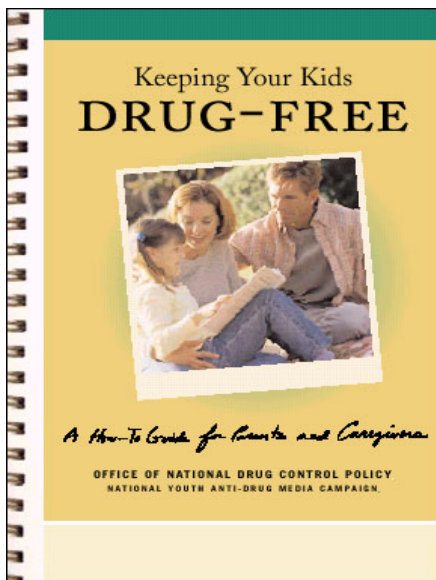


Talking to Kids About Drugs – It Just Got Easier

You've heard it before: being a parent doesn't come with an instruction manual. There's a new brochure, though, that can help when it comes to talking to kids about drugs.

- *Are kids who learn about the dangers of drug use from their parents less likely to use drugs?*
- *What are some good opening lines to start a conversation about drugs with a teenager?*
- *When is a good time to talk to kids about drugs?*

You can find the answers to these and other questions in “Keeping Your Kids Drug-Free: A How-To Guide for Parents and Caregivers.” This free brochure was developed by the National Youth Anti-Drug Media Campaign, in conjunction with the American Academy of Pediatrics and the National PTA.



Even if your pre-teen or teenager acts like they don't care what you think, recent studies show that parents play a crucial role in their teen's decision not to use drugs. A recent study¹ indicates that teens that learn anti-drug messages at home are 42 percent less likely to use drugs.

Young people need guidance from their parents now more than ever. Parents should assume that every child is at risk for using drugs and make a point to stay involved in their child's life. The “Keeping Your Kids Drug Free” brochure is one of many resources that the Campaign makes available to parents who want to know more about drugs and what they can do to keep their kids drug free.

To order copies of the free brochure, call 1-800-788-2800. You may also order the brochure online, at www.theantidrug.com. This Web site offers parents information about drugs, tips for keeping kids drug free, and opportunities to share and receive advice from other parents. The federal government's Office of National Drug Control Policy funds the Web site, brochure, and all other Campaign materials.

This article is brought to you by the National Youth Anti-Drug Media Campaign.

¹National Center on Addiction and Substance Abuse at Columbia University, “National Survey of Teens and their Parents,” 1999.