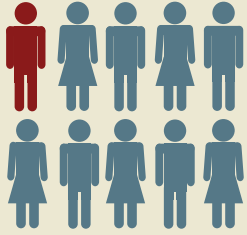


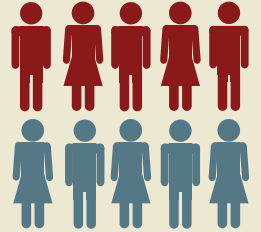
# START THE CONVERSATION ABOUT UNDERAGE DRINKING



**10%**  
OF 12-YEAR-OLD KIDS SAY  
THEY'VE TRIED ALCOHOL<sup>1</sup>

That number jumps to

**50%**  
BY AGE 15<sup>1</sup>



But

**80%**

OF KIDS BELIEVE THEIR PARENTS  
SHOULD HAVE A SAY IN  
WHETHER THEY DRINK ALCOHOL<sup>2,3</sup>

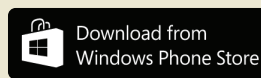
And parents have a

**SIGNIFICANT  
INFLUENCE**  
ON WHETHER THEIR KIDS DRINK<sup>3</sup>



The sooner you talk to your kids about alcohol, the greater chance you have of influencing their decisions.<sup>1</sup> 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 iTunes, Google Play, and the Windows Store. Learn more at <http://www.samhsa.gov/underage-drinking>.

**i talk**  
they hear you



Substance Abuse and Mental Health Services Administration  
**SAMHSA**

<sup>1</sup> 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.

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

<sup>3</sup> 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.