

LEARN THE POWER OF PARENTING STAGES

Family Talk shows you how to match parenting styles with the cognitive development of your children to foster conversations that can help prevent underage drinking.



MEET OUR PARENT COACH

The Family Talk About Drinking program was created in collaboration with MJ Corcoran, M.Ed., who has more than 25 years of experience working with families as a teacher,

parent educator and school administrator. She has been certified as a parent coach through the International Network for Children and Families, The Adler School for Professional Coaching and The Academy for Family Coach Training. You can learn more about her on the Family Talk Facebook page and at familytalkaboutdrinking.com.

FAMILY TALK ABOUT DRINKING

Family Talk About Drinking is a parent resource that uses a coaching model to help parents enhance their influence to prevent underage drinking.

FAMILY TALK ISN'T A SET OF RULES.

It's simply a different approach that helps parents more effectively use the tools parents may already have.

FAMILY TALK IS A SUPPORTIVE COMMUNITY.

It allows parents to introduce new ideas, share stories, and ask questions.

FAMILY TALK IS AN ONGOING, UNIVERSAL TOOL.

As kids grow up, parenting roles have to evolve. Family Talk provides practical strategies for parents with children of every age, in a way that's useful for every family—and every family dynamic.

    [/abfamilytalk](https://www.facebook.com/abfamilytalk)
familytalkaboutdrinking.com

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ANHEUSER-BUSCH
FAMILY TALK
ABOUT DRINKING

**START THE
CONVERSATION**
on underage drinking and continue
to be the strongest influence
throughout your child's life.





AGES:
1-7

STAGE 1 TEACHER

GIVE SPECIFIC RULES AND GUIDELINES



AGES:
8-13

STAGE 2 FACILITATOR

HELP NAVIGATE AND HAVE AN OPEN DIALOGUE



AGES:
14-21

STAGE 3 COACH

LISTEN WITH AN OPEN MIND AND STAY CONSISTENT

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 stages. If they believe that they can come to us with tough questions and get honest answers, we'll start to form a connection. This means they'll be more likely to share information with us as they grow up.

WHAT'S HAPPENING?

Children aged 8-13 start to think abstractly about the world and complain about rules that seem inconsistent or contradictory. They become susceptible to outside influences that offer the answers they want to hear regarding the situations going on around them.

WHAT DO OUR KIDS NEED?

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

WHAT'S HAPPENING?

Children ages 14-21 have developed a strong sense of who they are and what they believe. Our teens/young adults are becoming independent thinkers and are transitioning through several different phases of their lives.

WHAT DO OUR TEENS/YOUNG ADULTS NEED?

At the teenage stage, it's important to exhibit trust in them, set clear boundaries, and encourage the good choices they've made up to this point. Listen to their concerns and ideas, ask open-ended questions, and parent with an open mind. If you respect the dialogue, they will respect you. Remember, it's never too late to build trust with them.

FAQs

Q: WHAT IS FAMILY TALK ABOUT DRINKING?

Family Talk is an underage drinking prevention program created by Anheuser-Busch and certified parent coach MJ Corcoran.

Q: WHY DO PARENTING STAGES MATTER?

A conversation with a 7-year old is different from one with a 17-year old. Parenting stages ensure that the messages we send are relevant to our children's level of curiosity and cognitive development.

Q: WHAT MAKES FAMILY TALK DIFFERENT?

Family Talk was designed to help parents with children of all ages. Family Talk uses "parenting stages" to help parents tailor their message to fit a specific age group.

Q: WHAT IF MY TEEN DOESN'T WANT TO TALK?

Part of the problem might be that you're asking the wrong kinds of questions. Family Talk helps parents start the underage drinking conversation through open-ended questions that cause teens to think through scenarios involving alcohol.

Q: IS THIS ONLY FOR PREVENTING UNDERAGE DRINKING?

No. A big part of the Family Talk coaching approach is helping children make a healthy and safe transition into legal-age adults who, if they choose to drink, do so responsibly.

Q: HOW DO I GET STARTED?

You can learn more about the Family Talk About Drinking program at familytalkaboutdrinking.com or the Family Talk Facebook page.