



**Substance Use  
Prevention**

## **Partner Toolkit for the Cuyahoga County “Talk. They Hear You.” Prevention Campaign**

### **WEBSITE/NEWSLETTER STORY**

**Title:** “Talk. They Hear You.” Prevention Campaign Empowers Parents and Caregivers to Talk With Their Children Early and Often About Alcohol and Other Drugs

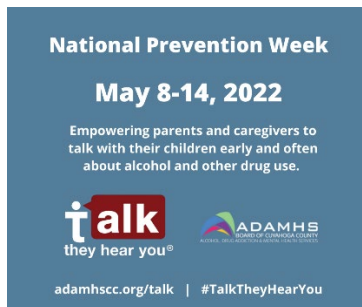
**Story:** “[Talk. They Hear You.](#)” is a [Substance Abuse and Mental Health Services Administration \(SAMHSA\)](#) researched prevention campaign empowering parents and caregivers to talk with their children early and often about alcohol and other drug use. The ADAMHS Board of Cuyahoga County is promoting this campaign locally to give parents and caregivers the tools to start the conversation. For more information on the local campaign, visit [adamhsc.org/talk](http://adamhsc.org/talk).

### **SOCIAL MEDIA POSTS**

*\*Please @ us in your posts @ADAMHSBoardCC on Facebook, Twitter and Instagram.*

#### **Facebook Posts**

##### **Post 1**



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May 8-14 is National Prevention Week and @ADAMHSBoardCC is using this time to launch the "Talk. They Hear You." SAMHSA researched prevention campaign locally to empower parents and caregivers to talk with their children early and often about alcohol and other drug use. Check out the campaign at [adamhsc.org/talk](http://adamhsc.org/talk).

## Post 2



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Kids don't always have all the facts when it comes to alcohol and other drugs. Talk with your child about the risks of underage drinking and substance use and be clear and consistent about your expectations. For tips on how and when to begin the conversation, visit [www.adamhsc.org/talk](http://www.adamhsc.org/talk).

## Post 3



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Young people are more likely to listen when they know you're on their side. Explain why you don't want your child to drink or use other drugs—not just because you say so, but because you want your child to be happy and safe. For tips on how and when to begin the conversation, visit [adamhsc.org/talk](http://adamhsc.org/talk).

## Post 4

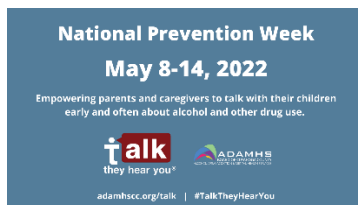


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Look for informal opportunities to start a conversation about alcohol and other drugs with your child. Having frequent talks with your child in a safe environment will show that you care and foster a more open and honest dialogue. For more conversation tips, visit [adamhsc.org/talk](http://adamhsc.org/talk).

## Twitter Posts

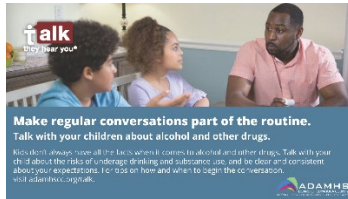
### Post 1



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It's #NPW2022 and @ADAMHSBoardCC is launching the "Talk. They Hear You." SAMHSA researched prevention campaign locally to Learn more [adamhsc.org/talk](http://adamhsc.org/talk). #TalkTheyHearYou

## Post 2



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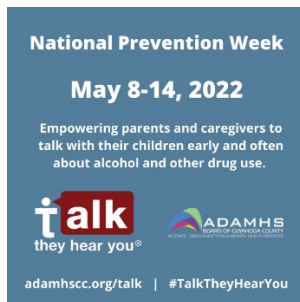


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## Instagram Posts

### Post 1



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#NPW2022 #TalkTheyHearYou #Prevention #Parents #Caregivers

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#TalkTheyHearYou #Prevention #Parents #Caregivers

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#TalkTheyHearYou #Prevention #Parents #Caregivers

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#TalkTheyHearYou #Prevention #Parents #Caregivers