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GOVERNOR ANDREW M. CUOMO
COMMISSIONER ARLENE GONZÁLEZ-SÁNCHEZ

For Immediate Release: Friday, October 9, 2015

NYS OASAS EXPANDS TALK2PREVENT CAMPAIGN

NEW RADIO CAMPAIGN TO REACH NYS PARENTS TO HELP THEM TALK TO THEIR CHILDREN ABOUT THE RISKS OF UNDERAGE DRINKING AND DRUGS

The New York State Office of Alcoholism and Substance Abuse Services today announced a new phase of **Governor Andrew M. Cuomo's** Talk2Prevent addiction campaign. Two new public service announcements (PSAs) are now airing on radio stations across the state in an effort to reach parents and offer them guidance on how to talk to their children about underage alcohol use and substance abuse. The PSAs also will air on popular music streaming services. A corresponding Talk2Prevent digital campaign will help spread the prevention message.

"The school year is underway and teenagers and young people across the state can face peer pressure to drink or use drugs," **NYS OASAS Commissioner Arlene González-Sánchez said.** "That's why it is crucial for parents to keep the conversation going year-round to help prevent underage drinking and drug use. Parents must encourage their children to make safe and responsible decisions. They can use the Talk2Prevent website to learn more about keeping their kids safe."

In one new PSA, titled [Exit Strategy](#), a mother explains how she and her daughter planned a secret code text that will signal mom to come pick her daughter up if she is in a challenging situation that involves drinking or drugs.

The second PSA, titled [Speedway](#), talks about the importance of talking to your children about the risks of underage drinking and drug use to help keep them safe and guide them toward making responsible choices.

The campaign aims to turn the tide on these stats:

- Nearly 52 percent of New York State students in grades 7 through 12 reported their parents never spoke with them about the dangers of underage drinking (NIDA, 2010).
- 49 percent of high school students in New York have consumed alcohol within the past 30 days (NYS YDS 2008).

For more information, visit the Talk2Prevent website: Talk2Prevent.NY.GOV. Resources include a toolkit for parents including conversation starters, texting ideas and a list of warning signs. It also includes resources for community prevention coalitions across the state. Parents and community members can also visit the [Talk2Prevent Facebook page](#) for ongoing resources and information on how to keep the conversations going about underage drinking and drug use.

New Yorkers struggling with an addiction, or whose loved ones are struggling, can call the State's toll-free, 24-hour, 7-day-a-week HOPEline at 1-877-8-HOPENY (1-877-846-7369) or text the HOPEline Short Code at 467369. The HOPEline is staffed by trained clinicians who are ready to answer questions and offer treatment referrals. Visit the [NYS OASAS website](#) for additional resources, including [a list of addiction treatment providers](#).

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