



Drug Enforcement Administration
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NEWS RELEASE

FOR IMMEDIATE RELEASE

Season 4 of Awkward Conversation Launches on YouTube Wednesday, August 7

WASHINGTON – The Benevolent Protective Order of the Elks’ Drug Awareness Program (DAP) in partnership with the U.S. Drug Enforcement Administration (DEA) released Season 4 of the video podcast *Awkward Conversations* on August 7, 2024, on the [DAP YouTube channel](#).

Season 4 of *Awkward Conversations* will include 20 unscripted video podcasts, once again hosted by actor, author and activist Jodie Sweetin, best known for her role as Stephanie Tanner on *Full House* and *Fuller House*, but most proud of her current title “mom.” Jodie, who also is a former drug counselor, is joined by Amy McCarthy, Director of Clinical Social Work, Adolescent Substance Use and Addiction Program at Boston Children’s Hospital.

Watch the [trailer](#) for *Awkward Conversations*, Season 4.

Every week, Jodie and Amy will talk with celebrity parents like Mayim Bialik (*Blossom*, *Big Bang Theory*, *Jeopardy*), comedian Alec Mapa, and guest experts such as Dr. Cooper Lawrence (CBS) and Dr. Jean Kilbourne (Creator of the "Killing Us Softly" series), about a wide array of subjects to help parents empower their kids with the tools needed to stay safe, remain drug free, and make smart decisions.

“The United States is facing the deadliest drug crisis in history. Approximately 70% of drug-related deaths involve fentanyl and, all too often, people have no idea they are taking it,” said DEA Administrator Anne Milgram. “We lose 22 teens between the ages of 14 and 18 every week to a drug poisoning. These are our sons, daughters, and grandchildren. I encourage you to have these important conversations with your kids before they go back to school or off to college, but don’t stop there. No matter how awkward the conversations, have them, and have them often. We are grateful for the work of the Elks Drug Awareness Program to help educate parents in such a meaningful way.”

“As a mom to two young teen daughters, I am well aware of the many awkward conversations we need to have with our kids. They’re never easy, but I hope that while talking them through with experts on our show, parents and caregivers (and anyone, really!) will have the necessary tools they need to help keep their kids safe. While we can’t shield our kids from the dangers out there, we can definitely make sure they are prepared for what’s out there and are armed with information that can help keep them and others safe,” said Jodie Sweetin.

“The goal of the Benevolent and Protective Order of Elks is to consistently find unique and effective ways to provide up-to-date education about illicit drug use and misuse of legalized drugs by our children and young adults,” said Bill Bryan, National Director of the Elks DAP. “We are extremely proud of our relationship with the Drug Enforcement Administration and are excited to partner with them again this year.”

Topics covered in Season 4 of *Awkward Conversations* include:

- **August 7:** One Pill Can Kill: A deep dive into the current state of the fentanyl crisis, new forms of the drug, and updated prevention strategies.
- **August 14:** The Faces of Fentanyl: A raw look at the human side of the crisis.
- **August 21:** College Students – Best of Episode (Season 2, Episodes 3-4) timed for back to school.
- **August 28:** Social Influencers and Substance Trends: Examines the impact of influencers.
- **September 4:** Signs of Drug Use and What to Do – Best of Episode (Season 3, Episode 5)
- **September 11:** No Time to Waste – Best of Episode (Season 3, Episode 6): Focuses on immediate actions to prevent substance use.
- **September 18:** Cross-Cultural Perspectives on Substance Use: Explores targeted approaches to substance use education.
- **September 25:** Mental Health & Drug Use – Best of Episode (Season 3, Episodes 8-9)
- **October 2:** RX Drugs: Safety @ Home – Best of Episode (Season 3, Episode 11): Placed to align with DEA’s National Prescription Drug Take Back Day.
- **October 9:** Youth Activism Against Substance Misuse: This episode is positioned to build up to Red Ribbon Week.
- **October 16:** Bullying & Peer Pressure – Best of Episode (Season 3, Episode 14): Directly correlates with Bullying Prevention Month.
- **October 23:** Substance Use in LGBTQ+ Youth Communities: Timed with LGBT History Month, this episode addresses the unique challenges within LGBTQ+ communities.
- **October 30:** New Drivers, New Dangers – Best of Episode (Season 3, Episode 7) (Teen Driver Safety Month).
- **November 6:** The Power of Play: Featuring Dr. Peter Gray (Research Professor at Boston College) and Dr. Mayim Bialik (Actor and Neuroscientist).
- **November 13:** The Talk – Best of Episode (Season 3, Episode 20).
- **November 20:** Body Image & Drug Use: Timed before the holidays, a peak time for body image discussions.
- **November 27:** Not Just a Game – Best of Episode (Season 3, Episode 3).
- **December 4:** The Science of Addiction: Provides scientific insights into addiction and how to use it for prevention.
- **December 11:** Power of Relationships – Best of Episode (Season 3, Episode 1) featuring Dr. Shefali (Oprah Winfrey Show).
- **December 18:** Prevention Through Creative Expression: Focuses on creative ways to engage youth.

The program will also be supported by over 14 million impressions driving to www.getsmartaboutdrugs.com, DEA’s website for parents, 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. Season 1 of Awkward Conversations aired in November 2021. These videos have garnered over 15 million views and over 67 million media impressions.

About Elks As a 150-year-old organization, they are 100% inclusive with a membership of close to one 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 of the United States. DEA remains the largest and most effective antidrug organization in the world, with 333 domestic and foreign offices worldwide.

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