

PREVENTION FIRST

FOR IMMEDIATE RELEASE

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Talk. They Hear You.

[Springfield, IL] – December 22, 2025—Throughout January, Prevention First will share resources aligned with SAMHSA’s “[Talk. They Hear You.](#)” initiative to raise awareness about this important campaign. Created through the Sober Truth on Underage Drinking Act, the Substance Abuse and Mental Health Services Administration (SAMHSA) developed “Talk. They Hear You.” to address underage drinking and substance misuse. This national media campaign empowers parents and guardians to talk with their children early about alcohol and drug use.

“Talk. They Hear You.” provides tools and guidance to help parents talk with children of all ages about alcohol, marijuana, and other drugs. To make these resources even more accessible, SAMHSA also launched a [mobile app](#) that guides parents through conversations about substance use.

By the time they are seniors, almost 70% of high school students have tried alcohol, half have used an illegal drug, and more than 20% have misused a prescription drug. According to the most recent [Illinois Youth Survey \(IYS\)](#), 25% of Illinois teens reported using a common substance (including alcohol, e-cigarettes, or marijuana) in the past 30 days.

The “Talk. They Hear You.” campaign aims to:

1. Increase parents’ awareness of the prevalence and risk of underage drinking and substance use.
2. Equip parents with the knowledge, skills, and confidence to prevent underage drinking and substance use.
3. Increase parents’ actions to prevent underage drinking and substance use.

Prevention First is committed to helping parents and families access knowledge and resources to make healthy decisions. Visit our [website](#) for on-demand training and tips on talking with children about underage substance use, and follow us on our social media channels throughout the month for more tools and updates. Healthy families create thriving, healthy communities. ###

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