

For Immediate Release

Coalition for a Drug Free Carroll County
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January 31, 2019

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Coalition for a Drug Free Carroll County Joins Forces With the National Underage Drinking Prevention Campaign: “Talk. They Hear You.”®

The Campaign guides parents and caregivers in initiating engaging conversations with young people about the dangers of alcohol and other drugs.

Carroll County, Ohio-Research suggests that one of the most important factors in healthy child development is a strong, open relationship with a parent or trusted caregiver. Committed to supporting local youth, Coalition for a Drug Free Carroll County is pleased to launch the Substance Abuse and Mental Health Services Administration’s (SAMHSA) “Talk. They Hear You.”® campaign in Carroll County Ohio Working together, our communities will now have access to campaign materials and to help equip parents and caregivers with information, skills, and confidence to talk with youths about the dangers of underage drinking and substance use.

According to the National Survey on Drug Use and Health, alcohol continues to be the most widely misused substance among our nation’s young people. Other drugs, such as marijuana and prescription pain medication, are also prevalent among youths. Carroll County Ohio is no different. In our community, research shows 44% of youth surveyed in Carroll County Schools had drunk at least one alcoholic beverage in the thirty days prior to the survey (Youth Risk Behavior Survey 2015). The “Talk. They Hear You”® campaign is helping to address this by encouraging and supporting parents’ commitment to talk with their children about the risks of alcohol and other drugs.

“The benefits of reducing underage drinking and substance use are substantial, including saving lives and promoting the health of young people,” said Robert Vincent, SAMHSA official. “The “Talk. They Hear You.”® campaign’s goal is to provide parents and caregivers with the resources they need to address the issue of alcohol and other drugs with their children under the age of 21.”

Frank Copeland, Chairman of the Coalition for a Drug Free Carroll County said “Our aim is for the priority audience (parents/adults/caretakers of youth) to adopt and sustain a specific behavior, regular and frequent conversation (family communication) with youth about the use of alcohol, tobacco, and other drugs (ATOD’s). This strategy was selected to address our local condition of low family communication around drug use/abuse. Our messaging will include information/education for parents to communicate with youth about their disapproval of using alcohol underage. The campaign will increase parent/adult knowledge and skills to have these conversations, and the importance of these conversations. These conversations need to happen more frequently between adults and youth.

SAMHSA’s “Talk. They Hear You.”® campaign is a national media campaign made up of parent resources such as fact sheets, brochures, infographics, and public service announcements that air nationally.

The Campaign has historically equipped parents with the knowledge and skills to increase actions that reduce and prevent underage drinking. Recently, it has expanded its messaging to include other substances such as marijuana and prescription drugs. The Campaign now offers resources to assist parents in talking with young children about other drugs, beyond alcohol.

For more information about “Talk. They Hear You.”® and how parents can help prevent underage drinking and other drug use, visit www.samhsa.gov/underage-drinking.

<http://>  Coalition for a Drug-Free Carroll
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