

START THE CONVERSATION

Family Talk About Drinking is a comprehensive program created by Anheuser-Busch that gives parents the tools to have meaningful conversations with their child about underage drinking and responsible choices.



LEARN THE STAGES OF PARENTING

STAGE 1

AGES | 1-7

TEACHER

Give specific rules & guidelines

What's Happening?

From ages 1-7, our kids are developing a sense of the world around them and leaning heavily on role models to explain the things they see and interact with.

What Do Our Kids Need?

They need a trustworthy teacher to guide them through these early years. If kids believe they can come to their parents with tough questions and get honest answers, a strong bond will begin to form. Once a bond is formed, kids will be more likely to share information as they grow.

STAGE 2

AGES | 8-13

FACILITATOR

Help navigate and have an open dialogue

What's Happening?

From ages 8-13, our kids start to think abstractly about the world and question the rules that seem inconsistent or contradictory. They become susceptible to outside influences that offer the answers they want to hear regarding the world around them.

What Do Our Kids Need?

They need a facilitator to help them analyze and process the world around them. By shifting our focus from teacher to facilitator, we can help them understand new experiences and friendships within the context of our personal beliefs and values.

STAGE 3

AGES | 14-21

COACH

Listen with an open mind & stay consistent

What's Happening?

From ages 14-21, our teens and young adults have developed a sense of who they are and what they believe. They are growing into independent thinkers and are transitioning through several different phases of their lives.

What Do Our Teens /Young Adults Need?

They need a coach that exhibits trust, sets clear boundaries, and encourages the good choices they've made up to this point. Listening to their concerns and ideas with an open mind is important. Respect will be earned by extending respect through open dialogue. Remember, it's never too late to build trust.



FREQUENTLY ASKED QUESTIONS

What is Family Talk About Drinking?

It is a program created by Anheuser-Busch that helps parents talk to their kids about underage drinking and responsible choices.

Why do parenting stages matter?

A conversation between a 7-yr old is different from one with a 17-yr old. “The Stages of Parenting” ensure that the right message is relevant at each stage to further development.

What makes FTAD different?

More than just a set of rules, FTAD is a supportive community that allows parents to learn new ideas, share stories, and ask questions.

What if my teen doesn't want to talk?

Asking the right questions is key. FTAD helps parents ask open-ended questions that build trust with their child and strengthen connections.

Is FTAD only about preventing underage drinking?

No. A big part of the program is helping children, teens, and young adults make healthy and responsible decisions throughout life.

How do I get started?

Learn more at FamilyTalkAboutDrinking.com or by visiting our social channels:



FAMILY TALK
ABOUT DRINKING