



YOUR SUPPORT of the *Know When. Know How.*SM campaign can help parents prevent underage drinking in Pennsylvania.

**KNOW
WHEN
KNOW
HOW.ORG**

TALK WITH
YOUR KIDS
ABOUT
ALCOHOL

WHAT'S THE PURPOSE OF THE CAMPAIGN?

The *Know When. Know How.*SM campaign is a statewide, research-based education and prevention effort targeted to PA parents of children ages 8 through 12. Its objective is to prevent underage drinking by providing information and tools for parents so they can engage their kids in discussion early on to head off trial or use of alcohol.

HOW SERIOUS IS THE ISSUE?

Underage drinking is a serious problem here in PA and across the United States. Children's bodies are still developing, and alcohol use can affect their healthy growth. It can cause permanent damage to a kid's brain, central nervous system and internal organs.

HOW EARLY IS EARLY ENOUGH?

Research suggests that one in three kids has tried alcohol by age 8. By age 12, the number who have tried alcohol increases to two in three. Starting conversations early has a great impact, as children who begin drinking by age 13 are four times more likely to become alcohol dependent later in life than those who do not.

Making parents aware of the issue — and encouraging conversations earlier than parents perhaps thought necessary — can have a real impact since kids ages 8 to 11 are most receptive to parents' feedback. Further, 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.



1 in 3

kids has tried alcohol
BY AGE 8

WHAT DID WE LEARN ABOUT PENNSYLVANIA PARENTS THAT HELPED SHAPE THE CAMPAIGN?

Our research found that **almost all parents (94 percent) believe it is their responsibility to talk to their kids about the risks of underage drinking**, but only one in three parents (35 percent) had seen, read or heard any information that explained how to do it.

So this campaign fills that void. It presents information about alcohol in digestible bits and pieces, so parents can become more comfortable discussing the topic without being overwhelmed.

The *Know When. Know How.* campaign uses a wide range of communications elements such as TV, radio and digital advertising as well as posters, brochures and social media to relay messages to parents. Each is designed to guide parents to the campaign website (KnowWhenKnowHow.org) where they can learn more to enable meaningful conversations with their kids about the dangers and risks of underage drinking.

The website provides scenarios and tips on how parents can spark conversations about alcohol with their kids, to help parents find everyday opportunities to begin and continue the dialogue.

WANT TO GET INVOLVED?

Here's how **YOU** can get involved to promote early conversations about underage drinking between parents and their kids.

- Visit KnowWhenKnowHow.org to become knowledgeable about the issue of underage drinking. If you're a parent of a child 8 to 12 years old, put it into action to protect them from the risks of alcohol. If your organization includes or works with parents, share the website URL and information about the campaign.
- "Like" the Pennsylvania Liquor Control Board's Alcohol Education Facebook page (@PAAAlcoholEducation). Like and share the campaign posts within your own social media network.
- If you're a media outlet, consider coverage of the campaign to help increase awareness and knowledge of *Know When. Know How.*
- Disseminate or display the materials we've made available on the website for download. They're available for digital sharing and promotion or for printing. If you're seeking a camera-ready file for larger prints, email ra-lbcommunications@pa.gov.
- Another way to promote the *Know When. Know How.* campaign is by including the website or campaign information and assets in your own internal or public-facing communications.

To find out more about the *Know When. Know How.* campaign, visit KnowWhenKnowHow.org.



TALK WITH YOUR KIDS
ABOUT ALCOHOL

