



“Talk. They Hear You.”[®]
PRODUCT CATALOG

Free underage drinking and other substance use prevention materials in English and Spanish for parents and caregivers, educators, and community groups



SAMHSA
Substance Abuse and Mental Health
Services Administration

talk
they hear you[®]

ABOUT THE CAMPAIGN

The “Talk. They Hear You.”[®] (TTHY) campaign aims to reduce underage drinking and other substance use among youths under the age of 21 by providing parents and caregivers with the information and resources they need to address alcohol and other substances with their children.

Under the Interagency Coordinating Committee on the Prevention of Underage Drinking’s (ICCPUD) leadership, the Substance Abuse and Mental Health Services Administration’s (SAMHSA) Center for Substance Abuse Prevention developed the TTHY campaign in response to directives set forth in Section 2(d) of the Sober Truth on Preventing Underage Drinking Act (STOP Act), requiring the U.S. Department of Health and Human Services (HHS) Secretary to fund and oversee a national adult-oriented media public service campaign and to report annually on the production, broadcasting, and evaluation of this campaign. ICCPUD has been instrumental in the overall development of TTHY, using input from experts and organizations representing a wide range of parties, including public health groups, the alcohol beverage industry, ICCPUD member agencies, and the U.S. Congress.

CAMPAIGN GOALS

The TTHY campaign aims to accomplish the following:

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

HOW TO ACCESS CAMPAIGN PRODUCTS

TTHY products can be downloaded from the campaign website at www.underagedrinking.samhsa.gov (www.samhsa.gov/hable-ellos-escuchan for Spanish-language products) or ordered via the SAMHSA Store at www.store.samhsa.gov.

TTHY is trademarked by HHS. The campaign issues license numbers to local organizations who distribute campaign public service announcements (PSAs) and materials to maintain consistency and integrity of the TTHY brand.

For more information, email the campaign at underage.drinking@samhsa.gov.

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CAMPAIGN MATERIALS TIMELINE



- “MOM’S THOUGHTS” TV PSA
- “MOM’S THOUGHTS” POSTER, POSTCARD, AND TABLE TENT
- CAMPAIGN IDENTITY TEMPLATES
- MEDIA AND PROMOTIONAL TOOLS
- CUSTOMIZABLE PARENT RESOURCES
- “TALK. THEY HEAR YOU.” MOBILE APP



- TRADEMARKED “TALK. THEY HEAR YOU.”[®] LOGO
- “HABLE. ELLOS ESCUCHAN.” SPANISH-LANGUAGE CAMPAIGN WEBSITE
- “HORA DE CENAR” SPANISH-LANGUAGE TV AND RADIO PSA
- FIFTEEN SPANISH-LANGUAGE FACT SHEETS AND PRINT PSAs



2013

2014

2015

2016

- “TALK. THEY HEAR YOU.” CAMPAIGN WEBSITE
- “GARAGE” AND “IT’S NEVER TOO EARLY” TV PSAs
- “GARAGE” POSTER, POSTCARD, AND TABLE TENT
- FOUR PARENT FACT SHEETS
- “COOKING WITH GRANDMA” RADIO PSA
- GENERAL CAMPAIGN RADIO PSA SCRIPTS
- NATIVE AMERICAN RADIO PSA SCRIPTS



- SIX POSTERS ON ALCOHOL
- SIXTEEN PRINT PSAs ON ALCOHOL
- THREE INFOGRAPHS ON ALCOHOL
- FIVE CONVERSATION GOALS FACT SHEET
- BROCHURE ON ALCOHOL



2017



- EXPANDED CAMPAIGN AGE RANGE TO INCLUDE PARENTS OF CHILDREN UP TO AGE 20
- EXPANDED TOPIC AREAS TO INCLUDE OPIOIDS, MARIJUANA, AND IMPAIRED DRIVING
- “REMINISCING” AND “KEEPING OUR KIDS SAFE” TV AND RADIO PSAs
- “WE DO HEAR YOU” TV AND RADIO PSA FOR MILITARY FAMILIES
- SECOND CAMPAIGN SOUNDTRACK: “YOU’VE BEEN THROUGH”
- NINE PRINT PSAs ON ALCOHOL AND OTHER DRUGS
- REFRESHED BRANDING FOR CAMPAIGN RESOURCES
- UPDATED PARENT AND CAMPAIGN FACT SHEETS
- FACT SHEET ON IMPAIRED DRIVING
- FOUR BROCHURES ON MARIJUANA AND OPIOIDS



EXPANDED TOPIC AREAS TO INCLUDE STUDENT ASSISTANCE, VAPING, AND PARENTS OF OLDER TEENS

“BY YOUR SIDE,” “CHOICES,” “CLOUDED,” “HELPING A FRIEND,” AND “THE INCIDENT” TV AND RADIO PSAs

“BY YOUR SIDE” DISCUSSION STARTER VIDEO AND STUDENT ASSISTANCE RESOURCES GUIDE AND POSTERS

THIRD CAMPAIGN SOUNDTRACK: “BY YOUR SIDE”

FIFTEEN PRINT PSAs ON ALCOHOL AND OTHER DRUGS

THREE BROCHURES ON MARIJUANA, OPIOIDS, AND VAPING FOR PARENTS OF OLDER TEENS

FIVE CONVERSATION GOALS MINI-BROCHURE

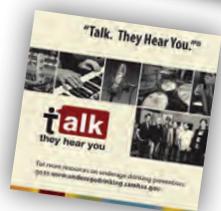
COMMUNITY ENGAGEMENT RESOURCES ON EVENT PLANNING, WORKING WITH THE MEDIA, AND CAMPAIGN IMPLEMENTATION

2019

STUDENT ASSISTANCE— A GUIDE FOR SCHOOL ADMINISTRATORS



2018



2020



- “DADS” TV AND RADIO PSA
- SIX PRINT PSAs ON ALCOHOL
- FIRST CAMPAIGN SOUNDTRACK: “TALK. THEY HEAR YOU.”®
- DISCUSSION STARTER VIDEO AND DISCUSSION GUIDE
- PARTNER TOOLKIT FLASH DRIVES



Campaign website: www.underageddrinking.samhsa.gov
Spanish-language campaign website (en español): www.samhsa.gov/hable-ellos-escuchan



PARENTS AND CAREGIVERS

PUBLIC SERVICE ANNOUNCEMENTS (TV/RADIO)

The “Talk. They Hear You.”® TV and radio public service announcements (PSAs) showcase the importance of everyday conversations between parents and their children to help prevent underage drinking and other substance use. Download or order products (pending availability) from the campaign website at www.underagedrinking.samhsa.gov or the SAMHSA Store at www.store.samhsa.gov.



“By Your Side” (2019)

TV PSA (30, 60 sec)
Radio PSA (30, 60 sec)



“Choices” (2019)

TV PSA (30, 60 sec)
Radio PSA (30, 60 sec)



“Clouded” (2019)

TV PSA (30, 60 sec)
Radio PSA (30, 60 sec)



“Keeping Our Kids Safe”
(Opioids/General Substances) (2018)

TV PSA (30, 60 sec)
Radio PSA (30, 60 sec)



“Reminiscing” (2018)

TV PSA (30, 60 sec)
Radio PSA (30, 60 sec)



“We Do Hear You” (Military) (2018)

TV PSA (30, 60 sec)
Radio PSA (30, 60 sec)



“Dads” (2017)

TV PSA (30, 60 sec)
Radio PSA (30, 60 sec)



“Mom's Thoughts” (2014)

TV PSA (15, 30, 60 sec)

PUBLIC SERVICE ANNOUNCEMENTS (TV/RADIO)



“Talk. They Hear You.”® (Garage)
(2013)
TV PSA (15, 30, 60 sec)



“It’s Never Too Early” (2013)
TV PSA (15 sec)



Live Read Radio Scripts (2013)
Radio PSA Scripts (15, 30 sec)
Native American Radio PSA Scripts (15, 30 sec)



“Cooking With Grandma” (2013)
Radio PSA (15, 30, 60 sec)

PUBLIC SERVICE ANNOUNCEMENTS (PRINT)

The “Talk. They Hear You.”[®] print public service announcements (PSAs) showcase the importance of everyday conversations between parents and their children to help prevent underage drinking and other substance use. Download or order products (pending availability) from the campaign website at www.underagedrinking.samhsa.gov or the SAMHSA Store at www.store.samhsa.gov.



Before Dropping Her Off at the Party (2019)

- Sizes:
- Square (4.75 x 4.75)
 - Postcard (7 x 4.875)
 - Flyer (8.5 x 11)
 - Wallet Card (3.5 x 2)



When You're Hanging Out at the Park (2019)

- Sizes:
- Square (4.75 x 4.75)
 - Postcard (7 x 4.875)
 - Flyer (8.5 x 11)
 - Wallet Card (3.5 x 2)



Make Regular Conversations Part of the Routine (2019)

- Sizes:
- Square (4.75 x 4.75)
 - Postcard (7 x 4.875)
 - Flyer (8.5 x 11)
 - Wallet Card (3.5 x 2)



On Your Way to Practice (2019)

- Sizes:
- Square (4.75 x 4.75)
 - Postcard (7 x 4.875)
 - Flyer (8.5 x 11)
 - Wallet Card (3.5 x 2)



Choose Informal Times to Talk as She Gets Older (2019)

- Sizes:
- Square (4.75 x 4.75)
 - Postcard (7 x 4.875)
 - Flyer (8.5 x 11)
 - Wallet Card (3.5 x 2)



Before They Get Behind the Wheel (2019)

- Sizes:
- Square (4.75 x 4.75)
 - Postcard (7 x 4.875)
 - Flyer (8.5 x 11)
 - Wallet Card (3.5 x 2)



Before She Gets Behind the Wheel (2019)

- Sizes:
- Square (4.75 x 4.75)
 - Postcard (7 x 4.875)
 - Flyer (8.5 x 11)
 - Wallet Card (3.5 x 2)



Find New Ways to Talk as She Gets Older (2019)

- Sizes:
- Square (4.75 x 4.75)
 - Postcard (7 x 4.875)
 - Flyer (8.5 x 11)
 - Wallet Card (3.5 x 2)



Before They Make Plans with Friends (2019)

- Sizes:
- Square (4.75 x 4.75)
 - Postcard (7 x 4.875)
 - Flyer (8.5 x 11)
 - Wallet Card (3.5 x 2)



Before She Makes Plans with Friends (2019)

- Sizes:
- Square (4.75 x 4.75)
 - Postcard (7 x 4.875)
 - Flyer (8.5 x 11)
 - Wallet Card (3.5 x 2)

PUBLIC SERVICE ANNOUNCEMENTS (PRINT)



Transitions Can Be Hard (Military) (2018)

Sizes:

- Square (4.75 x 4.75)
- Postcard (7 x 4.875)
- Flyer (8.5 x 11)
- Wallet Card (3.5 x 2)



She's Interested in Learning New Things (2018)

Sizes:

- Square (4.75 x 4.75)
- Postcard (7 x 4.875)
- Flyer (8.5 x 11)
- Wallet Card (3.5 x 2)



Help Your Kids Stay Safe, Beyond the Kitchen (2018)

Sizes:

- Square (4.75 x 4.75)
- Postcard (7 x 4.875)
- Flyer (8.5 x 11)
- Wallet Card (3.5 x 2)



She Wants to Hang Out with Friends Outside of School (Military) (2018)

Sizes:

- Square (4.75 x 4.75)
- Postcard (7 x 4.875)
- Flyer (8.5 x 11)
- Wallet Card (3.5 x 2)



Before She's Too Cool for Mom to Drop Her Off at School (2018)

Sizes:

- Square (4.75 x 4.75)
- Postcard (7 x 4.875)
- Flyer (8.5 x 11)
- Wallet Card (3.5 x 2)



Coach Your Kids Through More Than Just Homework (2018)

Sizes:

- Square (4.75 x 4.75)
- Postcard (7 x 4.875)
- Flyer (8.5 x 11)
- Wallet Card (3.5 x 2)



It Can Be Hard to Get His Attention (Military) (2018)

Sizes:

- Square (4.75 x 4.75)
- Postcard (7 x 4.875)
- Flyer (8.5 x 11)
- Wallet Card (3.5 x 2)



Before He Kicks Dad Off the Console (2018)

Sizes:

- Square (4.75 x 4.75)
- Postcard (7 x 4.875)
- Flyer (8.5 x 11)
- Wallet Card (3.5 x 2)



Help Your Children Grow (2018)

Sizes:

- Square (4.75 x 4.75)
- Postcard (7 x 4.875)
- Flyer (8.5 x 11)
- Wallet Card (3.5 x 2)



During Family Time (2017)

Sizes:

- Square (4.75 x 4.75)
- Postcard (7 x 4.875)
- Scroller (47 x 69)
- Bus (47.5 x 68.5)
- BW News (4.25 x 7, 8.625 x 5)
- ADV (7 x 10)
- DIO (62 x 43)



After a Visit with a Friend (2017)

Sizes:

- Square (4.75 x 4.75)
- Postcard (7 x 4.875)
- Scroller (47 x 69)
- Bus (47.5 x 68.5)
- BW News (4.25 x 7, 8.625 x 5)
- ADV (7 x 10)
- DIO (62 x 43)



Before You Say Goodnight (2017)

Sizes:

- Square (4.75 x 4.75)
- Postcard (7 x 4.875)
- Scroller (47 x 69)
- Bus (47.5 x 68.5)
- BW News (4.25 x 7, 8.625 x 5)
- ADV (7 x 10)
- DIO (62 x 43)

PUBLIC SERVICE ANNOUNCEMENTS (PRINT)



After the Big Game
(2017)

- Sizes:**
- Square (4.75 x 4.75)
 - Postcard (7 x 4.875)
 - Scroller (47 x 69)
 - Bus (47.5 x 68.5)
 - BW News (4.25 x 7, 8.625 x 5)
 - ADV (7 x 10)
 - DIO (62 x 43)



Taking a Break from Studying
(2017)

- Sizes:**
- Square (4.75 x 4.75)
 - Postcard (7 x 4.875)
 - BW News (4.25 x 7, 8.625 x 5)
 - DIO (62 x 43)
 - ADV (7 x 10)
 - Bus (47.5 x 68.5)



Start the Morning Off Together
(2017)

- Sizes:**
- Square (4.75 x 4.75)
 - Postcard (7 x 4.875)
 - BW News (4.25 x 7, 8.625 x 5)
 - DIO (62 x 43)
 - ADV (7 x 10)
 - Bus (47.5 x 68.5)
 - Scroller (47 x 69)



Before the Big Sleepover
(2015)

- Sizes:**
- Poster
 - News Column
 - Magazine (quarter page, half page, full page)
 - Bus Scroller
 - Bus Poster
 - Postcard



Heading Out to Hang with Friends
(2015)

- Sizes:**
- Square (4.75 x 4.75)
 - Postcard (7 x 4.875)
 - Poster (24 x 36)
 - DIO (62 x 43)
 - Scroller (47 x 69)
 - Bus Shelter
 - Bus Poster
 - Magazine (half page, full page)
 - News Column



Chores (2015)

- Sizes:**
- Square (4.75 x 4.75)
 - Postcard (7 x 4.875)
 - Scroller (47 x 69)
 - Bus (47.5 x 68.5)
 - BW News (4.25 x 7, 8.625 x 5)
 - ADV (7 x 10)
 - DIO (62 x 43)
 - Poster (24 x 36)
 - Banner (160 x 600, 300 x 250, 728 x 90)



Saturday Errands (2015)

- Sizes:**
- Square (4.75 x 4.75)
 - Postcard (7 x 4.875)
 - Scroller (47 x 69)
 - Bus (47.5 x 68.5)
 - BW News (4.25 x 7, 8.625 x 5)
 - ADV (7 x 10)
 - DIO (62 x 43)
 - Banner (160 x 600, 300 x 250)



Loading up the Truck
(2015)

- Sizes:**
- Square (4.75 x 4.75)
 - Postcard (7 x 4.875)
 - Scroller (47 x 69)
 - Bus (47.5 x 68.5)
 - BW News (4.25 x 7, 8.625 x 5)
 - ADV (7 x 10)
 - DIO (62 x 43)



Cooking Together (2015)

- Sizes:**
- Square (4.75 x 4.75)
 - Postcard (7 x 4.875)
 - Scroller (47 x 69)
 - Bus (47.5 x 68.5)
 - BW News (4.25 x 7, 8.625 x 5)
 - ADV (7 x 10)
 - DIO (62 x 43)



Shopping Break (2015)

- Sizes:**
- Square (4.75 x 4.75)
 - Postcard (7 x 4.875)
 - Scroller (47 x 69)
 - Bus (47.5 x 68.5)
 - BW News (4.25 x 7, 8.625 x 5)
 - ADV (7 x 10)
 - DIO (62 x 43)
 - Poster (24 x 36)
 - Banner (160 x 600, 300 x 350)



Dinner Time (Non-Traditional) (2015)

- Sizes:**
- Square (4.75 x 4.75)
 - Postcard (7 x 4.875)
 - Scroller (47 x 69)
 - Bus (47.5 x 68.5)
 - BW News (4.25 x 7, 8.625 x 5)
 - ADV (7 x 10)
 - DIO (62 x 43)
 - Banner (160 x 600, 300 x 250)



Dinner Time (2015)

- Sizes:**
- Square (4.75 x 4.75)
 - Postcard (7 x 4.875)
 - Scroller (47 x 69)
 - Bus (47.5 x 68.5)
 - BW News (4.25 x 7, 8.625 x 5)
 - ADV (7 x 10)
 - DIO (62 x 43)
 - Poster (24 x 36)

PUBLIC SERVICE ANNOUNCEMENTS (PRINT)



Before She Starts Asking for the Truck Keys (2015)

- Sizes:**
- Postcard (7 x 4.875)
 - Flyer (8.5 x 11)
 - Wallet Card (3.5 x 2)
 - Table Top Display



Before She Starts Buying into Peer Pressure (2015)

- Sizes:**
- Postcard (7 x 4.875)
 - Flyer (8.5 x 11)
 - Wallet Card (3.5 x 2)
 - Table Top Display



You've Just Said "Yes" to Summer Camp (2015)

- Sizes:**
- Postcard (7 x 4.875)
 - Flyer (8.5 x 11)
 - Wallet Card (3.5 x 2)
 - Table Top Display



In the Game of Life, You're Her Goalie (2015)

- Sizes:**
- Postcard (7 x 4.875)
 - Wallet Card (3.5 x 2)
 - Table Top Display



Commercials (2015)

- Sizes:**
- Skyscraper (160 x 600)
 - Rectangle (300 x 250)



Unloading the Car (2015)

- Sizes:**
- Postcard (7 x 4.875)
 - Flyer (8.5 x 11)
 - Wallet Card (3.5 x 2)



School's Out, Hanging with Friends is "in" (2015)

- Sizes:**
- Postcard (7 x 4.875)
 - Flyer (8.5 x 11)
 - Wallet Card (3.5 x 2)
 - Table Top Display



While They're Making Healthy Choices (2015)

- Sizes:**
- Postcard (7 x 4.875)
 - Wallet Card (3.5 x 2)
 - Table Top Display



While Time With Dad Is Still His Idea of Fun (2015)

- Sizes:**
- Postcard (7 x 4.875)
 - Flyer (8.5 x 11)
 - Wallet Card (3.5 x 2)
 - Table Top Display

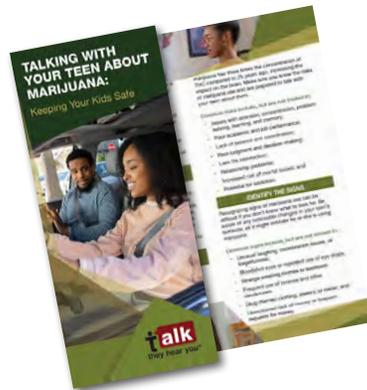
BROCHURES

The “Talk. They Hear You.”[®] brochures provide parents with critical information about underage drinking and other substance use, including prevalence data, signs and risks of use, and tips for how to engage their children in meaningful conversations about alcohol and other substances. Download or order products (pending availability) from the campaign website at www.underagedrinking.samhsa.gov or the SAMHSA Store at www.store.samhsa.gov.



Talking with Your Teen About Vaping: Keeping Your Kids Safe (2019)

Size: 8.5 x 11 (Trifold)



Talking with Your Teen About Marijuana: Keeping Your Kids Safe (2019)

Size: 8.5 x 11 (Trifold)



Talking with Your Teen About Opioids: Keeping Your Kids Safe (2019)

Size: 8.5 x 11 (Trifold)



5 Conversation Goals: Talking with Teens About Alcohol and Other Drugs (2019)

Size: 8.5 x 11 (Trifold; Folded in half)



Talking with Your Child About Opioids: Keeping Your Kids Safe (2018)

Size: 8.5 x 11 (Trifold)



Talking with Your Child About Opioids: Keeping Your Kids Safe (Military) (2018)

Size: 8.5 x 11 (Trifold)



Talking with Your Child About Marijuana: Keeping Your Kids Safe (2018)

Size: 8.5 x 11 (Trifold)



Talking with Your Child About Marijuana: Keeping Your Kids Safe (Military) (2018)

Size: 8.5 x 11 (Trifold)



Talk. They Hear You.[®] Parent Brochure (2015)

Size: 8.5 x 11 (Trifold)

INFOGRAPHICS

The “Talk. They Hear You.”[®] infographics provide visual depictions that equip parents with key facts and statistics regarding underage drinking and other substance use. Download or order products (pending availability) from the campaign website at www.underagedrinking.samhsa.gov or the SAMHSA Store at www.store.samhsa.gov.



Do You Know About Marijuana? Talk With Your Kids About the Facts. (2018)

Size: 8.5 x 11



Opioids: Did You Know? Talk With Your Kids About the Facts. (Father/Children) (2018)

Size: 11 x 8.5



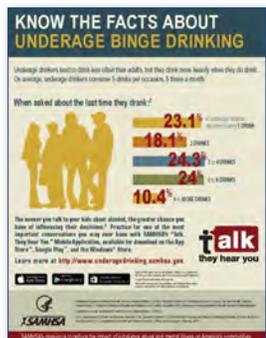
Opioids: Did You Know? Talk With Your Kids About the Facts. (Mother/Daughter) (2018)

Size: 11 x 8.5



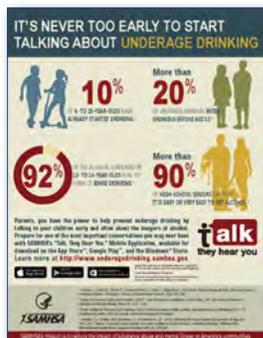
Start the Conversation About Underage Drinking (2015)

Size: 8.5 x 11



Know the Facts About Underage Binge Drinking (2015)

Size: 8.5 x 11



It's Never Too Early To Start Talking About Underage Drinking (2015)

Size: 8.5 x 11

FACT SHEETS

The “Talk. They Hear You.”[®] fact sheets provide parents with critical information about underage drinking and other substance use, including prevalence data, signs and risks of use, and tips for how to engage their children in meaningful conversations about alcohol and other substances. Download or order products (pending availability) from the campaign website at www.underagedrinking.samhsa.gov or the SAMHSA Store at www.store.samhsa.gov.



Why You Should Talk with Your Children About Alcohol and Other Drugs (2018)

Size: 8.5 x 11



Impaired Driving: Talk with Your Kids (2018)

Size: 8.5 x 11



Answering Your Child's Tough Questions (2018)

Size: 8.5 x 11



Talking to Kids about Alcohol and Other Drugs: 5 Conversation Goals (2018)

Size: 8.5 x 11



What You Can Do to Prevent Your Child from Drinking Alcohol (2013)

Size: 8.5 x 11



Family Agreement Form (2013)

Size: 8.5 x 11



How to Tell if Your Child Is Drinking Alcohol (2013)

Size: 8.5 x 11



The Consequences of Underage Drinking (2013)

Size: 8.5 x 11



Why Your Child Might Start Drinking Alcohol (2013)

Size: 8.5 x 11

MOBILE APPLICATION

The “Talk. They Hear You.”® mobile application helps parents prepare for one of the most important conversations they may ever have with their children about underage drinking and other substance use. Download or order products (pending availability) from the campaign website at www.underagedrinking.samhsa.gov or the SAMHSA Store at www.store.samhsa.gov.

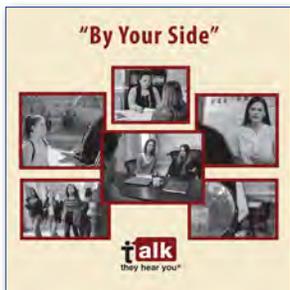


“Talk. They Hear You.” Campaign App (2020)

Operating Systems: iOS, Android,
and Windows (Desktop)

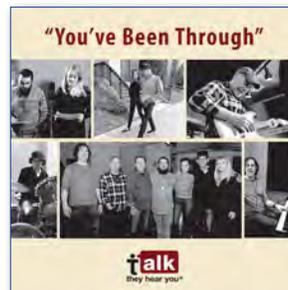
ORIGINAL SOUNDTRACKS

The “Talk. They Hear You.”® original soundtracks help reinforce the importance of parents talking with their children early and often about alcohol and other substances. Download or order products (pending availability) from the campaign website at www.underagedrinking.samhsa.gov or the SAMHSA Store at www.store.samhsa.gov.



“By Your Side” (2019)

Format: .mp3



“You've Been Through” (2018)

Format: .mp3



“Talk. They Hear You.” Original (2017)

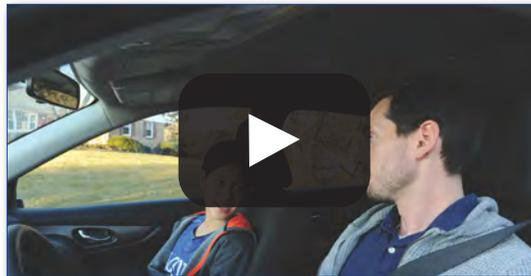
Format: .mp3

DISCUSSION STARTER VIDEOS

The “Talk. They Hear You.”® discussion starter videos help parents understand the importance of talking with their children about alcohol and other substances, and showcase a variety of situations they can use to start the conversation. Download or order products (pending availability) from the campaign website at www.underagedrinking.samhsa.gov or the SAMHSA Store at www.store.samhsa.gov.



“By Your Side” Student Assistance Discussion Starter Video (2019)



“Talk. They Hear You.”® Discussion Starter Video (2017)



“Talk. They Hear You.”® Discussion Starter Video Guide (2017)

Size: 8.5 x 11



STUDENT ASSISTANCE PROFESSIONALS, SCHOOL ADMINISTRATORS, AND TEACHERS

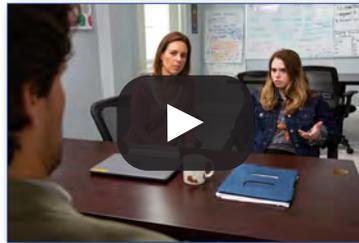
PUBLIC SERVICE ANNOUNCEMENTS (TV/RADIO & PRINT)

The “Talk. They Hear You.”[®] television, radio, and print public service announcements (PSAs) showcase the importance of student assistance professionals, school leaders, and families working together to support the needs of students who may be struggling with substance use, mental health, or school-related issues. Download or order products (pending availability) from the campaign website at www.underagedrinking.samhsa.gov or the SAMHSA Store at www.store.samhsa.gov.



“Helping a Friend” (2019)

TV PSA (30, 60 sec)
Radio PSA (30, 60 sec)



“The Incident” (2019)

TV PSA (30, 60 sec)
Radio PSA (30, 60 sec)



Student Assistance: “Get the Full Picture” (Parents) (2019)

Sizes: Poster (11 x 17, 18 x 24, 24 x 36)



Student Assistance: “You Are Not Alone” (Educators) (2019)

Sizes: Poster (11 x 17, 18 x 24, 24 x 36)



Student Assistance: “Get the Full Picture” (Educators) (2019)

Sizes: Poster (11 x 17, 18 x 24, 24 x 36)



Set Her Up for Success In and Out of the Classroom (2019)

Sizes:
• Square (4.75 x 4.75)
• Postcard (7 x 4.875)
• Flyer (8.5 x 11)
• Wallet Card (3.5 x 2)



Start Talking Before She Heads Off to School (2019)

Sizes:
• Square (4.75 x 4.75)
• Postcard (7 x 4.875)
• Flyer (8.5 x 11)
• Wallet Card (3.5 x 2)



Before She Hits the Practice Field (2019)

Sizes:
• Square (4.75 x 4.75)
• Postcard (7 x 4.875)
• Flyer (8.5 x 11)
• Wallet Card (3.5 x 2)



Set Them Up for Success In and Out of the Classroom (2019)

Sizes:
• Square (4.75 x 4.75)
• Postcard (7 x 4.875)
• Flyer (8.5 x 11)
• Wallet Card (3.5 x 2)

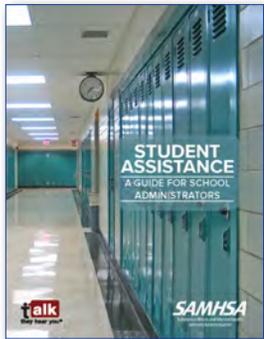


Help Them Succeed On and Off the Court (2019)

Sizes:
• Square (4.75 x 4.75)
• Postcard (7 x 4.875)
• Flyer (8.5 x 11)
• Wallet Card (3.5 x 2)

GUIDES AND FACT SHEETS

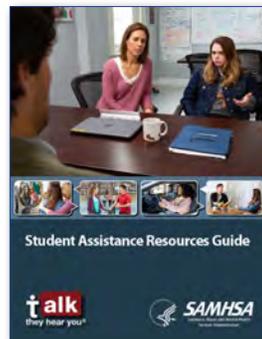
The “Talk. They Hear You.”[®] guides and fact sheets provide strategies for how student assistance professionals, school leaders, and families can work together to support the needs of students who may be struggling with substance use, mental health, or school-related issues. Download or order products (pending availability) from the campaign website at www.underagedrinking.samhsa.gov or the SAMHSA Store at www.store.samhsa.gov.



Student Assistance – A Guide for School Administrators

(2019)

Size: 8.5 x 11



Student Assistance Resources Guide (2019)

Size: 8.5 x 11



What Educators Can Do to Help Prevent Underage Drinking and Other Drug Use (2018)

Size: 8.5 x 11



COMMUNITY PARTNERS

GUIDES AND TOOLKITS / GENERAL CAMPAIGN RESOURCES

The “Talk. They Hear You.”[®] guides, toolkits, and general campaign resources help organizations promote and implement the campaign in their communities, and empower parents to start having conversations with their children about alcohol and other substances. Download or order products (pending availability) from the campaign website at www.underagedrinking.samhsa.gov or the SAMHSA Store at www.store.samhsa.gov.



Community Engagement Resources: Campaign Implementation Guide (2019)
Size: 8.5 x 11



Community Engagement Resources: Media Toolkit (2019)
Size: 8.5 x 11



Community Engagement Resources: Event Planning Toolkit (2019)
Size: 8.5 x 11



Partner Toolkit Flash Drive (2020)
Format: USB



Campaign Backgrounder (2018)
Size: 8.5 x 11



Campaign Fact Sheet (2018)
Size: 8.5 x 11



Campaign Proclamation Template (2013)
Size: 8.5 x 11



Campaign Talking Points (2013)
Size: 8.5 x 11

BRANDING ELEMENTS

The “Talk. They Hear You.”[®] branding elements help maintain consistency and brand recognition when organizations implement the campaign in their communities. Download or order products (pending availability) from the campaign website at www.underagedrinking.samhsa.gov or the SAMHSA Store at www.store.samhsa.gov.



Campaign Brand Guide (2019)

Size: 8.5 x 11



Campaign PowerPoint Template (2017)

Styles: General Campaign, Blank



Campaign Letterhead (2017)

Size: 8.5 x 11

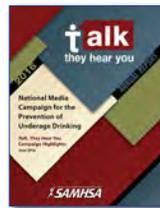
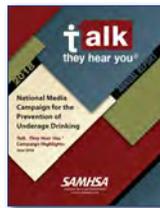
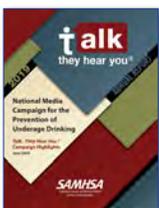


Campaign Logo (2017)

Format: .ai, .eps, .jpg, .png (color, white, black)

ANNUAL REPORTS

The “Talk. They Hear You.”[®] annual reports highlight the campaign’s implementation activities and accomplishments each year, and report out on the production, broadcasting, and evaluation of the campaign. Download or order products (pending availability) from the campaign website at www.underagedrinking.samhsa.gov or the SAMHSA Store at www.store.samhsa.gov.



Campaign Annual Report (2019, 2018, 2017, 2016, 2015, 2014, 2013, 2012)

Size: 8.5 x 11



Report to Congress on the Prevention and Reduction of Underage Drinking (2019, 2018, 2017, 2016, 2015, 2014, 2013, 2012, 2011)

Size: 8.5 x 11



**SPANISH-LANGUAGE RESOURCES
("HABLE. ELLOS ESCUCHAN.")**

PUBLIC SERVICE ANNOUNCEMENTS (TV/RADIO & PRINT)

The “Talk. They Hear You.”[®] TV, radio, and print public service announcements (PSAs) showcase the importance of everyday conversations between parents and their children to help prevent underage drinking and other substance use. Download or order Spanish-language products (pending availability) from the “Hable. Ellos Escuchan.” website at www.samhsa.gov/hable-ellos-escuchan or the SAMHSA Store at www.store.samhsa.gov.



“Hora de Cenar” (2016)

TV PSA (30, 60 sec)

Radio PSA (30, 60 sec)



Antes de la gran fiesta de pijamas (2016)

Sizes:

- Square (4.75 x 4.75)
- Postcard (7 x 4.875)
- Scroller (47 x 69)
- Bus (47.5 x 68.5)
- BW News (4.25 x 7, 8.625 x 5)
- ADV (7 x 10)
- DIO (62 x 43)
- Poster (24 x 36)



Anuncios (en inglés: Commercials) (2015)

Sizes:

- Skyscraper (160 x 600)
- Rectangle (300 x 250)



Mensajes para comunicar (en inglés: Conversation Goals) (2016)

Size: Postcard (7 x 4.875); Tall; Letter

FACT SHEETS

The “Talk. They Hear You.”[®] fact sheets provide parents with critical information about underage drinking and other substance use, including prevalence data, signs and risks of use, and tips for how to engage their children in meaningful conversations about alcohol and other substances. Download or order Spanish-language products (pending availability) from the “Hable. Ellos Escuchan.” website at www.samhsa.gov/hable-ellos-escuchan or the SAMHSA Store at www.store.samhsa.gov.



¿Por qué tu hijo podría empezar a tomar alcohol? (en inglés: Why Your Child Might Start Drinking Alcohol) (2016)

Size: 8.5 x 11



¿Por qué debes hablar sobre el alcohol con tu hijo? (en inglés: Why You Should Talk With Your Child About Alcohol) (2016)

Size: 8.5 x 11



Las charlas breves tienen mayor efecto (en inglés: Why Small Conversations Make a Big Impression) (2016)

Size: 8.5 x 11



Contesta las preguntas difíciles de tu hijo sobre el alcohol (en inglés: Answering Your Child's Tough Questions About Alcohol) (2016)

Size: 8.5 x 11



¿Cómo saber si tu hijo está tomando alcohol? (en inglés: How to Tell if Your Child is Drinking Alcohol) (2016)

Size: 8.5 x 11



¿Qué puedes hacer para prevenir que tu hijo tome alcohol? (en inglés: What You Can Do to Prevent Your Child From Drinking Alcohol) (2016)

Size: 8.5 x 11



Pacto familiar: evitar el alcohol (en inglés: Family Agreement Form: Avoiding Alcohol) (2016)

Size: 8.5 x 11



Las consecuencias del consumo de alcohol entre los menores de edad (en inglés: The Consequences of Underage Drinking) (2016)

Size: 8.5 x 11

GENERAL CAMPAIGN RESOURCES

The “Talk. They Hear You.”® general campaign resources help organizations promote and implement the campaign in their communities, and empower parents to start having conversations with their children about alcohol and other substances. Download or order Spanish-language products (pending availability) from the “Hable. Ellos Escuchan.” website at www.samhsa.gov/hable-ellos-escuchan or the SAMHSA Store at www.store.samhsa.gov.



Hoja informativa (en inglés: Campaign Fact Sheet) (2016)

Size: 8.5 x 11



Información general (en inglés: Campaign Backgrounder) (2016)

Size: 8.5 x 11



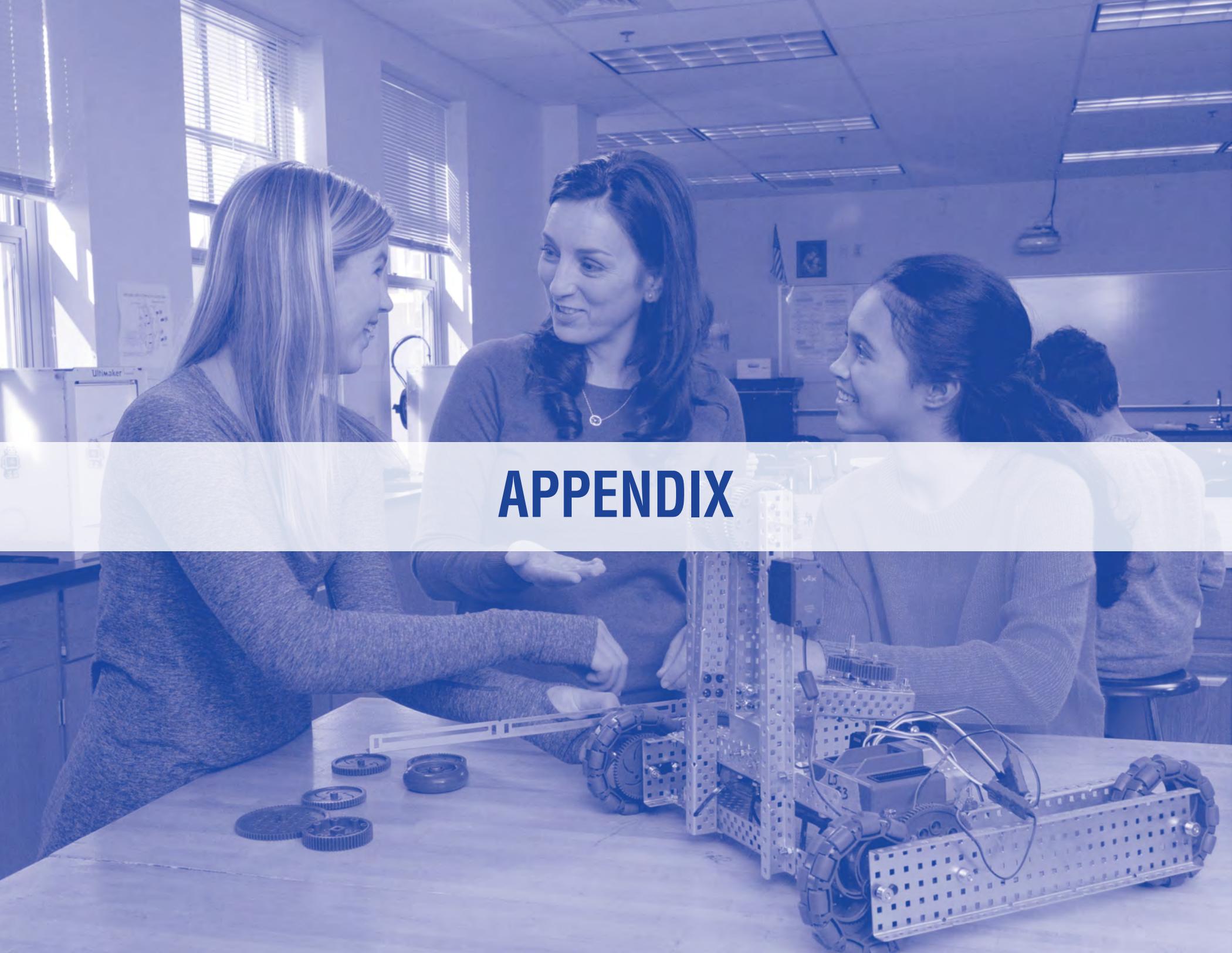
Temas de presentación (en inglés: Campaign Talking Points) (2016)

Size: 8.5 x 11



Modelo de declaración (en inglés: Campaign Sample Proclamation) (2016)

Size: 8.5 x 11



APPENDIX

PARENTS AND CAREGIVERS

TITLE	YEAR	TYPE	SIZE/LENGTH	PEP/SMA NUMBER	ACCESS OPTIONS
PUBLIC SERVICE ANNOUNCEMENTS (TV/RADIO)					
"By Your Side"	2019	TV PSA	30 seconds	N/A	Stream or Download
			60 seconds	N/A	
		Radio PSA	30 seconds	N/A	Stream or Download
			60 seconds	N/A	
"Choices"	2019	TV PSA	30 seconds	N/A	Stream or Download
			60 seconds	N/A	
		Radio PSA	30 seconds	N/A	Stream or Download
			60 seconds	N/A	
"Clouded"	2019	TV PSA	30 seconds	N/A	Stream or Download
			60 seconds	N/A	
		Radio PSA	30 seconds	N/A	Stream or Download
			60 seconds	N/A	
"Keeping Our Kids Safe" (Opioids/General Substances)	2018	TV PSA	30 seconds	N/A	Stream or Download
			60 seconds	N/A	
		Radio PSA	30 seconds	N/A	Stream or Download
			60 seconds	N/A	
"Reminiscing"	2018	TV PSA	30 seconds	N/A	Stream or Download
			60 seconds	N/A	
		Radio PSA	30 seconds	N/A	Stream or Download
			60 seconds	N/A	
"We Do Hear You" (Military)	2018	TV PSA	30 seconds	N/A	Stream or Download
			60 seconds	N/A	
		Radio PSA	30 seconds	N/A	Stream or Download
			60 seconds	N/A	
"Dads"	2017	TV PSA	30 seconds	N/A	Stream or Download
			60 seconds	N/A	
		Radio PSA	30 seconds	N/A	Stream or Download
			60 seconds	N/A	

PARENTS AND CAREGIVERS

TITLE	YEAR	TYPE	SIZE/LENGTH	PEP/SMA NUMBER	ACCESS OPTIONS
"Mom's Thoughts"	2014	TV PSA	15 seconds	N/A	Stream or Download
			30 seconds	N/A	
			60 seconds	N/A	
"Talk. They Hear You."® (Garage)	2013	TV PSA	15 seconds	N/A	Stream or Download
			30 seconds	N/A	
			60 seconds	N/A	
"It's Never Too Early"	2013	TV PSA	15 seconds	N/A	Stream or Download
"Cooking with Grandma"	2013	Radio PSA	15 seconds	N/A	Stream or Download
			30 seconds	N/A	
			60 seconds	N/A	
Live Read Radio Scripts	2013	Radio PSA Scripts	15 seconds	N/A	Download
			30 seconds	N/A	
		Native American Radio PSA Scripts	15 seconds	N/A	
			30 seconds	N/A	
PUBLIC SERVICE ANNOUNCEMENTS (PRINT)					
Before Dropping Her Off at the Party...	2019	Print PSA	Flyer (8.5 x 11)	PEP20-03-01-017	Download or Order
			Postcard (7 x 4.875)	PEP20-03-01-018	Download or Order
			Square (4.75 x 4.75)	PEP20-03-01-019	Download
			Wallet Card (3.5 x 2)	PEP20-03-01-020	Download or Order
When You're Hanging Out at the Park...	2019	Print PSA	Flyer (8.5 x 11)	PEP20-03-01-005	Download or Order
			Postcard (7 x 4.875)	PEP20-03-01-006	Download or Order
			Square (4.75 x 4.75)	PEP20-03-01-007	Download
			Wallet Card (3.5 x 2)	PEP20-03-01-008	Download or Order
Make Regular Conversations Part of the Routine	2019	Print PSA	Flyer (8.5 x 11)	PEP20-03-01-025	Download or Order
			Postcard (7 x 4.875)	PEP20-03-01-026	Download or Order
			Square (4.75 x 4.75)	PEP20-03-01-027	Download
			Wallet Card (3.5 x 2)	PEP20-03-01-028	Download or Order

PARENTS AND CAREGIVERS

TITLE	YEAR	TYPE	SIZE/LENGTH	PEP/SMA NUMBER	ACCESS OPTIONS
On Your Way to Practice...	2019	Print PSA	Flyer (8.5 x 11)	PEP20-03-01-021	Download or Order
			Postcard (7 x 4.875)	PEP20-03-01-022	Download or Order
			Square (4.75 x 4.75)	PEP20-03-01-023	Download
			Wallet Card (3.5 x 2)	PEP20-03-01-024	Download or Order
Choose Informal Times to Talk as She Gets Older	2019	Print PSA	Flyer (8.5 x 11)	PEP20-03-01-013	Download or Order
			Postcard (7 x 4.875)	PEP20-03-01-014	Download or Order
			Square (4.75 x 4.75)	PEP20-03-01-015	Download
			Wallet Card (3.5 x 2)	PEP20-03-01-016	Download or Order
Before They Get Behind the Wheel...	2019	Print PSA	Flyer (8.5 x 11)	PEP20-03-01-061	Download or Order
			Postcard (7 x 4.875)	PEP20-03-01-062	Download or Order
			Square (4.75 x 4.75)	PEP20-03-01-063	Download
			Wallet Card (3.5 x 2)	PEP20-03-01-064	Download or Order
Before She Gets Behind the Wheel...	2019	Print PSA	Flyer (8.5 x 11)	PEP20-03-01-057	Download or Order
			Postcard (7 x 4.875)	PEP20-03-01-058	Download or Order
			Square (4.75 x 4.75)	PEP20-03-01-059	Download
			Wallet Card (3.5 x 2)	PEP20-03-01-060	Download or Order
Find New Ways to Talk as She Gets Older	2019	Print PSA	Flyer (8.5 x 11)	PEP20-03-01-045	Download or Order
			Postcard (7 x 4.875)	PEP20-03-01-046	Download or Order
			Square (4.75 x 4.75)	PEP20-03-01-047	Download
			Wallet Card (3.5 x 2)	PEP20-03-01-048	Download or Order
Before They Make Plans with Friends...	2019	Print PSA	Flyer (8.5 x 11)	PEP20-03-01-053	Download or Order
			Postcard (7 x 4.875)	PEP20-03-01-054	Download or Order
			Square (4.75 x 4.75)	PEP20-03-01-055	Download
			Wallet Card (3.5 x 2)	PEP20-03-01-056	Download or Order
Before She Makes Plans with Friends...	2019	Print PSA	Flyer (8.5 x 11)	PEP20-03-01-049	Download or Order
			Postcard (7 x 4.875)	PEP20-03-01-050	Download or Order
			Square (4.75 x 4.75)	PEP20-03-01-051	Download
			Wallet Card (3.5 x 2)	PEP20-03-01-052	Download or Order

PARENTS AND CAREGIVERS

TITLE	YEAR	TYPE	SIZE/LENGTH	PEP/SMA NUMBER	ACCESS OPTIONS
Transitions Can Be Hard (Military)	2018	Print PSA	Flyer (8.5 x 11)	SMA18-5087FLY	Download or Order
			Postcard (7 x 4.875)	N/A	Download
			Square (4.75 x 4.75)	N/A	Download
			Wallet Card (3.5 x 2)	SMA18-5087	Download or Order
She's Interested in Learning New Things	2018	Print PSA	Flyer (8.5 x 11)	SMA18-5089FLY	Download or Order
			Postcard (7 x 4.875)	N/A	Download
			Square (4.75 x 4.75)	N/A	Download
			Wallet Card (3.5 x 2)	SMA18-5089	Download or Order
Help Your Kids Stay Safe, Beyond the Kitchen	2018	Print PSA	Flyer (8.5 x 11)	SMA18-5088FLY	Download or Order
			Postcard (7 x 4.875)	N/A	Download
			Square (4.75 x 4.75)	N/A	Download
			Wallet Card (3.5 x 2)	SMA18-5088	Download or Order
She Wants to Hang Out with Friends Outside of School (Military)	2018	Print PSA	Flyer (8.5 x 11)	SMA18-5091FLY	Download or Order
			Postcard (7 x 4.875)	N/A	Download
			Square (4.75 x 4.75)	N/A	Download
			Wallet Card (3.5 x 2)	SMA18-5091	Download or Order
Before She's Too Cool for Mom to Drop Her Off at School	2018	Print PSA	Flyer (8.5 x 11)	SMA18-5092FLY	Download or Order
			Postcard (7 x 4.875)	N/A	Download
			Square (4.75 x 4.75)	N/A	Download
			Wallet Card (3.5 x 2)	SMA18-5092	Download or Order
Coach Your Kids Through More Than Just Homework	2018	Print PSA	Flyer (8.5 x 11)	SMA18-5090FLY	Download or Order
			Postcard (7 x 4.875)	N/A	Download
			Square (4.75 x 4.75)	N/A	Download
			Wallet Card (3.5 x 2)	SMA18-5090	Download or Order
It Can Be Hard to Get His Attention (Military)	2018	Print PSA	Flyer (8.5 x 11)	SMA18-5086FLY	Download or Order
			Postcard (7 x 4.875)	N/A	Download
			Square (4.75 x 4.75)	N/A	Download
			Wallet Card (3.5 x 2)	SMA18-5086	Download or Order

PARENTS AND CAREGIVERS

TITLE	YEAR	TYPE	SIZE/LENGTH	PEP/SMA NUMBER	ACCESS OPTIONS
Before He Kicks Dad Off the Console	2018	Print PSA	Flyer (8.5 x 11)	SMA18-5085FLY	Download or Order
			Postcard (7 x 4.875)	N/A	Download
			Square (4.75 x 4.75)	N/A	Download
			Wallet Card (3.5 x 2)	SMA18-5085	Download or Order
Help Your Children Grow	2018	Print PSA	Flyer (8.5 x 11)	SMA18-5084FLY	Download or Order
			Postcard (7 x 4.875)	N/A	Download
			Square (4.75 x 4.75)	N/A	Download
			Wallet Card (3.5 x 2)	SMA18-5084	Download or Order
During Family Time	2017	Print PSA	DIO (62 x 43)	N/A	N/A
			Scroller (47 x 69)	N/A	
			Bus (47.5 x 68.5)	N/A	
			ADV (7 x 10)	N/A	
			BW News (4.25 x 7, 8.625 x 5)	N/A	
			Postcard (7 x 4.875)	PEP17-TTHY-FAMILY-PC	Download
			Square (4.75 x 4.75)	N/A	N/A
After a Visit with a Friend	2017	Print PSA	DIO (62 x 43)	N/A	N/A
			Scroller (47 x 69)	N/A	
			Bus (47.5 x 68.5)	N/A	
			ADV (7 x 10)	N/A	
			BW News (4.25 x 7, 8.625 x 5)	N/A	
			Postcard (7 x 4.875)	N/A	
			Square (4.75 x 4.75)	N/A	
Before You Say Goodnight	2017	Print PSA	DIO (62 x 43)	N/A	N/A
			Scroller (47 x 69)	N/A	
			Bus (47.5 x 68.5)	N/A	
			ADV (7 x 10)	N/A	
			BW News (4.25 x 7, 8.625 x 5)	N/A	
			Postcard (7 x 4.875)	N/A	
			Square (4.75 x 4.75)	N/A	

PARENTS AND CAREGIVERS

TITLE	YEAR	TYPE	SIZE/LENGTH	PEP/SMA NUMBER	ACCESS OPTIONS
After the Big Game	2017	Print PSA	DIO (62 x 43)	N/A	N/A
			Scroller (47 x 69)	N/A	
			Bus (47.5 x 68.5)	N/A	
			ADV (7 x 10)	N/A	
			BW News (4.25 x 7, 8.625 x 5)	N/A	
			Postcard (7 x 4.875)	PEP17-TTHY-GAME-PC	
			Square (4.75 x 4.75)	N/A	N/A
Taking a Break from Studying	2017	Print PSA	DIO (62 x 43)	N/A	N/A
			Bus (47.5 x 68.5)	N/A	
			ADV (7 x 10)	N/A	
			BW News (4.25 x 7, 8.625 x 5)	N/A	
			Postcard (7 x 4.875)	N/A	
			Square (4.75 x 4.75)	N/A	
Start the Morning Off Together	2017	Print PSA	DIO (62 x 43)	N/A	N/A
			Scroller (47 x 69)	N/A	
			Bus (47.5 x 68.5)	N/A	
			ADV (7 x 10)	N/A	
			BW News (4.25 x 7, 8.625 x 5)	N/A	
			Postcard (7 x 4.875)	PEP17-TTHY-MORNING-PC	
			Square (4.75 x 4.75)	N/A	N/A
Before the Big Sleepover	2015	Print PSA	Bus Scroller	N/A	N/A
			Bus Poster	N/A	
			Poster	N/A	
			Magazine (quarter, half page, full page)	N/A	
			News Column	N/A	
			Post Card	PEP17-TTHY-SLEEP-PC	Download

PARENTS AND CAREGIVERS

TITLE	YEAR	TYPE	SIZE/LENGTH	PEP/SMA NUMBER	ACCESS OPTIONS
Chores	2015	Print PSA	Banner (160 x 600, 300 x 250, 728 x 90)	N/A	N/A
			DIO (62 x 43)	N/A	
			Scroller (47 x 69)	N/A	
			Bus (47.5 x 68.5)	N/A	
			Poster (24 x 36)	N/A	
			ADV (7 x 10)	N/A	
			BW News (4.25 x 7, 8.625 x 5)	N/A	
			Postcard (7 x 4.875)	N/A	
			Square (4.75 x 4.75)	N/A	
Saturday Errands	2015	Print PSA	Banner (160 x 600, 300 x 250)	N/A	N/A
			DIO (62 x 43)	N/A	
			Scroller (47 x 69)	N/A	
			Bus (47.5 x 68.5)	N/A	
			ADV (7 x 10)	N/A	
			BW News (4.25 x 7, 8.625 x 5)	N/A	
			Postcard (7 x 4.875)	N/A	
			Square (4.75 x 4.75)	N/A	
			Loading up the Truck	2015	
Scroller (47 x 69)	N/A				
Bus (47.5 x 68.5)	N/A				
ADV (7 x 10)	N/A				
BW News (4.25 x 7, 8.625 x 5)	N/A				
Postcard (7 x 4.875)	N/A				
Square (4.75 x 4.75)	N/A				
Cooking Together	2015	Print PSA	DIO (62 x 43)	N/A	N/A
			Scroller (47 x 69)	N/A	
			Bus (47.5 x 68.5)	N/A	
			ADV (7 x 10)	N/A	
			BW News (4.25 x 7, 8.625 x 5)	N/A	
			Postcard (7 x 4.875)	N/A	
			Square (4.75 x 4.75)	N/A	

PARENTS AND CAREGIVERS

TITLE	YEAR	TYPE	SIZE/LENGTH	PEP/SMA NUMBER	ACCESS OPTIONS
Shopping Break	2015	Print PSA	Banner (160 x 600, 300 x 350)	N/A	N/A
			DIO (62 x 43)	N/A	
			Scroller (47 x 69)	N/A	
			Bus (47.5 x 68.5)	N/A	
			Poster (24 x 36)	N/A	
			ADV (7 x 10)	N/A	
			BW News (4.25 x 7, 8.625 x 5)	N/A	
			Postcard (7 x 4.875)	PEP17-TTHY-SHOPPING-PC	Download or Order
Square (4.75 x 4.75)	N/A	N/A			
Dinner Time (Non-Traditional)	2015	Print PSA	Banner (160 x 600, 300 x 250)	N/A	N/A
			DIO (62 x 43)	N/A	
			Scroller (47 x 69)	N/A	
			Bus (47.5 x 68.5)	N/A	
			ADV (7 x 10)	N/A	
			BW News (4.25 x 7, 8.625 x 5)	N/A	
			Postcard (7 x 4.875)	N/A	
			Square (4.75 x 4.75)	N/A	
Dinner Time	2015	Print PSA	DIO (62 x 43)	N/A	N/A
			Scroller (47 x 69)	N/A	
			Bus (47.5 x 68.5)	N/A	
			Poster (24 x 36)	N/A	
			ADV (7 x 10)	N/A	
			BW News (4.25 x 7, 8.625 x 5)	N/A	
			Postcard (7 x 4.875)	N/A	
			Square (4.75 x 4.75)	N/A	

PARENTS AND CAREGIVERS

TITLE	YEAR	TYPE	SIZE/LENGTH	PEP/SMA NUMBER	ACCESS OPTIONS
Heading Out to Hang with Friends	2015	Print PSA	DIO (62 x 43)	N/A	N/A
			Scroller (47 x 69)	N/A	
			Bus Shelter (TBD x TBD)	N/A	
			Bus Poster (TBD x TBD)	N/A	
			Poster (24 x 36)	N/A	
			Magazine (half, full)	N/A	
			News Column	N/A	
			Postcard (7 x 4.875)	PEP17-TTHY-FRIENDS-PC	Download
Square (4.75 x 4.75)	N/A	N/A			
Before She Starts Asking for the Truck Keys	2015	Print PSA	Table Top Display	SMA13-4755-TRUCK-TT	Download
			Flyer (8.5 x 11)	N/A	N/A
			Postcard (7 x 4.875)	N/A	
			Wallet Card (3.5 x 2)	N/A	
Before She Starts Buying into Peer Pressure	2015	Print PSA	Table Top Display	N/A	N/A
			Flyer (8.5 x 11)	N/A	
			Postcard (7 x 4.875)	N/A	
			Wallet Card (3.5 x 2)	N/A	
You've Just Said "Yes" to Summer Camp	2015	Print PSA	Table Top Display	SMA13-4755-CAMP-TT	Download
			Flyer (8.5 x 11)	N/A	N/A
			Postcard (7 x 4.875)	N/A	
			Wallet Card (3.5 x 2)	N/A	
In the Game of Life, You're Her Goalie	2015	Print PSA	Table Top Display	SMA13-4755-GOALIE-TT	Order
			Postcard (7 x 4.875)	N/A	N/A
			Wallet Card (3.5 x 2)	N/A	
Commercials	2015	Print PSA	Skyscraper (160 x 600)	N/A	N/A
			Rectangle (300 x 250)	N/A	
Unloading the Car	2015	Print PSA	Flyer (8.5 x 11)	N/A	N/A
			Postcard (7 x 4.875)	N/A	
			Wallet Card (3.5 x 2)	N/A	

PARENTS AND CAREGIVERS

TITLE	YEAR	TYPE	SIZE/LENGTH	PEP/SMA NUMBER	ACCESS OPTIONS
School's Out, Hanging with Friends is "in"	2015	Print PSA	Table Top Display	N/A	N/A
			Flyer (8.5 x 11)	N/A	
			Postcard (7 x 4.875)	N/A	
			Wallet Card (3.5 x 2)	N/A	
While They're Making Healthy Choices	2015	Print PSA	Table Top Display	SMA13-4755-HEALTH-TT	Order
			Postcard (7 x 4.875)	N/A	N/A
			Wallet Card (3.5 x 2)	N/A	
While Time With Dad Is Still His Idea of Fun	2015	Print PSA	Table Top Display	N/A	N/A
			Flyer (8.5 x 11)	N/A	
			Postcard (7 x 4.875)	N/A	
			Wallet Card (3.5 x 2)	N/A	

BROCHURES

Talking with Your Teen About Vaping: Keeping Your Kids Safe	2019	Brochure	8.5 x 11 (Trifold)	PEP20-03-01-080	Download or Order
Talking with Your Teen About Marijuana: Keeping Your Kids Safe	2019	Brochure	8.5 x 11 (Trifold)	PEP20-03-01-004	Download or Order
Talking with Your Teen About Opioids: Keeping Your Kids Safe	2019	Brochure	8.5 x 11 (Trifold)	PEP20-03-01-002	Download or Order
5 Conversation Goals: Talking with Teens About Alcohol and Other Drugs	2019	Brochure	8.5 x 11 (Trifold; Folded in half)	PEP20-03-01-003	Download or Order
Talking with Your Child About Opioids: Keeping Your Kids Safe	2018	Brochure	8.5 x 11 (Trifold)	SMA-18-5083	Download
Talking with Your Child About Opioids: Keeping Your Kids Safe (Military)	2018	Brochure	8.5 x 11 (Trifold)	SMA-18-5082	Download or Order
Talking with Your Child About Marijuana: Keeping Your Kids Safe	2018	Brochure	8.5 x 11 (Trifold)	SMA-18-5081	Download or Order
Talking with Your Child About Marijuana: Keeping Your Kids Safe (Military)	2018	Brochure	8.5 x 11 (Trifold)	SMA-18-5080	Download
Talk. They Hear You.™ Parent Brochure	2015	Brochure	8.5 x 11 (Trifold)	N/A	Download

PARENTS AND CAREGIVERS

TITLE	YEAR	TYPE	SIZE/LENGTH	PEP/SMA NUMBER	ACCESS OPTIONS
INFOGRAPHICS					
Do You Know About Marijuana? Talk With Your Kids About the Facts.	2018	Infographic	8.5 x 11	SMA-18-5077	Download
Opioids: Did You Know? Talk With Your Kids About the Facts. (Father/Children)	2018	Infographic	11 x 8.5	SMA-18-5079	Download or Order
Opioids: Did You Know? Talk With Your Kids About the Facts. (Mother/Daughter)	2018	Infographic	11 x 8.5	SMA-18-5078	Download
Start the Conversation About Underage Drinking	2015	Infographic	8.5 x 11	N/A	Download
Know the Facts About Underage Binge Drinking	2015	Infographic	8.5 x 11	N/A	Download
It's Never Too Early To Start Talking About Underage Drinking	2015	Infographic	8.5 x 11	N/A	Download
FACT SHEETS					
Why You Should Talk with Your Children About Alcohol and Other Drugs	2018	Fact Sheet	8.5 x 11	SMA-18-5076	Download or Order
Impaired Driving: Talk with Your Kids	2018	Fact Sheet	8.5 x 11	SMA-18-5074	Download or Order
Answering Your Child's Tough Questions	2018	Fact Sheet	8.5 x 11	SMA-18-5075	Download or Order
Talking to Kids about Alcohol and Other Drugs: 5 Conversation Goals	2018	Fact Sheet	8.5 x 11	SMA-18-5073	Download or Order
What You Can Do to Prevent Your Child from Drinking Alcohol	2013	Fact Sheet	8.5 x 11	PEP17-TTHY-PREVENT-FS	Download
Family Agreement Form	2013	Fact Sheet	8.5 x 11	N/A	Download
How to Tell if Your Child is Drinking Alcohol	2013	Fact Sheet	8.5 x 11	N/A	Download
The Consequences of Underage Drinking	2013	Fact Sheet	8.5 x 11	N/A	Download
Why Your Child Might Start Drinking Alcohol	2013	Fact Sheet	8.5 x 11	N/A	Download

PARENTS AND CAREGIVERS

TITLE	YEAR	TYPE	SIZE/LENGTH	PEP/SMA NUMBER	ACCESS OPTIONS
MOBILE APPLICATION					
“Talk. They Hear You.”® Campaign App	2020	Mobile App	N/A	N/A	Download
ORIGINAL SOUNDTRACKS					
“By Your Side”	2019	Soundtrack	N/A	N/A	Stream or Download
“You’ve Been Through”	2018	Soundtrack	N/A	N/A	Stream or Download
“Talk. They Hear You.”® Original	2017	Soundtrack	N/A	N/A	Stream or Download
DISCUSSION STARTER VIDEOS					
“By Your Side” Student Assistance Discussion Starter Video	2019	Discussion Starter Video	N/A	N/A	Stream or Download
“Talk. They Hear You.”® Discussion Starter Video	2017	Discussion Starter Video	N/A	N/A	Stream or Download
“Talk. They Hear You.”® Discussion Starter Video Guide	2017	Discussion Starter Video Guide	N/A	N/A	Download

STUDENT ASSISTANCE PROFESSIONALS, SCHOOL ADMINISTRATORS, AND TEACHERS

TITLE	YEAR	TYPE	SIZE/LENGTH	PEP/SMA NUMBER	ACCESS OPTIONS
PUBLIC SERVICE ANNOUNCEMENTS (TV/RADIO & PRINT)					
"Helping a Friend"	2019	TV PSA	30 seconds	N/A	Stream or Download
			60 seconds	N/A	
		Radio PSA	30 seconds	N/A	Stream or Download
			60 seconds	N/A	
"The Incident"	2019	TV PSA	30 seconds	N/A	Stream or Download
			60 seconds	N/A	
		Radio PSA	30 seconds	N/A	Stream or Download
			60 seconds	N/A	
Student Assistance: "Get the Full Picture" (Parents)	2019	Print PSA Poster	24 x 36	PEP20-03-01-074	Download
			18 x 24	PEP20-03-01-073	Download or Order
			11 x 17	PEP20-03-01-072	Download
Student Assistance: "You Are Not Alone" (Educators)	2019	Print PSA Poster	24 x 36	PEP20-03-01-076	Download
			18 x 24	PEP20-03-01-075	Download or Order
			11 x 17	PEP20-03-01-077	Download
Student Assistance: "Get the Full Picture" (Educators)	2019	Print PSA Poster	24 x 36	PEP20-03-01-071	Download
			18 x 24	PEP20-03-01-070	Download or Order
			11 x 17	PEP20-03-01-069	Download
Set Her Up for Success In and Out of the Classroom	2019	Print PSA	Flyer (8.5 x 11)	PEP20-03-01-033	Download or Order
			Postcard (7 x 4.875)	PEP20-03-01-034	Download or Order
			Square (4.75 x 4.75)	PEP20-03-01-035	Download
			Wallet Card (3.5 x 2)	PEP20-03-01-036	Download or Order
Start Talking Before She Heads Off to School	2019	Print PSA	Flyer (8.5 x 11)	PEP20-03-01-041	Download or Order
			Postcard (7 x 4.875)	PEP20-03-01-042	Download or Order
			Square (4.75 x 4.75)	PEP20-03-01-043	Download
			Wallet Card (3.5 x 2)	PEP20-03-01-044	Download or Order
Before She Hits the Practice Field	2019	Print PSA	Flyer (8.5 x 11)	PEP20-03-01-029	Download or Order
			Postcard (7 x 4.875)	PEP20-03-01-030	Download or Order
			Square (4.75 x 4.75)	PEP20-03-01-031	Download
			Wallet Card (3.5 x 2)	PEP20-03-01-032	Download or Order

STUDENT ASSISTANCE PROFESSIONALS, SCHOOL ADMINISTRATORS, AND TEACHERS

TITLE	YEAR	TYPE	SIZE/LENGTH	PEP/SMA NUMBER	ACCESS OPTIONS
Set Them Up for Success In and Out of the Classroom	2019	Print PSA	Flyer (8.5 x 11)	PEP20-03-01-037	Download or Order
			Postcard (7 x 4.875)	PEP20-03-01-038	Download or Order
			Square (4.75 x 4.75)	PEP20-03-01-039	Download
			Wallet Card (3.5 x 2)	PEP20-03-01-040	Download or Order
Help Them Succeed On and Off the Court	2019	Print PSA	Flyer (8.5 x 11)	PEP20-03-01-009	Download or Order
			Postcard (7 x 4.875)	PEP20-03-01-010	Download or Order
			Square (4.75 x 4.75)	PEP20-03-01-011	Download
			Wallet Card (3.5 x 2)	PEP20-03-01-012	Download or Order
GUIDES AND FACT SHEETS					
Student Assistance – A Guide for School Administrators	2019	Guide	8.5 x 11	PEP19-03-01-001	Download or Order
Student Assistance Resources Guide	2019	Guide	8.5 x 11	PEP20-03-01-078	Download or Order
What Educators Can Do to Help Prevent Underage Drinking and Other Drug Use	2018	Fact Sheet	8.5 x 11	SMA18-5072	Download

COMMUNITY PARTNERS

TITLE	YEAR	TYPE	SIZE/LENGTH	PEP/SMA NUMBER	ACCESS OPTIONS
GUIDES AND TOOLKITS / GENERAL CAMPAIGN RESOURCES					
Community Engagement Resources: Campaign Implementation Guide	2019	Guide	8.5 x 11	PEP20-03-01-065	Download
Community Engagement Resources: Media Toolkit	2019	Toolkit	8.5 x 11	PEP20-03-01-067	Download
Community Engagement Resources: Event Planning Toolkit	2019	Toolkit	8.5 x 11	PEP20-03-01-066	Download
Partner Toolkit Flash Drive	2020	Toolkit	N/A	PEP20-03-01-086	Order
Campaign Backgrounder	2018	General Campaign Resource	8.5 x 11	PEP18-TTHY-BACKGRD	Download or Order
Campaign Fact Sheet	2018	General Campaign Resource	8.5 x 11	PEP18-TTHY-FACTSHEET	Download or Order
Campaign Proclamation Template	2013	General Campaign Resource	8.5 x 11	N/A	Download
Campaign Talking Points	2013	General Campaign Resource	8.5 x 11	N/A	Download
BRANDING ELEMENTS					
Campaign Brand Guide	2019	Branding Element	8.5 x 11	N/A	Download
Campaign PowerPoint Template	2017	Branding Element	N/A	N/A	Download
Campaign Letterhead	2017	Branding Element	8.5 x 11	N/A	Download
Campaign Logo	2017	Branding Element	N/A	N/A	Download
ANNUAL REPORTS					
Campaign Annual Report	2019	Annual Report	8.5 x 11	PEP20-03-01-079	Download or Order
	2018			PEP18-4755	Download or Order
	2017			PEP17-4755	Download or Order
	2016			N/A	N/A
	2015			SMA15-4755ANNUALRPT	Download
	2014			N/A	N/A
	2013			N/A	N/A
	2012			N/A	N/A

COMMUNITY PARTNERS

TITLE	YEAR	TYPE	SIZE/LENGTH	PEP/SMA NUMBER	ACCESS OPTIONS
Report to Congress on the Prevention and Reduction of Underage Drinking	2019	Annual Report	8.5 x 11	N/A	Download at StopAlcoholAbuse.gov
	2018			N/A	
	2017			N/A	
	2016			N/A	
	2015			N/A	
	2014			N/A	
	2013			N/A	
	2012			N/A	
	2011			N/A	

SPANISH-LANGUAGE RESOURCES (“HABLE. ELLOS ESCUCHAN”)

TITLE	YEAR	TYPE	SIZE/LENGTH	PEP/SMA NUMBER	ACCESS OPTIONS
PUBLIC SERVICE ANNOUNCEMENTS (TV/RADIO & PRINT)					
“Hora de Cenar”	2016	TV PSA	30 seconds	N/A	Stream or Download
			60 seconds	N/A	
		Radio PSA	30 seconds	N/A	Stream or Download
			60 seconds	N/A	
Antes de la gran fiesta de pijamas	2016	Print PSA	DIO (62 x 43)	N/A	Download
			Scroller (47 x 69)	N/A	
			Bus (47.5 x 68.5)	N/A	
			Poster (24 x 36)	N/A	
			ADV (7 x 10)	N/A	
			BW News (4.25 x 7, 8.625 x 5)	N/A	
			Postcard (7 x 4.875)	N/A	
			Square (4.75 x 4.75)	N/A	
Anuncios (en inglés: Commercials)	2015	Print PSA	Rectangle (300 x 250)	N/A	Download
			Skyscraper (160 x 600)	N/A	
Mensajes para comunicar (en inglés: Conversation Goals)	2016	Print PSA	Postcard (7 x 4.875) Tall Letter	N/A	Download
FACT SHEETS					
¿Por qué tu hijo podría empezar a tomar alcohol? (en inglés: Why Your Child Might Start Drinking Alcohol)	2016	Fact Sheet	8.5 x 11	N/A	Download
¿Por qué debes hablar sobre el alcohol con tu hijo? (en inglés: Why You Should Talk With Your Child About Alcohol)	2016	Fact Sheet	8.5 x 11	N/A	Download
Las charlas breves tienen mayor efecto (en inglés: Why Small Conversations Make a Big Impression)	2016	Fact Sheet	8.5 x 11	N/A	Download

SPANISH-LANGUAGE RESOURCES (“HABLE. ELLOS ESCUCHAN”)

TITLE	YEAR	TYPE	SIZE/LENGTH	PEP/SMA NUMBER	ACCESS OPTIONS
Contesta las preguntas difíciles de tu hijo sobre el alcohol (en inglés: Answering Your Child’s Tough Questions About Alcohol)	2016	Fact Sheet	8.5 x 11	N/A	Download
¿Cómo saber si tu hijo está tomando alcohol? (en inglés: How to Tell if Your Child is Drinking Alcohol)	2016	Fact Sheet	8.5 x 11	N/A	Download
¿Qué puedes hacer para prevenir que tu hijo tome alcohol? (en inglés: What You Can Do to Prevent Your Child From Drinking Alcohol)	2016	Fact Sheet	8.5 x 11	N/A	Download
Pacto familiar: evitar el alcohol (en inglés: Family Agreement Form: Avoiding Alcohol)	2016	Fact Sheet	8.5 x 11	N/A	Download
Las consecuencias del consumo de alcohol entre los menores de edad (en inglés: The Consequences of Underage Drinking)	2016	Fact Sheet	8.5 x 11	N/A	Download

GENERAL CAMPAIGN RESOURCES

Hoja informativa (en inglés: Campaign Fact Sheet)	2016	General Campaign Resource	8.5 x 11	N/A	Download
Información general (en inglés: Campaign Backgrounder)	2016	General Campaign Resource	8.5 x 11	N/A	Download
Temas de presentación (en inglés: Campaign Talking Points)	2016	General Campaign Resource	8.5 x 11	N/A	Download
Modelo de declaración (en inglés: Campaign Sample Proclamation)	2016	General Campaign Resource	8.5 x 11	N/A	Download

