

Over 80% of young people ages 10–18 say their parents are the leading influence on their decision whether to drink.

1. Foster Open Communication

Foster open communication by creating a safe space where your child feels comfortable coming to you with any questions or concerns. Reassure them that you're there to listen without judgment, building trust and understanding.

2. Be Supportive

Express your concern in a supportive way, without being controlling. Encourage your child to make their own decisions and stay clear of drugs, alcohol, and other harmful behaviors.

3. Build Your Child's Skills and Strategies

Even if your child isn't interested in alcohol or drugs, peer pressure is powerful. Help them plan how to avoid substances by discussing strategies, like texting a code word or practicing how to say "No."

4. Show You Disapprove of Underage Drinking and Drugs

Send a clear and strong message that you disapprove of underage drinking and use of drugs.

START THE CONVERSATION TODAY

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