



# ANTI-DRUG COALITION

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## Talk. They Hear You

### ***The Tuscarawas County Anti-Drug Coalition to participate in underage drinking prevention national campaign for parents***

(New Philadelphia, Ohio) – The Tuscarawas County Anti-Drug Coalition is joining forces with the Substance Abuse and Mental Health Services Administration (SAMHSA) to launch “Talk. They Hear You.”

The national campaign is designed to empower parents to talk to their children early – as early as 9 years old – about the many risks associated with underage drinking.

We know from our 2018 Tuscarawas County Community Health Improvement Plan that of those students surveyed from Tuscarawas County Schools that:

- **38% of 6<sup>th</sup> – 12<sup>th</sup> graders responded that they had ever drunk alcohol** (at least one drink of alcohol on at least 1 day during their life).
- **16% of 6<sup>th</sup> – 12<sup>th</sup> graders responded that they were a current drinker** (at least one drink of alcohol on at least 1 day during the past 30 days)
- **8% of 6<sup>th</sup> – 12<sup>th</sup> graders responded that they were a binge drinker** (drank 5 or more drinks within a couple of hours on at least 1 day during the past 30 days)
- **8% of 6<sup>th</sup> – 12<sup>th</sup> graders responded that they drank for the first time before age 13** (of all youth)
- **41% of current drinkers in the 6<sup>th</sup> – 12<sup>th</sup> grade responders stated that they had obtained the alcohol they drank by someone giving it to them** (of current drinkers)
- **11% of 6<sup>th</sup> – 12<sup>th</sup> graders responded that they had rode with a driver who had been drinking alcohol** (in a car or other vehicle on 1 or more occasion during the past 30 days)

Through “Talk. They Hear You.”, the ADC is working with parents of children ages 9 to 18 to increase their awareness of the seriousness and pervasiveness of underage drinking and equip them with the knowledge, skills, and confidence to help prevent their children from drinking.

“Talk. They Hear You,” provides the ADC with parent resources and materials to distribute in the community, including the campaign’s public service announcements (PSAs). These PSAs and materials show parents “seizing the moment” to talk with their kids about alcohol such as while preparing dinner or doing chores. By modeling behaviors, parents can see the many “natural” opportunities for initiating the conversation about alcohol with their children. The Campaign also offers parents a way to practice talking about underage drinking with their children through an interactive, role-play simulation they can use anytime. Check out the Talk. They Hear You. app, available now <http://www.samhsa.gov/underage-drinking/mobile-application>.

For more information, about how to speak with your child to prevent youth substance use, and local resources, visit [adctusc.org](http://adctusc.org).