









KIDS EVERYWHERE.

It's on storefronts and billboards. In the news and on social media. Friends and classmates have their own tales to tell. But you might be surprised at the impact you—as parents,

coaches and teachers—can have as well.





THEY MAY NOT SHOW IT, BUT

KIDS CARE ABOUT WHAT YOU THINK.

Even as they get older, young people care about what parents—and other adults in their lives—say and do. One of the top reasons why kids and teenagers choose not to use drugs is because their parents don't approve of it.

Having a conversation about pot is a good place to start. This is true whether you're concerned that your kids are using cannabis or not.

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Visit *TalkWithThem.info* to learn more and download the complete Parents' Guide.



IT'S IMPORTANT TO START TALKING NOW, WHILE THEIR

TEENAGE BRAINS ARE STILL DEVELOPING.

- Adolescence is a key time for brain development, especially for the areas that handle decision-making and learning.
- Teenagers' brains aren't fully developed until they reach their mid-20s.
- Until then, their brains may be particularly vulnerable to the effects of any substance – alcohol, tobacco or pot.

If all teenagers are hearing about pot is "fun, chill and harmless," they're missing facts that may shape their decisions. Evidence suggests weed may adversely affect brain development. Heavy users also lose interest and motivation in school, dropping out at much higher rates. And, don't forget, it's still illegal for anyone under 21.



LISTEN. KEEP CALM.

AND STAY POSITIVE.

Starting the discussion with your child may be easier than you think. You might bring it up after you've both seen a billboard or news story about pot, for example. Ask your child:

- What do you think about that billboard (or news story)?
- What do you know about marijuana?
- What are you hearing at school and from other kids about pot?



OUR FREE PARENTS' GUIDE

CAN HELP EASE YOUR WAY.

A conversation about pot with your teenagers may be more productive if you keep in mind a few guidelines:

- Listen carefully to your child's questions and thoughts. Be attentive, curious, respectful and understanding.
- Make your family's expectations about marijuana use clear and specific.
- Help your child find the right words to decline drug offers from friends and classmates.
- Focus on how using marijuana can get in the way of your child's goals, rather than the possible negative outcomes.

For more tips and information, download our free guide at **www.TalkWithThem.info**. It was designed for parents to help you understand marijuana and your teenager's social world and to ease your way into an informed, nonjudgmental discussion.



HOW TO TALK WITH YOUR KIDS

IF THEY (OR YOU) ALREADY USE POT.

If your child is using marijuana, keep calm and keep talking. Try saying: "Using pot can harm your health and brain, which is why I am concerned. I'm here to help you."

Remember any guidelines that you have set as a family and the consequences that go along with breaking them. Leave the door open to solving problems together.

If you use marijuana as an adult, tell your child that—just like alcohol—it is against the law to use marijuana until the age of 21.

Take time to reflect on your own use, especially if your child sees you using marijuana. Ask your child "How does my use affect you? I'm curious, because you are important to me." Listen to your child and come up with solutions together.