

IT'S NEVER TOO EARLY TO START TALKING ABOUT **UNDERAGE DRINKING**



10%

OF 9- TO 10-YEAR-OLDS HAVE ALREADY STARTED DRINKING.¹

More than 20%

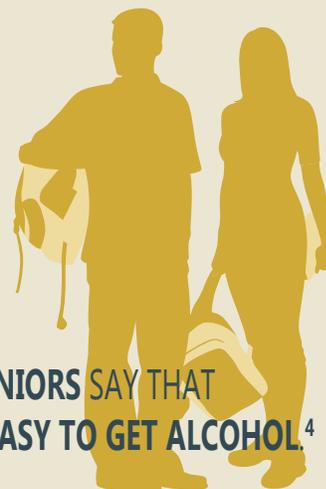
OF UNDERAGE DRINKERS BEGIN DRINKING BEFORE AGE 13.²



OF THE ALCOHOL CONSUMED BY 12- TO 14-YEAR-OLDS IS IN THE FORM OF **BINGE DRINKING**.³

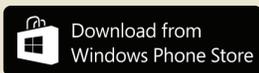
More than 90%

OF HIGH-SCHOOL SENIORS SAY THAT IT IS EASY OR VERY EASY TO GET ALCOHOL.⁴



Parents, you have the power to help prevent underage drinking by talking to your children early and often about the dangers of alcohol. Prepare for one of the most important conversations you may ever have with SAMHSA's "Talk. They Hear You." Mobile Application, available for download on the App StoreSM, Google PlayTM, and the Windows[®] Store. Learn more at <http://www.underagedrinking.samhsa.gov>.

i talk
they hear you



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Substance Abuse and Mental Health Services Administration
SAMHSA

¹ Donovan, J., Leech, S., Zucker, R., Loveland-Cherry, C., Jester, J., Fitzgerald, H., et al. (2004). Really underage drinkers: Alcohol use among elementary students. *Alcoholism: Clinical and Experimental Research*, 28(2), 341–349.

² Centers for Disease Control and Prevention. (2012). Youth risk behavior surveillance—United States, 2011. *Surveillance Summaries. Morbidity and Mortality Weekly Report*, 61, SS-4, 1–162.

³ Pacific Institute for Research and Evaluation. (2002). *Drinking in America: Myths, realities, and prevention policy*. Washington, DC: U.S. Department of Justice, Office of Juvenile Justice and Delinquency Prevention.

⁴ Johnston, L.D., O'Malley, P.M., Bachman, J.G., & Schulenberg, J.E. (2013). *Monitoring the Future national survey results on drug use, 1975–2012. Volume I: Secondary school students*. Ann Arbor: Institute for Social Research, University of Michigan. Retrieved from http://www.monitoringthefuture.org/pubs/monographs/mtf-vol1_2012.pdf

SAMHSA's mission is to reduce the impact of substance abuse and mental illness on America's communities.