



Get informed. Be prepared. Take action.



SAMHSA's "Talk. They Hear You."® Campaign Launches New Mobile App for Parents



The Substance Abuse and Mental Health Services Administration's (SAMHSA) new **"Talk. They Hear You."® campaign mobile app** helps parents and caregivers prepare for some of the most important conversations they may ever have with their kids. The app shows parents how to turn everyday situations into opportunities to **talk with their kids about alcohol and other drugs**. It also equips them with the necessary **skills, confidence, and knowledge** to start and continue these conversations as their kids get older.

Features of the new app include:

- Sample conversation starters
- Ways to keep the conversation going
- An interactive practice simulation section
- The opportunity to earn badges for practicing and having real-life conversations
- A resources section with informative and useful videos, fact sheets, brochures, infographics, guides/toolkits, and more



Download the App Today!

Parents and caregivers can **download the app today** to see how easy it can be to talk with their kids about underage drinking and other drug use. The app is **available for free** on the App Store, Google Play, and the Microsoft Store.

Scan the QR code or visit <https://www.samhsa.gov/talk-they-hear-you/mobile-application> to:

- Watch the app's promo video.
- Learn more about the app and see how it works.
- Find out how to download the app.



SAMHSA
Substance Abuse and Mental Health
Services Administration

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