

“Talk. They Hear You.”®

“Parents’ Night Out” Overview

SAMHSA’s “Talk. They Hear You.” Campaign Launches New “Parents’ Night Out” Educational Sessions for Parents and Caregivers

The Substance Abuse and Mental Health Services Administration’s (SAMHSA) new **“Parents’ Night Out”** educational sessions are intended to inform parents and caregivers about the realities of underage drinking and other drug use, prepare them to talk with their kids about these issues, and help motivate them to take the actions to have these important conversations.



“Parents’ Night Out” consists of interactive, facilitator-led sessions that can be held either virtually or in person. The **“Parents’ Night Out” Toolkits** provide everything a school or community group needs to plan, prepare, and host the sessions.

“Parents’ Night Out” Toolkits

Download the
“Parents’ Night Out”
Toolkits Today!



- **“Parents’ Night Out” PowerPoint Presentations:** For virtual or in-person implementation, including talking points for the facilitator
- **“Parents’ Night Out” Facilitator’s Guides:** For virtual or in-person implementation with detailed guidance on how to plan and implement the sessions
- **Technology Guide:** How to use the Zoom platform for virtual implementation
- **Social Media Posts:** Sample social media messages and graphics to help promote the sessions

www.samhsa.gov/talk-they-hear-you/parents-night-out



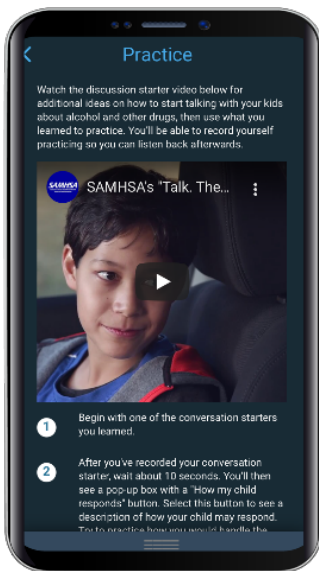
About “Parents’ Night Out”

The “Parents’ Night Out” sessions are designed to help parents and caregivers:

- **Get Informed.** Increase awareness about underage drinking and other drug use.
- **Be Prepared.** Introduce skill-building techniques, and share available resources and tools.
- **Take Action.** Increase actions to help prevent underage drinking and other drug use.

“Talk. They Hear You.” Mobile App

The “Parents’ Night Out” sessions also feature the “Talk. They Hear You.” mobile app, a new tool that helps parents and caregivers prepare for some of the most important conversations they may ever have with their kids. It shows them how to turn everyday situations into opportunities to talk with their children about alcohol and other drugs, and equips them with the necessary skills, confidence, and knowledge to start and continue these conversations as their kids get older. Visit <https://www.samhsa.gov/talk-they-hear-you/mobile-application> for more information.



Features of the new app include:

- Sample conversation starters
- Ways to keep the conversation going
- An interactive practice simulation section
- The opportunity to earn badges for practicing and having real-life conversations
- A resources section with informative and useful videos, fact sheets, brochures, infographics, guides/toolkits, and more