

REAL TALK, REAL IMPACT IT STARTS WITH YOU

Talk, They Hear You

1

Set rules and expectations
and enforce consequences

Let your child know that underage drinking is unacceptable in your family. Enforce consequences when family rules are broken but be fair

2

Be the parent, not just a friend

Get to know your child's friends and their parents—and understand their rules and expectations. Embrace your role as a parent first; your guidance matters more than friendship

3

Keep teens busy during after-school and evening hours

Teens who are involved in constructive, adult supervised activities are less likely to use alcohol than other teens

i talk
they hear you®



**PARENTS WHO
HOST LOSE THE
MOST**



11% of all alcohol consumed in the U.S. is by people aged 12–20
Alcohol is the most used drug among U.S. teens

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

**Ask Listen Learn
Kids and Alcohol Don't Mix**



July 2025