

To help protect your kids, talk to them about opioids.

**STOP**  
**Addiction**  
**BEFORE IT STARTS**

Learn what you can say...

You've always protected your kids.



**Prescription pain meds.**

**Heroin.**

**Opioid addiction.**

As a parent, you're probably wondering how to keep your teen safe. You're not alone if you're asking,

*“What can I do to protect my kid?”*



**4 out of 5 people** who use heroin began by misusing prescription pain meds.



**1 in 4 teens** has reported misusing or abusing a prescription drug at least once.\*

Because their brains are *still* developing, teens are at **HIGH RISK** for opioid addiction.



\*Partnership for Drug-Free Kids

Simply talking to your kid helps protect them from misusing prescription pain meds, as well as alcohol and other drugs.

**TEENS WHO TALK TO THEIR PARENTS** about prescription pain meds are up to

**42%**  
**LESS LIKELY**  
to misuse them

**Talk. It makes a difference.**

**Keep Talking.**

» One talk isn't enough — especially for teens. Talk about it often.

» Your kid may not seem like they're listening, but keep talking. It could take several conversations to make an impact.

## Get the conversation started.



“Pain meds are **highly addictive.**”

“Addiction can happen even if you have a **prescription.**”

“You can overdose on pain meds, **just like heroin.**”

Many teens think prescription pain meds like Percocet®, OxyContin®, and Vicodin® are safer than illegal street drugs.\*

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## There is no “perfect” time

Take advantage of everyday moments, like driving in the car together. Refer to a news story about opioid addiction, a TV show or movie, or something that happened in your community to start a conversation.

You can ask:

“Do you have any questions about that?”



## Talking Points: Let Them Know You Care

1

“Opioid addiction and overdose deaths are a big problem. But I want you to know that we can talk about it.”

2

“I care about you, and I want you to be safe and healthy.”

3

“You (or someone you know) could get hurt playing sports. A doctor might prescribe a pain med that’s an opioid. No one should EVER share their prescription.”

4

“If you were injured or had surgery, and needed pain relief, we’d talk with your doctor about whether prescription opioids are necessary.”



Join the conversation

**#stopaddiction**  
**#parentpower**

Learn more about protecting your kids from opioids and other substances:

[mass.gov/StopAddiction](https://mass.gov/StopAddiction)

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Massachusetts Department  
of Public Health