

## UNDERAGE DRINKING PREVENTION NATIONAL MEDIA CAMPAIGN

### JOIN THE #WETALKED THUNDERCLAP CAMPAIGN

Show that you've taken steps to prevent underage drinking by talking to your kids. Encourage other parents to have these important conversations. Join SAMHSA's Thunderclap campaign to share the #WeTalked hashtag.

Thunderclap is a free online tool that allows Facebook and Twitter users to support a cause, like underage drinking prevention, through the use of a common hashtag. Through the Thunderclap campaign, a single message from all #WeTalked supporters will be automatically posted at the exact same moment – allowing this important message to be mass-shared, flash mob-style.

Share your voice and support underage drinking prevention and the #WeTalked hashtag by [joining the Thunderclap campaign](#) today.\*

You can also post these messages on your personal Facebook and Twitter accounts to share that you've started having these important conversations with your kids:

- *For Facebook:* 80% of young people ages 10-18 say their parents are the leading influence on their decision to drink or not drink. Talk to your kids about the dangers of underage drinking and encourage others to do so too. Show your support through the #WeTalked Thunderclap campaign. <http://thndr.me/0N6GeZ>
- *For Twitter:* Talk to your kids about the dangers of alcohol & show your support for the #WeTalked @ThunderclapIt campaign. I did! <http://thndr.me/0N6GeZ>

Feel free to share these images via your social media channels as well (available via [SAMHSA's Flickr page](#)):





\* By participating in the Thunderclap campaign, you will be authorizing Thunderclap to post to your social media channel of choice, which will only give Thunderclap the ability to share this message from your account once on the date specified by SAMHSA.

The Substance Abuse and Mental Health Services Administration's (SAMHSA's) "[Talk. They Hear You.](#)" campaign aims to reduce underage drinking among youth ages 9 to 15 by providing parents and caregivers with information and resources they need to start addressing the issue of alcohol with their children early.

Visit the site to learn more about the campaign and check out great resources to help you talk to your kids about the dangers of alcohol, including the interactive "[Talk. They Hear You.](#)" app, available for download on iTunes, Google Play and the Windows Phone Store, that helps you practice for one of the most important conversations you may ever have.