**FOR IMMEDIATE RELEASE**

Contact: [ORGANIZATION AND CONTACT NAME]

Phone: [CONTACT]

Email: [CONTACT]

Start the Conversation About Sex

October, 2021 – October is National Let’s Talk Month. Let’s Talk Month urges adults and adolescents to have open communication regarding sexuality. Advocates believe in healthy, open relationships between children and their trusted adults, such as parents, guardians, teachers and health care providers. Several organizations, such as [ORGANIZATION NAME], have tools available to help adults begin the conversation with youth.

This annual importance placed on comprehensive sex education began in 1975 to unify the plethora of organizations that work to help parents become better sex educators for their children. After only 10 years, Let’s Talk Month spread to more than 30 states, and by 1995, Let’s Talk Month became a national campaign sponsored by advocates from all 50 states.

In 2019, Prevent Child Abuse Iowa released research findings regarding Iowans’ perceptions of healthy relationships, sex and adolescent pregnancy. Iowa youth ranked *healthy relationships* as the most important topic among eight other conversations to have with trusted adults. However, the topics of sexually transmitted diseases/infections and child/teen pregnancy were ranked the least important. The research findings also showed that Iowa adolescents desired advice about using contraception/protection, recognizing when they were ready for sex, communicating consent and abstaining.

Let’s Talk Month encourages adults to be the sex educators that kids want, with the accurate information they need. Parents and trusted adults can find communication tips, messages worth repeating, and more, in the materials promoted during Let’s Talk Month.

Local options are available for [AUDIENCE(S)]. [This is a great spot to insert local options for parents and/or adolescents to be involved in “Let’s Talk” Month or other sex education tools/events/opportunities. If you’re not currently hosting an event, health fairs, parent panels and parent/teen workshops are a great place to start.]

For more information on how and when to start these conversations, reach out to [ORGANIZATION NAME] at [PHONE/EMAIL CONTACT].

###