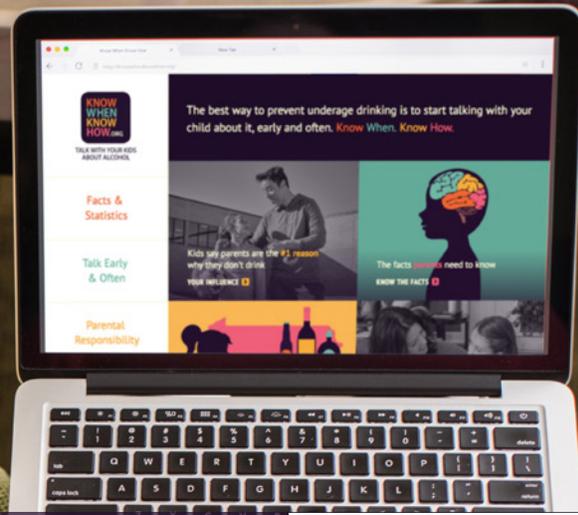


Pennsylvania Parents:



Now there's information at your fingertips to help you protect your kids from the risks of underage drinking.



TALK WITH YOUR KIDS ABOUT ALCOHOL

ABOUT THE *KNOW WHEN. KNOW HOW.* CAMPAIGN

This campaign is more than just public service messages, although it's likely you may see or hear ads on TV, radio or your smartphone.



1 in 3

kids has tried alcohol by age 8

At the heart of this statewide education and prevention effort is a website (KnowWhenKnowHow.org) filled with simple and helpful info and tips to **help parents of children ages 8 through 12** engage their kids in discussions early on, so trial or use of alcohol can be prevented.

Website content is based upon information gathered from national experts as well as research conducted with parents like you across Pennsylvania. Its approach is straightforward and easy to understand.

The website provides answers to questions such as:

HOW SERIOUS IS IT? Children's bodies are still developing, and alcohol use can affect kids' healthy growth. Alcohol can cause permanent damage to a child's brain, central nervous system and internal organs.

WHY ARE PARENTS THE FOCUS? Research from the Substance Abuse and Mental Health Services Administration (SAMHSA) shows that 80 percent of children feel that their parents play a major role in their decision to drink or not drink. That statistic guided our research to find out what parents in PA think and believe about alcohol and underage drinking.

85%

of underage drinkers get their alcohol in their home or in a friend's



KnowWhenKnowHow.org will also help you understand what you, as a parent, need to do in order to make a difference with your child in preventing underage drinking.

WHAT TYPE OF INFORMATION CAN YOU EXPECT TO FIND?

Here are some key points for parents from KnowWhenKnowHow.org:

■ LEARN THE FACTS

The more you know about alcohol and the harm it can cause, the more effective your conversations will be with your kids.



■ USE YOUR INFLUENCE

80 percent of teens say their parents are the biggest factor in whether or not they decide to drink. You can make a difference.

■ TALK EARLY

And talk often. Children are most receptive to your views on alcohol between ages 8 and 11. Reach them before they encounter alcohol.



■ STAY INVOLVED

Keep in touch with your child's life. Know where they go, what they're doing and who their friends are — and get to know their friends' parents, too.

■ SECURE YOUR ALCOHOL

Kids can't drink alcohol if they don't have access to it. Make sure the adult beverages in your home are kept safely out of kids' reach.

Find more information and helpful tips at

[KnowWhenKnowHow.org](https://www.knowwhenknohow.org)



TALK WITH YOUR KIDS
ABOUT ALCOHOL

