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**40% of 12-17 year olds in Australia drinking alcohol; it's time for '*The Other Talk*'
Australian Drug Foundation new resource gets parents talking**

A national first, the Australian Drug Foundation has launched a new resource today: a site that is helping parents to have '*The Other Talk*' with their children about alcohol and other drugs.

The new resource, www.theothertalk.org.au is a first port of call for families, with information that can make having *The Other Talk* easier and marks the beginning of Drug Action Week (16-21 June). John Rogerson, CEO of the Australian Drug Foundation, commented:

"The Australian Drug Foundation has been working closely with parent groups who have told us they want one place with all the information about alcohol and other drugs. Parents are familiar with the talk about sex, now it's time to have *The Other Talk*. We all want our children to grow up healthy, and having *The Other Talk* can help prevent future problems."

Research shows that one in five 16 and 17 year olds drink risky amounts of alcohol at least once a month and 36% of 12-17 year olds drink to get drunk every time they consume alcohol.* Parents are the greatest influence on their teenagers: they can deter adolescent drinking and play a vital role in drug prevention. In partnership with schools and the community, families and parents can prevent, delay or reduce the risks of harmful drug use in their young people.

"The facts have changed, we know more about the effects of alcohol and other drugs and they are more harmful than previously thought. Young people's brains are still developing and drinking early can cause irreparable damage."

"Drugs are often still a taboo subject within families. We want to make it easier for parents to feel comfortable enough to initiate the conversation about alcohol and drugs, and feeling informed is a big part of that."



“Our new initiative provides parents with all the information they need so they feel able to talk openly with their kids about alcohol and drugs.”

'The Other Talk' initiative also features a YouTube advertisement and will run across print, radio and social media.

Media contacts:

For more information on the campaign, please contact Sophie Jennings 03 9693 6336 from Haystack Public Affairs or Jennifer Willis 03 9611 6109 from the Australian Drug Foundation.

*References

Australian Institute of Health and Welfare, 2011
2011 Australian School Students Alcohol and Drug (ASSAD) survey

About the Australian Drug Foundation: Celebrating more than 50 years of service to the community, the Australian Drug Foundation is one of Australia's leading bodies committed to preventing alcohol and other drug problems in communities around the nation. The Foundation reaches millions of Australians in local communities through sporting clubs, workplaces, health care settings and schools, offering educational information, drug and alcohol prevention programs and advocating for strong and healthy communities.