.”

Substance Abuse and Mental Health Services Administration
Pamela S. Hyde, J.D., Administrator

Center for Substance Abuse Prevention
Frances M. Harding, Director
Division of Systems Development
Virginia Mackay-Smith, M.P.H., Director
Robert Vincent, M.S. Ed, Project Officer
David Wilson, Alternate Project Officer

Office of Policy, Planning, and Innovation
Steve Wing, Associate Administrator for Alcohol Policy

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 (STOP) Act, in coordination with the Interagency Coordinating Committee on the Prevention of Underage Drinking (ICCPUD) and the following national Campaign partners:

Community Anti-Drug Coalitions of America
Leadership to Keep Children Alcohol Free
National Alcohol Beverage Control Association
National Association of State Alcohol/Drug Abuse Directors
National Conference of State Liquor Administrators
National Institute on Alcohol Abuse and Alcoholism
National Liquor Law Enforcement Association
National Parent Teacher Association
National Prevention Network
National Youth Recovery Foundation
Office of National Drug Control Policy
Students Against Destructive Decisions
Young People in Recovery

SAMHSA FOCUSES ON UNDERAGE DRINKING PREVENTION

The Substance Abuse and Mental Health Services Administration (SAMHSA) Center for Substance Abuse Prevention (CSAP) was directed by Congress to conduct an 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**.



TIMELINE

JANUARY 2010

JULY 2010

BACKGROUND STUDY

MESSAGE TESTING FOCUS GROUPS WITH PARENTS

EXPERT PANEL KICKOFF MEETING

What The Research Says

Underage drinking continues to be a national public health issue, especially among adolescents.¹ 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.² Further, underage drinking has severe consequences, many of which parents may not be fully aware, such as injury or death from accidents;³ unintended, unwanted, and unprotected sexual activity;^{4,5} academic problems;⁶ and drug use.⁷

Parents have a significant influence on young people's decisions about alcohol consumption.⁸ 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.⁹

SAMHSA's "Talk. They Hear You." Campaign addresses these issues by drawing from social marketing and health education behavior theories, neurological research, and the findings of the 2009 Institute of Medicine report, which noted that the term "mental, emotional, and behavior disorders" encompasses both mental illness and substance abuse.¹⁰

¹ Substance Abuse and Mental Health Services Administration. Results from the 2010 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, 2011.

² 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.

³ 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.

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

⁵ 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.

⁶ 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).

⁷ 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).

⁸ 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.

⁹ Sieving, R.E., Maruyama, G., Williams, C.L., and Perry, C.L. (2000). Pathways to adolescent alcohol use: Potential mechanisms of parent influence. *Journal of Research on Adolescence*, 10(4), 489-514.

¹⁰ National Research Council and Institute of Medicine. (2009). Preventing Mental, Emotional, and Behavioral Disorders Among Young People: Progress and Possibilities. Committee on Prevention of Mental Disorders and Substance Abuse Among Children, Youth and Young Adults: Research Advances and Promising Interventions. Mary Ellen O'Connell, Thomas Boat, and Kenneth E. Warner, Editors. Board on Children, Youth, and Families, Division of Behavioral and Social Sciences and Education. Washington, DC: The National Academies Press.

“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 2011 _____

JULY 2011 _____

SEPTEMBER 2011 _____

INTERVIEWS WITH CHILDREN

EXPERT PANEL MEETING

CONCEPT TESTING FOCUS GROUPS WITH PARENTS

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. 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)*

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

The “Talk. They Hear You.” PSAs include :30- and :60-second television spots, radio spots 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 during a beer commercial. 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.



NOVEMBER 2011

JANUARY 2012

MARCH 2012

EXPERT PANEL MEETING

PILOT SITES SELECTED

PILOT SITE KICKOFF MEETING

Piloting “Talk. They Hear You.” across SAMHSA’s National Prevention Network (NPN)

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.

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
(Western NPN Region)
- Summit Prevention Alliance
(Southwest NPN Region)
- Asian Health Coalition
(Central NPN Region)
- Metropolitan Drug Commission
(Southeast NPN Region)
- Erie County Council
(Northeast NPN Region)

The National Prevention Network’s Five Regions



MARCH 2012

APRIL 2012

PSA PRODUCTION

PSAs READY FOR PILOT TESTING

T&TA TO PILOT SITES

Pilot Site Campaign Impressions

May 21, 2012

www.knoxfocus.com

PAGE AS

My mother, the boxer

My mother had the allure of a mountain cove at twilight, the dark hair and dusky skin that often claim to be Cherokee, but in most likely a rich mix of Midwestern, Georgian, Her eyes were dark as smoldering coals and deep as her secrets. A Light up My Life." Hear woman's heavy know stood up at her memorial and desecrated her as "the striking woman" and independent word. She stands you with her eyes, with her switches and with her tongue. The sacrifices she made for me and the love she gave me were in every sense of the same soundtracks, the same produce, the same cut much deeper than the whips she lashed from the bloodberries and the honeyuckle. Blackberries and honey, suckle were floating through laundry room. I remind ed my brother that mom's favorite song by Simon and Garfunkel played as my brother's car on the thought of Mom's reaction



By Sarah Baker

negotiate Mom's to "The Boer" as a lesson on sympathy. Poor kid goes to the big city broke and gets railroaded and trapped into a life as a boer, a sad character for whom my mother could be in indegrets. I go, how I realize that it was not a lesson on sympathy at all, but a lesson on empathy. My mother was not a boer, of course, or even a boy. She never went off to the city to make it big. I do think, however, that when she married my father in 1955 there probably were a pocketful of mumblebees such as promises, Allies and just. Still a man hears what she wants to hear and disregards the rest. "I am leaving, I am leaving, I am leaving," I choose to marry my husband and I experienced a level of betrayal and abandonment that cost me to fight without fighting deathly. On some level, I felt that failing at marriage meant I was not as virtuous as my mother. When I told her about feeling this way, she took my hand in hers and told me that she was proud of me. Unlike her, I had gotten my education. I was in the middle

Knoxville Elks Host Annual Scouting Award Dinner

The Annual Scouting Award Dinner, hosted by the Knoxville Elks Lodge #1650, was held on Friday, May 11, in the Lodge Bathroom. This year 19 young ladies and 90 young men achieved the highest award in Girl Scouts and Boy Scouts of America. The presentation of these awards was made by the Exalted Ruler David Brooks, invocation by Michael Jackson, past Exalted Ruler, and Master of Ceremonies was given by Frinky Miles II, the Pledge of Allegiance was read by Dawn Barik, Esquire, and private sing-alongs with mom in the laundry room. I reminded my brother that mom's favorite song by Simon and Garfunkel played as my brother's car on the thought of Mom's reaction



Todd Hatfield and David Brooks with the honored Girl Scouts and Boy Scouts.

SHRIMP BOIL
To Benefit the Knox County's Sheriff's Office
Officer of the Month Program
FRIDAY, MAY 25
Elk's Lodge:
5600 Lonas Road
Food served at 6
Band begins at 7
\$15/person
RSVP to Tom at 806-1340

Fountain City Auction
4109 Central Ave Pike | Knoxville, TN 37912
604-3468
For all your Auction Needs
WE BUY ESTATES

Next week's Focus will be distributed on Tuesday, May 29 in observance of Memorial Day.

Beer commercials.
A perfect moment to talk about alcohol.

An alarming number of pre-teens are drinking alcohol — which makes it urgent to find every opportunity to talk to your kids about the dangers of underage drinking. For tips on how — and when — to begin the conversation, visit: www.underagedrinking.samhsa.gov

talk they hear you

SAMHSA U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES

Metropolitan Drug Commission, Knoxville, TN, print PSA placement in prominent Knoxville newspaper.

Teen Drinking

Parents Influence Teens

Metropolitan Drug Commission

According to the Center for Addiction and Substance Abuse, more than "hundreds of" parents have a 20 percent lower risk of their child drinking and using drugs than those with "hands-off" parents. However, more than 70 percent of parents do not know how to talk to their children about the dangers of underage drinking. A 2008 study conducted by the Prevention for the Drug-Free America and SAMHSA Foundation partners revealed that 60 percent of the parents who participated in parent trainings had been trying alcohol.

When it comes to talking about alcohol, parents often don't know when to start to have a talk. A few parents try to have conversations with their kids and, through the conversation, discover that their kids are already drinking.

The Prevention for the Drug-Free America Foundation offers a free online course, "Talk About the Health and Safety of Alcohol," which provides parents with the tools and information they need to have a successful conversation with their child about alcohol.

Established in 1998, the Metropolitan Drug Commission is a public-private partnership between the City of Knoxville and the Metropolitan Drug Commission. The Commission's mission is to reduce the use of alcohol, drugs, and tobacco in the community and to provide support and resources for those who are struggling with substance use.

More Info for Parents: Parents should speak to their child about drinking and using drugs as early as possible. This conversation should be ongoing and not a one-time event. Parents should also be aware of the signs and symptoms of alcohol and drug use. If you are concerned about your child's drinking or drug use, talk to your doctor or a counselor.

For more information, visit www.underagedrinking.samhsa.gov

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

ERIE COUNTY COUNCIL
education prevention intervention
FOR THE PREVENTION OF ALCOHOL AND SUBSTANCE ABUSE

Did You Know May 2012

- Underage drinking is a serious problem in our society.
- By age twelve, ten percent of kids have already taken their first drink.
- At age thirteen that number has already doubled to twenty percent
- By age fifteen more than half (50%) have drank at least once in their short lives

What you can do:
While most parents realize that underage drinking is a problem, many don't know what to do about it, or feel powerless when it comes to talking to their children about it. However, research shows that parents are the primary influencers in a young teen's life and The Substance Abuse and Mental Health Services Administration (SAMHSA) Says: "Talk. They hear you!"

Beer commercials.
A perfect moment to talk about alcohol.

An alarming number of pre-teens are drinking alcohol — which makes it urgent to find every opportunity to talk to your kids about the dangers of underage drinking. For tips on how — and when — to begin the conversation, visit: www.underagedrinking.samhsa.gov

talk they hear you

SAMHSA U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES

USE FOR PRESS RELEASE More info: Megan Kunczek 716-831-2298 megan@eccpsa.org
The Erie County Council for the Prevention of Alcohol and Substance Abuse, Inc. publishes Did You Know, a regular update about alcohol & other drugs - America's #1 public health problem. ECCPSA - 1625 Hertel Ave., Buffalo, NY 14216 • 716-831-2298 • www.eccpsa.org

Erie County Council, Buffalo, NY, features print PSA and Campaign messages in a fact sheet.

July-September 2012

How soon is too soon to begin the alcohol conversation?

You may be thinking the image to the left is an exaggerated version of young drinkers. Unfortunately, it isn't unrealistic. The truth is that many kids are introduced to alcohol before they even reach middle school. It is a dilemma many parents struggle with. How do you talk to your child about alcohol when they haven't even left grade school?

It is never too early to start a conversation about alcohol. As young children start to become aware of alcohol, their natural curiosity may prompt them to ask questions. Parents and teachers should begin talking about alcohol as early as elementary school while adults have the most influence.

"Studies show that kids begin to view alcohol more positively around ages 10 or 11. In Knoxville, 1 in 10 middle school students admit to taking their first sip of alcohol before age 11," Heather Sutton, media relations and project director for MDOC, said. "Intervening before your child begins drinking can make the greatest impact."

Alcohol is a topic that is uncomfortable and unfamiliar for many parents. Remember, elementary schoolers are young and must be spoken to differently than you would talk to a teenager. The conversation should be developmentally appropriate and become more advanced as they grow. The following tips can help make the discussion flow easily:

Ages 4 to 7

- **Stay in the Present:** At this age, children have little concept of long-term consequences. Talk about alcohol by relating it to a scene from a current TV show or commercial. Allow them to ask questions, too.
- **Be Kind:** Keep the conversation positive and non-threatening. Don't get too specific or overwhelm your child with graphic details about drugs and alcohol.
- **Eliminate Confusion:** Explain the difference between foods, poisons, medicines, alcohol and drugs. Don't forget to include prescription drugs in the conversation.
- **Look At The Big Picture:** Make alcohol and drugs a part of a bigger conversation about wellness. Teach them to value themselves and respect their health.

Ages 8 to 11

- **Discuss The Consequences:** Now is a good time to talk about the long term and short term effects of alcohol and drugs, including brain damage, seizures, coma and death. Explain how abuse can be harmful to those around them as well.
- **Practice Refusal Skills:** Help your child learn to say "no" with role play. Emphasize the importance of being in control of your mind and body. Offer suggestions about what to say and praise them for good responses.
- **Encourage Choice:** Allowing your child to make their own decisions, no matter how small, will build their confidence and self-esteem. When it comes to substances, remind your child that they have the power to rise above negative influences.
- **Talk About Friendship:** Peer pressure plays a major role in substance use. Discuss what makes a good friend. Let them know "friends" that pressure them to drink or use drugs are not friends at all.
- **Provide Alternatives:** Research shows that teens with excessive spare time are 50 percent more likely than other teens to smoke, drink or use illegal drugs. Clubs, camps and community service opportunities stimulate the mind, build good character and promote positive behaviors. Plus, an active schedule affords kids fewer opportunities to experiment with drug and alcohol.
- **Keep It Lighthearted:** Integrating the conversation into your daily routine (in the car, during homework time or while playing sports) keeps the topic casual. Your child's attention span will thank you!

No matter your child's age, it is important for adults to be good role models. Remember, you are a living, breathing example for your child. Parents must "walk the walk" and "talk the talk" when it comes to alcohol abuse.

For answers to your drug and alcohol questions or for other parent tips, visit underageddrinking.samhsa.gov or www.metrolug.org.



Beer commercials.
A perfect moment to talk about alcohol.

talk
they hear you

SAMHSA
Substance Abuse and Mental Health Services Administration

www.underageddrinking.samhsa.gov

3

Metropolitan Drug Commission, Knoxville, TN, story about parents initiating conversations early about underage drinking.



Town Hall event about underage drinking prevention in Sacramento, CA, held by People Reaching Out.



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人喝酒的危害性。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.underageddrinking.samhsa.gov

talk
they hear you
請說話。他們聽得到。

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.



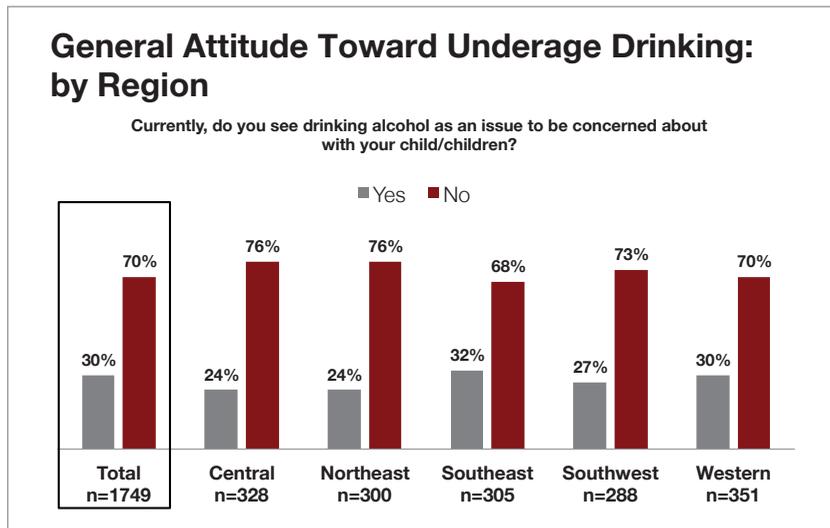
Summit Prevention Alliance in Frisco, CO, participated in the Frisco County Barbecue and distributed "Talk. They Hear You." materials to parents and caregivers of children ages 9 to 15.

Testing Campaign Effectiveness Pre-Launch

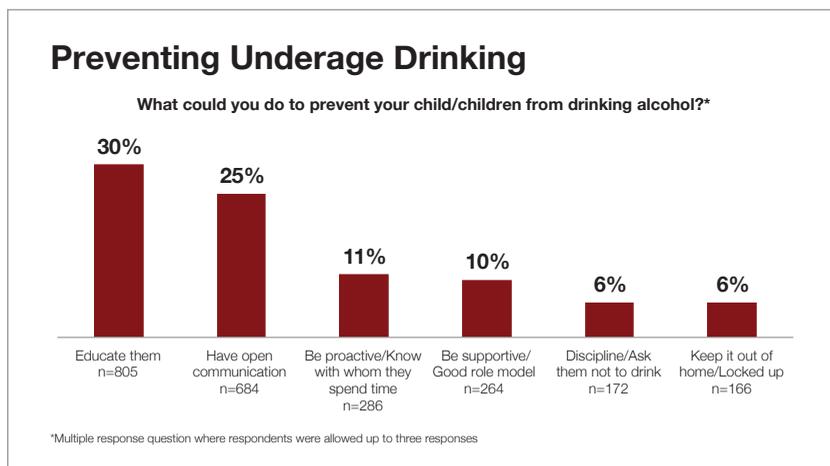
In addition to the pilot sites, SAMHSA administered a national web survey to establish baseline attitudes, beliefs, and behaviors related to underage drinking. “Control” and “stimulus” groups assessed longitudinal changes in underage drinking prevention behaviors and attitudes over a 3-month period. 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.



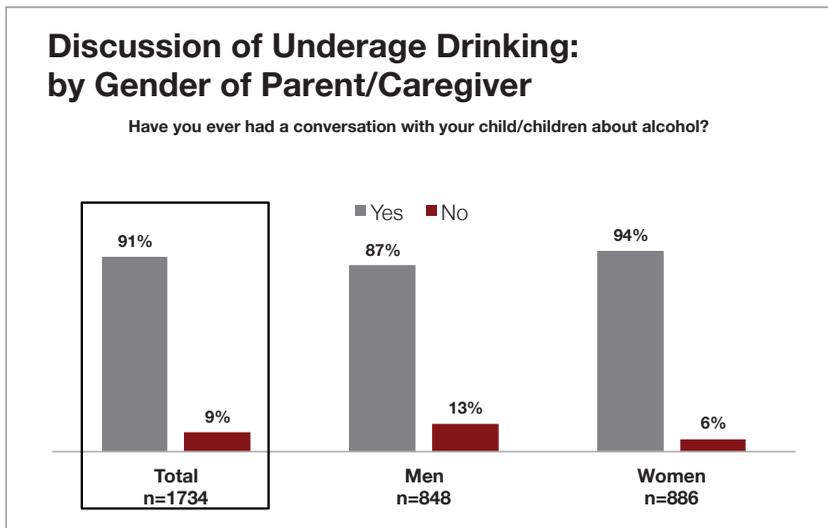
- Education and conversations with children were the top two ways parents said they could prevent underage drinking.



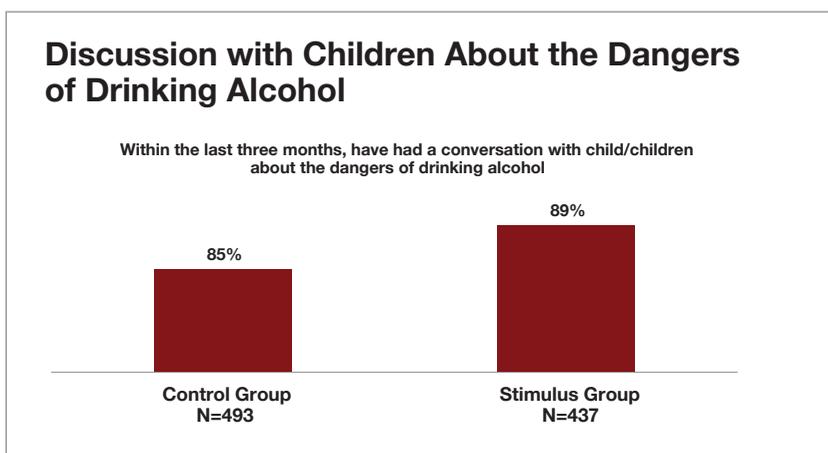
Findings are Promising

Parents exposed to the PSAs were much more likely to have had a conversation with their children about the dangers of underage drinking.

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



- 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.



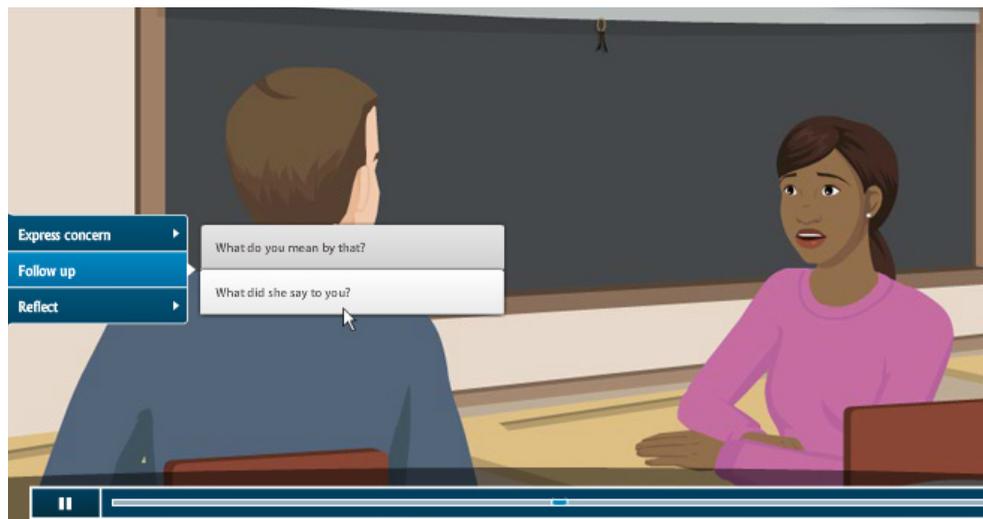
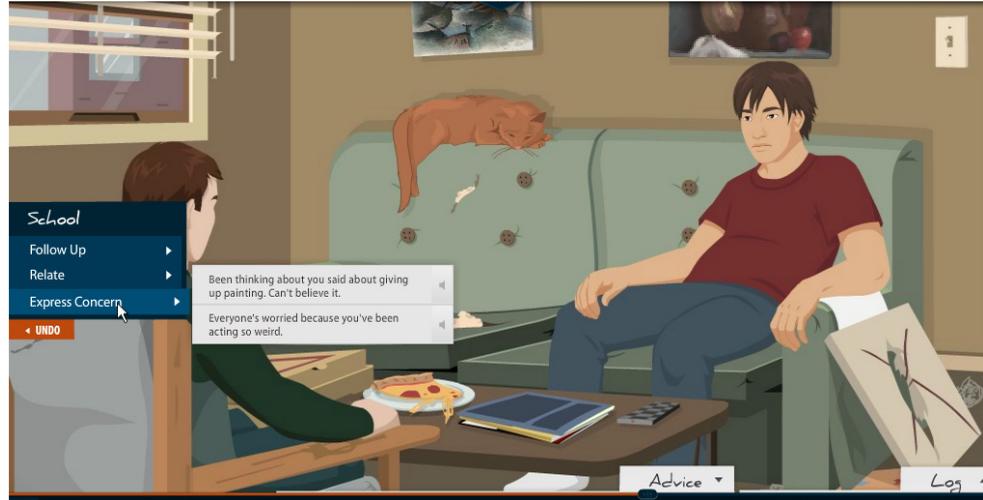
- Parents and caregivers would like additional modeling scenarios in the print PSAs.

Virtual Role Play Conversations

The Internet plays an important role in parent's 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—with the majority being women.

SAMHSA is developing a web-based role playing simulation for parents and caregivers, allowing them to practice virtually “talking” with a child about underage drinking. The role-play models human behavior, with simulated interactions changing based on the player's responses, helping parents build skills and confidence to conduct these types of conversations with their own children. This simulation is based on research in social cognition, learning theory, and neuroscience. Similar scenarios have been successfully developed for a number of health and mental health issues, such as post-traumatic stress disorder and suicide risk assessment, and have been listed in SAMHSA's National Registry of Evidence-based Programs and Practices.

Available summer 2013 at www.underagedrinking.samhsa.gov.



Sample simulations

Finalizing and Launching “Talk. They Hear You.”

SAMHSA is preparing for a national launch of “Talk. They Hear You.” in conjunction with SAMHSA’s Prevention Day on February 4, 2013. A national PSA distribution effort is planned for early February. “Talk. They Hear You.” also will work with local, state, and national partners to disseminate Campaign materials across the U.S.

Preparing for Launch

- **Revise PSAs** to include new versions featuring other ethnicities and modeling scenarios.
- **Develop Campaign tools** partners can use to promote the Campaign.
- **Continue partnership efforts** to deepen existing and forge new Campaign partners.
- **Meet with Campaign partners** late January 2013 to unveil the Campaign tools.
- **Launch the Campaign** on February 4, 2013 during SAMHSA’s Prevention Day.
- **Distribute PSAs and tools for parents** nationally and online.

“TALK. THEY HEAR YOU.” PARTNERS

Community Anti-Drug Coalitions of America

Interagency Coordinating Committee on the Prevention of Underage Drinking

Leadership to Keep Children Alcohol Free

National Alcohol Beverage Control Association

National Association of State Alcohol/Drug Abuse Directors

National Conference of State Liquor Administrators

National Institute on Alcohol Abuse and Alcoholism

National Liquor Law Enforcement Association

National Parent Teacher Association

National Prevention Network

National Youth Recovery Foundation

Office of National Drug Control Policy

Students Against Destructive Decisions

Young People in Recovery



