

Underage Drinking Prevention National Media Campaign



CAMPAIGN HIGHLIGHTS AT A GLANCE

Talk. They Hear You.® Empowers Parents To Prevent Underage Drinking

Underage drinking continues to be one of our nation’s most significant public health problems. Nearly \$24.3 billion (about 10 percent) of the total \$249 billion economic cost of excessive alcohol consumption is related to underage drinking, much of it due to premature mortality of underage youth.¹ Alcohol continues to be the most widely used substance among America’s youth, and a higher proportion use alcohol than use tobacco, marijuana, or other drugs.²

Parents have a significant influence on young people’s decisions about alcohol consumption.³ The Substance Use and Mental Health Services Administration’s (SAMHSA) *Talk. They Hear You.*® Campaign, engages parents and caregivers in preventing underage drinking. The Campaign aims to:

1. Increase parent *awareness of the prevalence and risk* of underage drinking;
2. Equip parents with the *knowledge, skills, and confidence* to prevent underage drinking; and
3. Increase parent *actions to prevent underage drinking*.

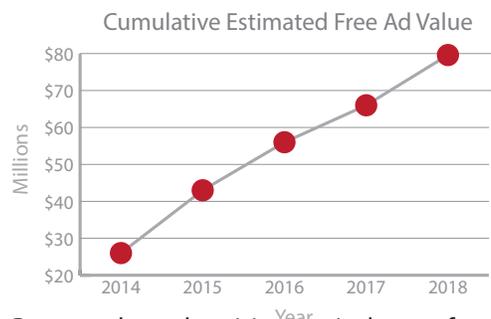
Historically the Campaign has focused on reaching parents and caregivers of children ages 9 to 15 for early intervention. In 2018 the Campaign started expanding to create resources for parents and caregivers of children under the age of 21.

Reaching Parents Through Relevant Channels

Through June 30, 2018, the *Talk. They Hear You.*® public service announcements (PSAs) have appeared in all 50 states and have earned more than:

7.29
billion
impressions

\$79.6 Million Earned Donated Air Time



Generated an advertising equivalency of more than \$79.6 million across all media outlets

Since launching in 2013, the PSAs have been distributed to more than:



2,536
broadcast TV stations



1,116
cable TV stations



6,400
radio outlets



3,131
print outlets

¹ Sacks, J. J., Gonzales, K. R., Bouchery, E. E., Tomedi, L.E., & Brewer, R.D. (2015). 2010 National and state costs of excessive alcohol consumption. *American Journal of Preventive Medicine*, 49(5), e73–79.

² Miech, R.A., Johnston, L. D., O’Malley, P. M., Bachman, J. G., Schulenberg, J. E., & Patrick, M. (2017). Monitoring the Future national survey results on drug use, 1975–2016: Volume I, Secondary school students. Ann Arbor, Michigan: Institute for Social Research, University of Michigan.

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.

Empowering Parents

This year, amid the nation's opioid crisis and shifts in marijuana policies in a growing number of states across the country, the *Talk. They Hear You.*® Campaign received additional funding to expand its existing brand to provide substance abuse prevention information beyond alcohol. Recognizing the dynamic national context, SAMHSA is leveraging the *Talk. They Hear You.*® Campaign so parents can be prepared to talk to their children about alcohol and other substances, including marijuana and opioids. To make the Campaign's message more relevant for parent populations in the military, SAMHSA also worked with the U.S. Department of Defense (DoD) in the last year to tailor content for military families.



PSA Concept Testing and Development

In 2018, SAMHSA developed three new television and radio PSAs: one for military families, one focusing on general substance use prevention across populations, and one for opioid abuse prevention. PSA concepts for each were tested in focus groups in the following six regions: Charleston, WV; Colorado Springs, CO; Columbia, SC; Federal Way, WA; Londonberry, NH; and Norfolk/Virginia Beach, VA.

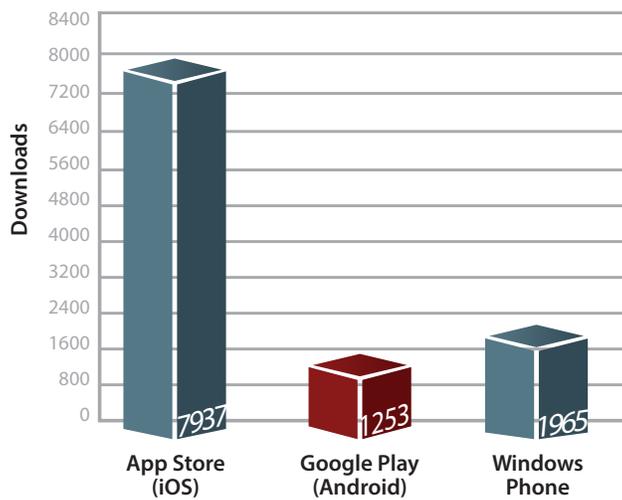


The majority of focus group participants favored Reminiscing (General Substance Use), Keeping Our Kids Safe (Opioids), and We Do Hear You (Military) because of their authenticity and relatability. For example:

- Parents in the military focus groups liked how We Do Hear You portrayed parents and children having substance use prevention conversations in realistic situations (e.g., in the car, at the breakfast table, etc.).
- Parents preferred Keeping Our Kids Safe because it conveyed the message that talking about substance use prevention is a lifelong, ongoing conversation.

Talk. They Hear You.® App Raises Awareness and Increases Skills

The *Talk. They Hear You.*® app features an interactive simulation that uses avatars to help parents practice bringing up the topic of alcohol, learn the questions to ask, and get ideas for keeping the conversation going.



The app has garnered 4,856 downloads in the last year—a 214 percent increase from cumulative downloads garnered in the prior year.



Total Number of Downloads
11,155

The mobile app is available through the App StoreSM, Google PlayTM, and the Windows[®] Phone.

Underage Drinking Prevention National Media Campaign



ENGAGING COMMUNITIES AND DEVELOPING PARTNERSHIPS

The *Talk. They Hear You.*® Campaign has a strong network of partners—such as prevention, health care, community, and school-based organizations—that help reach parents and caregivers and provide feedback to inform future outreach. This year, the Campaign increased its total number of partners by 107 percent, engaging 222 new national and local organizations at events such as the Substance Abuse and Mental Health Services Administration’s 14th Annual Prevention Day. A snapshot of campaign partners is listed below.



American Automobile Association (AAA)



Frisco Independent School District (TX)



Tanana Chiefs Conference Prevention Through Wellness Project (AK)



Dial Help (MI)



Center for Prevention and Counseling (NJ)



Allen County Drug and Alcohol Consortium (IN)



Manhasset Community Coalition Against Substance Abuse (NY)



Drug Free Wayne County Partnership (IN)



Solano County Health & Social Services (CA)



Northwest Alabama Mental Health Center (AL)



Chesterfield County Mental Health Support Services (VA)



Knox County Health Department (OH)

CAMPAIGN PARTNERS

Local Community Implementation

Every day, local communities rely on the Campaign to promote prevention messages and implement meaningful outreach in their communities. In the last year, the Campaign established meaningful partnerships with organizations across the country such as the Easthampton Healthy Youth Coalition (MA), Orange County Drug Free Coalition (FL), and Sacramento County Coalition for Youth (CA). Examples of how groups are using Campaign resources to help prevent underage drinking and other drug use in their communities are found below.



Easthampton Healthy Youth Coalition—Easthampton Healthy Youth Coalition has worked to increase parent knowledge and action in preventing underage drinking among their children with the *Talk. They Hear You.*® Campaign in Easthampton, MA. The coalition promoted the Campaign’s mobile application by mailing postcards to local parents; transformed its website to prominently display Campaign messaging; and tailored social media posts to encourage parents and caregivers to talk with their children about the dangers of underage alcohol use. Easthampton also plans to expand the Campaign regionally by working with partners across other counties in Massachusetts.

Sacramento County Coalition for Youth & Coalition for a Safe and Healthy Arden Arcade—The Sacramento County Coalition for Youth and the Coalition for a Safe and Healthy Arden Arcade worked together to share *Talk. They Hear You.*® throughout Sacramento County, CA. Together, they were able to declare April 6 as *Talk. They Hear You.*® Day in Sacramento County, and promote the Campaign to local parents via customized billboards, advertisements in transportation shelters, and advertisements on local buses.



Orange County Drug Free Coalition & Eckerd Kids & Seminole Prevention Coalition & Children’s Cabinet of Osceola County—Orange County Drug Free Coalition worked with Eckerd Kids, Seminole County Prevention Coalition, and the Children’s Cabinet of Osceola County to pool funding and implement the *Talk. They Hear You.*® Campaign across four central Florida counties. Efforts included co-branding existing Campaign products and adapting them for use as billboards, gas pump advertising, window clings, movie theater trailer placements, public transportation advertising, and traditional print, radio, and TV public service announcement placements.