

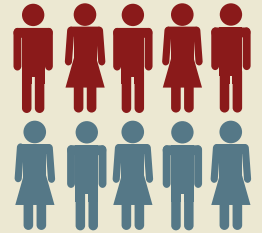
START THE CONVERSATION ABOUT UNDERAGE DRINKING



10%
OF 12-YEAR-OLD KIDS SAY
THEY'VE TRIED ALCOHOL¹

That number jumps to

50%
BY AGE 15¹



But

80%

OF KIDS BELIEVE THEIR PARENTS
SHOULD HAVE A SAY IN
WHETHER THEY DRINK ALCOHOL^{2,3}

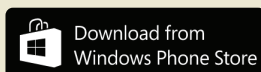
And parents have a

**SIGNIFICANT
INFLUENCE**
ON WHETHER THEIR KIDS DRINK³



The sooner you talk to your kids about alcohol, the greater chance you have of influencing their decisions.¹ Practice for one of the most important conversations you may ever have with SAMHSA's "Talk. They Hear You." Mobile Application, available for download on the App StoreSM, Google PlayTM, and the Windows[®] Store. Learn more at <http://www.underagedrinking.samhsa.gov>.

i talk
they hear you



Apple and the Apple logo are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc. Google Play is a trademark of Google Inc.

Microsoft, Windows, the Windows Store, and Windows Phone Store logos are trademarks of the Microsoft group of companies.



Substance Abuse and Mental Health Services Administration
SAMHSA

¹ 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.

² Jackson, C. (2002). Perceived legitimacy of parental authority and tobacco and alcohol use during early adolescence. *Journal of Adolescent Health*, 31(5), 425-432.

³ 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.

SAMHSA's mission is to reduce the impact of substance abuse and mental illness on America's communities.