



# Media Release

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## **Yakima Health District Launches “*Talk. They Hear You.*” Campaign for Opioid Overdose Prevention**

**Yakima, WA-** The Yakima Health District (YHD) has launched a comprehensive multimedia campaign to help parents talk to their teens about drug risks and prevention. The campaign, “*Talk. They Hear You.*” aims to give parents the tools and confidence to have open and helpful conversations about drugs with their teenagers. This version of the campaign is a locally produced version of the national campaign, initially launched by the Substance Abuse and Mental Health Services Administration’s (SAMHSA). The goal of these campaigns are to encourage parents to start these conversations early and keep having them often, to ultimately prevent overdoses and help teens make safer choices.

The Yakima Health District knows that parents are important in shaping how their kids think about and deal with drugs. For this reason, YHD seeks to reach parents utilizing various formats such as billboards, radio spots, television advertisements, and digital content to reach parents throughout Yakima County.

The campaign includes videos featuring real families from Yakima county engaging in conversations about the risks associated with drug use and strategies for prevention. These videos serve as invaluable resources for parents, offering practical insights and conversation starters to navigate these often challenging conversations.

The “*Talk. They Hear You.*” campaign underscores the importance of collaborative efforts in combating the opioid epidemic and underscores the critical role parents, and adult caretakers, play in safeguarding the well-being of their children.

For more information about the campaign and available resources, visit [www.TalkTheyHearYou.SAMHSA.gov](http://www.TalkTheyHearYou.SAMHSA.gov).

**Quote**

“By revisiting the ‘*Talk. They Hear You.*’ campaign, we’re providing parents and caregivers with a chance to witness these critical conversations happen within the broader community. By encouraging open communication within families, our goal is to collectively diminish the risks of substance use and overdose among our youth, one family at a time.” Lilián Bravo, Director of Public Health Partnerships

**Additional Information**

[www.TalkTheyHearYou.SAMHSA.gov](http://www.TalkTheyHearYou.SAMHSA.gov)  
[Yakima Health District YouTube](http://Yakima Health District YouTube)

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