

# BE THEIR SHIELD TALK, GUIDE, LEAD

Talk, They Hear You



**PARENTS WHO  
HOST LOSE THE  
MOST**



**On an average day in  
December, an estimated  
11,000 youth try alcohol  
for the first time**

1

## A plan they can trust

Talk through “what would you do if...?” scenarios so teens can practice confident decisions before high-pressure situations. Pair this with a family safety plan, including a no-questions-asked ride home, so they always have a safe exit

2

## Turn media into teachable moments

Use everyday media to spark quick, natural conversations about alcohol and risky behavior. Talk with teens about how alcohol-related posts or party content on social media can affect college admissions, sports eligibility, and future opportunities

3

## Strength in shared messages

Real stories from trusted older teens or adults resonate more with teens than warnings alone. When parents align rules and expectations, they create a united community message that reinforces healthier choices

**NATIONAL HELPLINE  
FOR PARENTS  
(1-800-THE-KIDS)**

**DrinkWise.org**



December 2025

**i talk**  
they hear you®

