

In an effort to create a national movement, the **Partnership for a Drug-Free America** launched **Time To Talk™** -- a year-round awareness campaign to encourage parents, family members and caregivers to begin talking with their children and teens about the risks of alcohol and drugs.



Urgent health issue. Everyday, on average, more than 4,000 kids (ages 12-17) try an illegal drug for the first time. Nearly all cases of addiction begin with teenage or pre-teen drug and alcohol use.

Why set aside time for this? Partnership research shows that kids who learn consistently from their parents about the dangers of drugs are 50% less likely to use than those who do not. Yet only about 3 in 10 kids report learning a lot about the risks of drugs from their parents. Of greater concern is that in recent years the number of frequent discussions between parents and teens about the risks of drug abuse has decreased significantly.

With over 20 years of experience working with parents, tweens and teens, the Partnership has a deep and nuanced understanding of how to communicate about this health issue. Research underscores the fact that parents are the most powerful influence in a child's life, more so than popular music, peers, television, celebrities and the media. They provide the greatest leverage in preventing and stopping alcohol and drug abuse in their kids. But parents tell us they need the help and support from experts and each other.

Time To Talk encourages parent participation by providing accessible, helpful tips, tools and resources not only to start but to also continue the conversation over the long haul. Parents are invited to sign up for free monthly e-newsletters at TimeToTalk.org and get exclusive access to great tools such as "*Get the conversation going*" and "*Help your kids turn down drugs and alcohol*". Insightful, timely and relevant content and resources are updated and added frequently. And, parents seeking more in-depth drug information and guidance find links to the Partnership's award winning website, www.drugfree.org.

Visit TimeToTalk.org and sign up today!

Strategic Partners:

Our Strategic Partnerships with youth and parent serving organizations helps promote Time To Talk tips and tools to parents and a diverse group of caring adults to effectively engage with their kids across America.



**BOYS & GIRLS CLUBS
OF AMERICA**

