

# \*Talk. They Hear You.

## New campaign focuses on underage drinking

"Talk. They Hear You." is a new national public service announcement campaign that empowers parents to talk to children as young as nine years old about the dangers of underage drinking.

It was recently launched by the Substance Abuse and Mental Health Services Administration and is endorsed by the Fountain Hills Coalition, the local underage drug prevention group.

The kickoff occurred in conjunction with SAMHSA's 2013 National Prevention Week — an annual health observance dedicated to increasing awareness of, and action around, substance abuse and mental health issues.

SAMHSA's latest report on underage drinking shows that more than a quarter of American youths engage in underage drinking.

Although there has been progress in reducing the extent of underage drinking in recent years, particularly among those ages 17 and younger, the rates of underage drinking are still unacceptably high, according to Carole Groux, executive director of The Coalition.

"Talk. They Hear You."



The FHHS crash car, a green Dodge Durango that was smashed during a drunk driving incident, serves as a reminder to local students to keep their eyes on the road. The crash car is the work of the Fountain Hills Coalition and school resource officer Jill Ochsner, who wish to remind students to avoid destructive decisions, like using a cell phone or drugs/drinking and driving, during these final weeks of the 2012-13 school year and into the summer.

raises parents' awareness about these issues and arms them with information they need to help them start a conversation about alcohol with their children before their children become teenagers.

"These young people are our future leaders —our

future teachers, mayors, doctors, parents, and entertainers," said SAMHSA Administrator Pamela S. Hyde.

"As our youth and young adults face challenges, we as a community need to effectively communicate with them in every way

possible about the risks of underage drinking so that they have the necessary tools to make healthy and informed choices."

"Talk. They Hear You." features a series of TV, radio and print PSAs in English and Spanish.

The PSAs show parents "seizing the moment" to talk with their children about alcohol such as while preparing dinner or doing chores together.

By modeling behaviors through these PSAs, parents can see the many "natural" opportunities for initiating the conversation about alcohol with their children.

"As a parent you may think nine, 10 or even 14 is too young to bring this up," Groux said.

"However, 50 percent of 15 year olds have tried alcohol. This site has great tools for parents. I strongly encourage every parent of a child over eight to visit this site.

Visit [www.underage-drinking.samhsa.gov](http://www.underage-drinking.samhsa.gov) for more tips and information.

For more information about SAMHSA visit [www.samhsa.gov](http://www.samhsa.gov).



### Above that

The Fountain Hills Middle School Above That Club, in partnership with the Fountain Hills Coalition, recently hosted an ice cream social, full of ice cream, games and even some lively rounds of dodgeball to remind students that there are better ways to spend their time than more destructive decisions.



Dozens upon dozens of FHMS students and several local parents showed up for the Above That/Coalition ice cream social and dug into loads of flavors and even more toppings to help cool off the summer afternoon.