

September 2009

Partnership Launches “Habla Con Tus Hijos,” Spanish-Language Resource for Parents

Habla Con Tus Hijos™.org

“Habla Con Tus Hijos,” is the first-of-its-kind Spanish-language web resource and educational campaign encouraging parents to have frequent conversations with their kids about the risks of drug and alcohol use. Launching today on the nationally-syndicated Doctora Isabel Univision radio show, “Habla Con Tus Hijos” empowers Hispanic parents and caregivers to start and maintain open, honest conversations with their children by providing them with helpful in-language tips and tools available at HablaConTusHijos.org.

“Habla Con Tus Hijos” is the new Spanish-language counterpart to the Partnership’s ongoing parent movement, [Time To Talk™](http://TimeToTalk.org). Both “Habla Con Tus Hijos” and Time To Talk are grounded in the Partnership’s national research that consistently shows kids who learn a lot about the risks of drugs from their parents are up to 50 percent less likely to use drugs than those who do not. However our research also shows that Hispanic parents are less likely to open up about these topics with their children. “Habla Con Tus Hijos” is culturally relevant to the Hispanic community and it addresses the need to provide parents with easy tips and guides to make communicating with their kids less daunting.

“For the first time, Spanish-speaking parents have easy access to the valuable tools and resources they need to begin, what many parents view as, a ‘difficult conversations’ with their kids about the dangers of drug and alcohol use,” said Alina Díaz, deputy director of multicultural programs for the Partnership. “Through this effort, we hope to equip them with the resources they need to take charge of these conversations and protect their kids by keeping them healthy and drug free.”

Tune in to the “Doctora Isabel” Show Today on Univision Radio

“Habla Con Tus Hijos” debuts today on the “Doctora Isabel” show on Univision Radio from 1:00-3:00 pm EDT (check your local listings). Doctora Isabel is a Hispanic radio psychologist, who hosts the popular live, call-in talk show “Doctora Isabel,” where she dispenses advice and shares expert opinions on a host of crucial issues affecting Hispanic families. The show airs coast-to-coast on RadioCadena Univision in Miami, Monday through Friday.

Today’s special show is dedicated to reaching the Spanish-speaking community to stress the importance of talking with their kids often about drug and alcohol use. The Partnership’s Alina Díaz and Partnership Parent Partners Sandra Carcamo and Marie-Noëlle del Alamo will be featured on “Doctora Isabel’s” show.

For more information visit HablaConTusHijos.org.

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