

INFLUENCE THAT LASTS A LIFETIME

Talk, They Hear You

1

Your influence is their shield

Don't underestimate the impact you have. Your guidance creates a protective influence over your teen's decisions about alcohol. When parents establish clear expectations, teens are demonstrably less likely to drink

2

Make it an ongoing conversation

Conversations about alcohol shouldn't be a one-time talk. Checking in regularly—starting before middle school and continuing through high school—builds trust and makes your teen more likely to come to you when faced with peer pressure

3

Set the example

The message your actions send is incredibly powerful. If you don't provide alcohol or make it accessible at home, your teen is significantly less likely to drink elsewhere

talk
they hear you®



PARENTS WHO HOST LOSE THE MOST



Nearly one in four young adults is engaging in simultaneous use of both alcohol and marijuana

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

TalkItOutNC.org



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