



This Winter:

Take Time to “Talk. They Hear You.”

The start of a new year offers families a chance to reconnect and reset. These moments are ideal for having meaningful conversations with your kids about alcohol and substance use. Research shows that teens who feel close to their parents and have clear rules against any underage drinking are less likely to use alcohol or other drugs ([SAMHSA, NSDUH Detailed Tables 3.6B](#)).

A Fresh Start for Important Conversations

A new year often brings fresh starts, new social situations, and added peer influence for teens.

Talking early and often helps reinforce expectations, support healthy decision-making, and prevent risky behavior before it begins.

According to SAMHSA, 90% of young people believe that their parents would strongly disapprove if they were to drink alcohol almost every day ([SAMHSA, NSDUH Detailed Tables 3.6B](#)).

The beginning of the year is a good time to reconnect, listen, and share why safety and well-being matter to your family.

It is also important to address alcohol access, as many kids who drink report getting alcohol from people they know or from their own home.



Did You Know?

According to the 2024 National Survey on Drug Use and Health...

Of youth ages 12 to 20 who had consumed alcohol in the previous month:

86% reported that the most recent time they had drunk, it was at their own home or someone else’s home.

32% had gotten their alcohol from a parent, a guardian, or another adult family member.

10% had taken alcohol from their own home.



Conversation Goals for the New Year

5 Use the “Talk. They Hear You.” campaign’s **Five Conversation Goals** to help reinforce a strong, open relationship with children.

1. Show you **CARE** about their health, wellness, and well-being.
2. Emphasize your **POSITION** on underage drinking and other substance use.
3. Be a good source of **INFORMATION** about alcohol and other drugs.
4. Pay attention and **ENCOURAGE** healthy decisions.
5. Help build **SKILLS** and strategies for avoiding drinking and other drug use.

Setting clear and consistent rules about alcohol use and enforcing them when needed are important to help teens avoid drinking ([NIAAA](#)).

Check out the [Parent and Caregiver Resources](#) page on the “Talk. They Hear You.” website for more tools you can share or use to support conversations about alcohol and substance use with youth.

Modeling Healthy Choices as a Family

The start of a new year is a good opportunity for families to model healthy habits.

Participating in Dry January—or choosing to limit alcohol as adults—can open conversations about making mindful choices and practicing self-care.

Explain that for adults, taking a break from alcohol isn’t about judgment; it’s about showing that health and balance matter to everyone in the family.



[NIAAA: Rethinking Drinking](#)

Get Co-Branded Campaign Materials for Your Community

The “Talk. They Hear You.” team offers free co-branding support to help partners tailor campaign materials to their audiences and settings.



Co-branding support can include:

- Adding your organization, coalition, or jurisdiction’s logo
- Co-branding materials with approved partner logos
- Selecting and packaging products that align with your prevention goals
- Formatting materials for print, digital, or community distribution

To request co-branding, please email TalkTheyHearYou@seiservices.com.

Explore “Talk. They Hear You.”® Tools and Resources

Encourage subscribers to explore and share official campaign materials:



Mobile App
[Mobile Application - Talk. They Hear You | SAMHSA](#)



Podcast Series
[The Talk. They Hear You Podcast | SAMHSA](#)

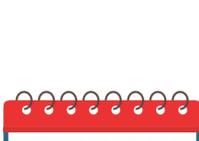


Fact Sheets
[Parent Resources - Talk. They Hear You | SAMHSA](#)



Planning Toolkit
[Community Partner Resources - Talk. They Hear You | SAMHSA](#)

Save the Dates



- **SAMHSA Prevention Day and the CADCA Annual National Leadership Forum, February 2–5**
 - **From Message to Momentum: The Science, Art, and Application of Driving Local Action to Prevent Underage Drinking with a Free Media Campaign**
Wednesday, Feb 4, 2026, 10:45 a.m.–12:00 p.m. EST
Location: National Harbor 4-5
Gain insight into how communities can adapt the “Talk. They Hear You.” campaign to local strengths and needs.
- **Community Engagement Meeting (CEM)**
February 19 at 2:00 p.m. EST
[Register here](#)
We look forward to hearing from the campaign network and sharing what we have in store for this year.

Every season brings new chances to start a conversation. Whether you’re in the car, sharing a meal, or watching a movie together—your words matter. The most important step is simply beginning the dialogue.



Learn more and access free resources:
samhsa.gov/talk-they-hear-you

