

The Benevolent and Protective Order of Elks and the Drug Enforcement Administration Release a PSA short-form series, *Awkward Conversations*, featuring The Suicide Squad & Dune's David Dastmalchian and Full House and Fuller House's Jodie Sweetin

The short-form scripted episodes take a light touch look at the Awkward Conversations parents face when talking to their kids about drugs, alcohol, and making smart decisions. Each is followed by an unscripted post-show discussion, hosted by Jodie Sweetin, who will be joined by a parenting coach and celebrity parents.

Los Angeles, CA - November 8, 2021 - Elks Drug Awareness Program (DAP) will be releasing, *Awkward Conversations*, Monday, November 15, 2021, on their [YouTube channel](#). The three-episode series, featuring David Dastmalchian (Ant-Man, The Suicide Squad, Dune) covers the complications and awkwardness of family discussions around drugs and alcohol use. In these three family-friendly episodes, the parents are forced to confront issues such as media portrayals of alcohol, questions about the influences kids face from peers, other family members, and even the question of their own past!

"This was the opportunity for me to help create the PSA that didn't exist when I was younger" said David Dastmalchian, who plays David the father. "I am proud to be a part of a PSA that can actually serve the public with an honest conversation about something really difficult to talk about."

Each episode is accompanied by an unscripted post-show discussion hosted by *Full House* star, Jodie Sweetin, and Boston Children's Hospital Clinical Social Work Director, Amy McCarthy. The two will be chatting with celebrity parents on how to approach these topics with their children and furthering the discussion on how to engage in healthy conversation to give kids tools to make smart choices!

"It really does take a 'village' to raise kids and none of us has all the answers. That's what I loved about the honesty of these conversations. That they weren't perfect, but they opened the door to talking more. As parents, we often think we have to do it exactly right. But having these "awkward conversations" doesn't mean having them flawlessly, it just means talking to our kids and helping them to grow into the best possible versions of themselves, while teaching them to protect themselves along the way!"

The program will also be supported by 15 million impressions driving to www.getsmartaboutdrugs.com, DEA's website for parents, other caregivers, and educators.

This is the most recent project by the ELKS DAP in collaboration with DEA. Previously they released antidrug educational videos with YouTubers SMOSH in [2017](#), [2018](#), and FBE's Teens React in [2019](#), as well as a music video "TRY" in [2020](#). These videos have garnered almost 14 million views and over 50 million media impressions!

"The Benevolent and Protective Order of Elks is committed to finding unique and effective tools to provide education about illegal drug use and legalized drug misuse by our children and adults." said Kent Gade, National Director of The Elks DAP. "We are very proud of our relationship with the Drug Enforcement Administration and excited to partner with them once again!"

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About [Elks](#)

As a 150-year-old organization, they are 100% inclusive with a membership of close to 1 million diverse men and women in over 2,000 Lodges nationally, and while they consider themselves faith based, they are nondenominational and open to all creeds. The Elks have always prided themselves on civic duty, and the Elks DAP program is the nation's largest all volunteer Kids Drug & Alcohol Use Prevention program. The Elks are also strong supporters of our brave men and women in the military, having built and donated the nation's first VA Hospital to the U.S. government. The Elks have donated more than \$3.6 billion in cash, goods, and services to enrich the lives of millions of people!

About DEA

The United States Drug Enforcement Administration was created in 1973 by President Nixon after the government noticed an alarming rise in recreational drug use and drug-related crime. A division of the Department of Justice, DEA is tasked with enforcing the controlled substances laws by apprehending offenders to be prosecuted for criminal and civil crimes. DEA is the largest and most effective antidrug organization in the world, with 239 domestic locations and 91 foreign offices in 68 countries.