

Let's **TALK** Month

CAPP Toolkit



Community Adolescent
Pregnancy Prevention

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The background features a vibrant green field with abstract, organic shapes in orange, blue, and light blue. The orange shape is at the top left, a dark blue shape is at the bottom left, and a light blue shape is at the bottom right.

Working with MEDIA

How to send a press release.

Media coverage can play an important role in getting your message to the communities you serve. One good way to connect with media outlets in key months relating to adolescent pregnancy prevention is to send a press release. Media outlets appreciate a professional approach to receiving newsworthy information. Here are some steps to take to communicate with your local media.

1 Identify media outlets in your area. Create a list of all local media outlets in your area (newspapers, radio stations, TV shows, etc.), identify key contacts at each outlet, and find their e-mail address. If you're unsure who to contact at an outlet, it's ok to call and ask who the appropriate person would be for your story. Most media outlets have a contact specific for news releases listed on their website.

2 Update the CAPP-provided press release with your specific information. In the example press releases, you'll notice [placeholders] in red text with brackets around it. These placeholders need to be updated with your specific information. Once all placeholders are updated, turn all text to black. Additionally, add any county-specific data that may be relevant (example: local teen pregnancy rates, local fact sheets, etc.).

3 E-mail your media contact list. When e-mailing the press release, start with a short introduction and something like "We have some information we thought your viewers/readers would be interested in. I hope you're able to use the below press release regarding 'Let's Talk Month.' Please let me know if we can provide anything additional. Thank you!"

For the subject line, use "Press Release:" and then the actual headline of the press release to make it easy for the news outlets to know what you are sending them. Copy and paste the press release into the body of the e-mail message.

Note: Send the press release to one media outlet at a time – don't send one e-mail to all media contacts in your area and do not use the BCC option. Make it personal and professional!

4 Prepare for any questions. After sending the press release, a local reporter may call you for additional information, questions or quotes. Be prepared for this conversation. Have 2-3 key points that you want to reiterate and know any relevant statistics. Sending a press release does not guarantee media coverage, which is why timing and message play an important role.

5 Monitor local coverage and follow up. Keep track of any outlets who cover your story and send them a quick follow up note letting them know you appreciate the awareness they brought to CAPP.



Sample press release

The sample press release can be downloaded from the CAPP website at <https://pcaiowa.org/grantees/capp>.

FOR IMMEDIATE RELEASE

Contact: [ORGANIZATION AND CONTACT NAME]

Phone: [CONTACT]

Email: [CONTACT]

Start the Conversation About Sex

October, 2019 – 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, the national 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].



:30 radio sample

The sample :30 radio script and :30 audio file can be downloaded from the CAPP website at <https://pcaiowa.org/grantees/capp>. These can be used locally to help get the word out about "LET'S TALK" Month.



FEMALE ANN (Needs to sound warm but knowledgeable)

October means pumpkins and costumes...

But this year, as part of "LET'S TALK" month, make October the month that you talk to the kids in your life about healthy relationships.

Pre-teens should understand age-appropriate information, like what kind of interactions are ok – and what to do when they're not.

Teens should know about healthy relationships, available resources and that it's totally ok to wait until they are ready for sexual activity.

Consider this October, **TALK**-tober – and start the conversation.

This message brought to you by the Community Adolescent Pregnancy Prevention Program at Prevent Child Abuse Iowa.

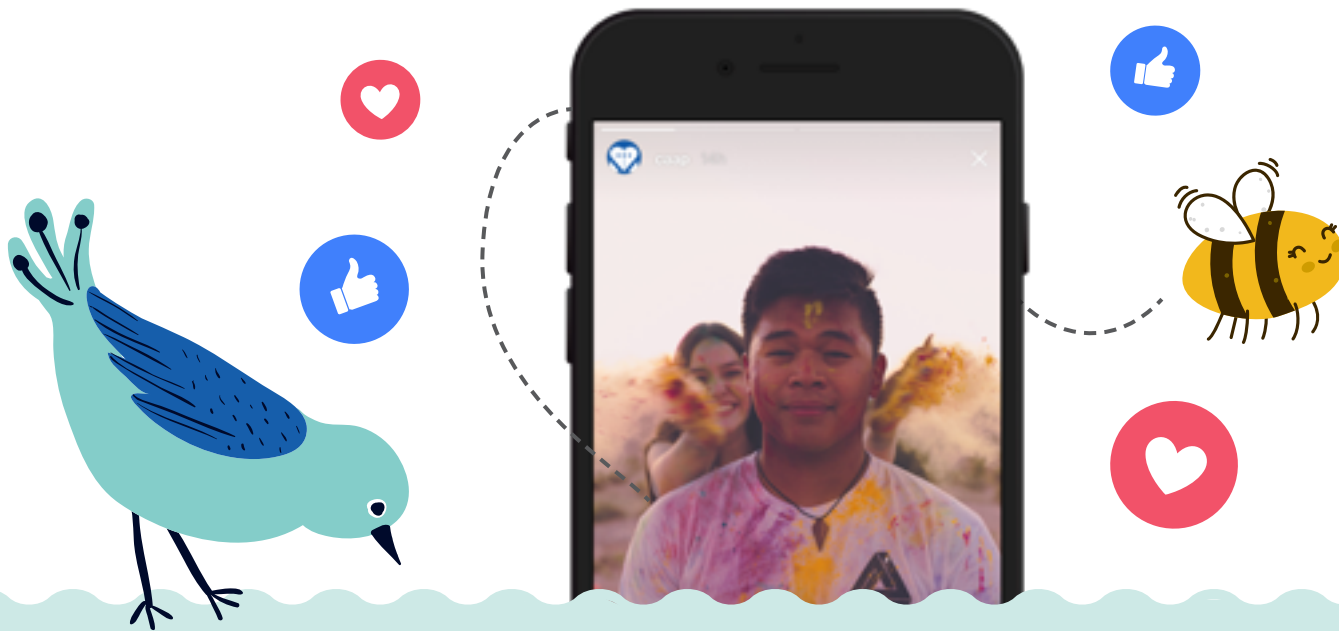


The image features a solid blue background. In the top-left corner, there is a large, rounded orange shape. In the bottom-right corner, there is a large, rounded teal shape. Centered in the blue area is the text "Social MEDIA". "Social" is in a white, sans-serif font, and "MEDIA" is in a yellow, bold, sans-serif font.

Social MEDIA

So Socially Savvy

Social media can help you connect with your audience, share your message, and build awareness of your services so it's important to establish relevant social media profiles where you can share content. Below are a few helpful tips to keep in mind when sharing.



Helpful Tips:






- **Always post with an image.** Some social media platforms like Instagram and Snapchat require posting with an image. Other platforms like Facebook and Twitter don't require images. We recommend always posting with an image to improve engagement. You can use the images provided in this guide or create your own.
- **Schedule posts in advance.** Posting to social media accounts can be time consuming. Use a site like [HootSuite](#) (they offer free plans) to schedule your posts in advance and save time.
- **Use insights to learn about your audience.** Use a Facebook Page and an Instagram Business Account to have access to a wealth of data about your followers. You can learn more about their demographics, what time of day they're most active, where they're from, and what type of content they respond best to. Use these insights to tailor your messages to your audience.
- **Use stories to share content in the moment.** Both Facebook and Instagram have a story feature that allows you to share photos and videos as they happen. Stories are a great way to share a behind-the-scenes look at an event, or to share a quick on-camera message.
[How to Post a Facebook Story](#)
[How to Post an Instagram Story](#)
- **Tag other pages for additional reach.** If you're going to be mentioning another person/business in a post, we recommend tagging their profile both in the photo and in the caption. Mentioning and tagging are great ways to make connections with others in community while also increasing the reach of your post.
- **Use healthy relationships as a gateway message.** As we learned from our research, adolescents and parents alike place a great deal of importance on the topic of healthy relationships. Keep this in mind when you're approaching topics about pregnancy prevention and use healthy relationships as a potential gateway message.



Facebook

This document includes recommended social media post copy for both Facebook and Instagram, with tactics such as timing, character count recommendations, hashtags and inclusion of links being the primary differences between the channels.

Social media images are sized appropriately for both Facebook and Instagram and can be downloaded on the CAPP website at <https://pcaiowa.org/grantees/capp>.

Date	Time	Facebook Copy	Image (Thumbnail)
10/2	9 a.m.	What are some signs of an unhealthy relationship? Teens and youth need to know. Make October “Talk-tober.” It’s always time for the talk. https://pcaiowa.org/lets-talk-adults	
10/4	9 a.m.	What would you do if you were in an unhealthy relationship? OK, how do you think teens would answer that question? Time to have “the talk.” https://pcaiowa.org/lets-talk-adults	
10/9	9 a.m.	Healthy relationships include consent. Do the teens in your life know what consent is? Start the conversation and be sure they understand that they have the power to decide when they want to have sex, or if they want to wait. https://pcaiowa.org/lets-talk-adults	
10/11	9 a.m.	Talking to teens about sex and relationships can be uncomfortable. Don’t get discouraged, just stay in the moment and know that what you say matters to them. Need help? We have resources: https://pcaiowa.org/lets-talk-adults	
10/16	9 a.m.	We’re halfway through “Talk-tober.” Have you had “the talk” with the teens in your life? We get it. It’s not easy. We’ve got some thought-starters here: https://pcaiowa.org/lets-talk-adults	
10/18	9 a.m.	When it comes to sex and healthy relationships, 39% of kids said they’d listen to their friends... 35% said they’d listen to you. You’re the adult. You need to close that gap. Time to have “the talk.” https://pcaiowa.org/lets-talk-adults	
10/23	9 a.m.	A teen knows how to get a condom. But do they know how to get into a healthy relationship? Or out of a bad one? It’s time you had “the talk.” https://pcaiowa.org/lets-talk-adults	
10/25	9 a.m.	“The talk” is about more than just sex. A lot more. It’s about healthy relationships. It’s about safety. It’s about listening. You’ve got their back. We’ve got yours: https://pcaiowa.org/lets-talk-adults	



Instagram

During the month of October, update the link in your Instagram bio to be <https://pcaiowa.org/lets-talk-adults>. Since URL links can't be used in Instagram captions, some of the captions drive people to the "link in bio".

Date	Time	Instagram	Image (Thumbnail)
10/2	11 a.m.	<p>What are some signs of an unhealthy relationship? Respect? Balance? Boundaries? Do you feel like you know? Teens and youth need to know. Make October "Talk-tober." It's always time for the talk. #thetalk #thebirdsandthebees #teen #healthy #relationships #relationshipgoals #juniorhigh #middleschool #highschool #parenting #parentingtips</p>	
10/4	11 a.m.	<p>What would you do if you were in an unhealthy relationship? Leave? Stay too long? Stand up for yourself? Get walked all over? OK, how do you think teens would answer that question? If you don't think they know, then it's time to have "the talk." #thetalk #thebirdsandthebees #teen #healthy #relationships #relationshipgoals #juniorhigh #middleschool #highschool #parenting #parentingtips</p>	
10/9	11 a.m.	<p>Healthy relationships include consent, and all people must feel that they are able to say "yes" or "no" to any sexual activity, at any point. Do the teens in your life know what consent is? Start the conversation and be sure they understand that they have the power to decide when they want to have sex, or if they want to wait. Link in bio. #teen #thetalk #thebirdsandthebees #healthy #relationships #juniorhigh #middleschool #highschool #parenting #parentingtips</p>	
10/11	11 a.m.	<p>Talking to teens about sex and relationships can be uncomfortable. Be present, listen, and know that what you say matters to them. Need help? We have resources. Link in bio. #thetalk #thebirdsandthebees #teen #healthy #relationships #relationshipgoals #safesex #juniorhigh #middleschool #highschool #parenting #parentingtips</p>	



Instagram (continued)

Date	Time	Instagram	Image (Thumbnail)
10/16	11 a.m.	<p>We're halfway through "Talk-tober." Have you had "the talk" with the teens in your life? We get it. It's not easy. It's scary. Hey, it's the time of year to get scared, right? It's also the time of year to look fear in the face and say "BOO." That's why we've got some thought-starters for you. Link in bio. #thetalk #thebirdsandthebees #teen #healthy #relationships #relationshipgoals #safesex #juniorhigh #middleschool #highschool #parenting #parentingtips</p>	
10/18	11 a.m.	<p>When it comes to sex and healthy relationships, 39% of kids said they'd listen to their friends. Are you ready to hear how many of them would listen to you? 35%. Fewer of them said they'd listen to you than their friends. We think you've got a little more expertise on the subject than their friends do. You're the adult. You need to close that gap. Time to have "the talk." #thetalk #thebirdsandthebees #teen #healthy #relationships #relationshipgoals #safesex #juniorhigh #middleschool #highschool #parenting #parentingtips</p>	
10/23	11 a.m.	<p>A teen probably knows how to get a condom or birth control or other forms of protection. But do they know how to get into a healthy relationship? Or out of a bad one? Sex is one thing. Safety is another. It's time you had "the talk." #thetalk #thebirdsandthebees #teen #healthy #relationships #relationshipgoals #safesex #juniorhigh #middleschool #highschool #parenting #parentingtips</p>	
10/25	11 a.m.	<p>Did an adult ever tell you "you have two ears and one mouth for a reason"? They wanted you to be a better listener. Well, "the talk" is about more than just sex. A lot more. It's about listening. It's about healthy relationships. It's about safety. You've got their back. We've got yours. Find some helpful resources and thought-starters at the link in our bio. #thetalk #thebirdsandthebees #teen #healthy #relationships #relationshipgoals #safesex #juniorhigh #middleschool #highschool #parenting #parentingtips</p>	





Involving the
COMMUNITY



Roots run deep

Build awareness for Let's Talk Month by partnering with others in your community, sponsoring events, and getting the message out.

Don't know where to start? Here are some ideas ...

There are many organizations in your community who might be interested in partnering with you for Let's Talk Month initiatives, including:

- Child development agencies
- Faith-based communities
- Family services
- Health organizations
- Hospitals
- Mentoring programs (like Big Brothers/Big Sisters)
- Parent organizations
- Recreation centers (like YMCAs and/or YWCAs)
- Schools
- Social services
- Women's groups
- Youth groups (like Girl Scouts)

Community events

Hosting events provides a great opportunity to start the conversation, answer questions, and encourage ongoing discussions.

Health Fairs

Partner with schools and health care providers to host a teen and parent health fair. Use this as an opportunity to discuss sexual health, healthy relationships and open conversations.

Parent/Teen Workshops

Host a "Healthy Relationships" parent/teen workshop. Attendees can use the take-aways of this workshop as an opportunity to start a conversation about sexual health.

Parent Panels

Host a panel for parents and adult leaders in the community to attend to better understand how to talk to teens about sex, how to be an "askable" parent, how to promote healthy relationships, etc.





Get creative!

Think of innovative ways to get your message out into the community.

- Ask local schools if you can include “Let’s Talk Month” content for newsletters, school calendars, etc.
- Post fliers at local businesses. Ask local restaurants if you’re able to put table tents around the restaurant to promote events.
- Ask local media outlets if you’re able to do a live interview to promote “Let’s Talk Month” and any events you’re hosting.
- Ask schools to sponsor a poster or essay contest, on the topic of parent/youth communication about sexuality.
- Provide parents with resources, such as the “It’s always time for the talk” brochure.
- Create stickers or decals that say something like “I am Askable”. Give these to adults and community leaders to display, signifying they are a resource for adolescents with questions about sexuality.



Sample newsletter content

The sample newsletter can be downloaded from the CAPP website at <https://pcaiowa.org/grantees/capp>.

October is “Let’s Talk” Month

October is National “Let’s Talk” Month. Conversations regarding healthy relationships, sex and unplanned pregnancy should start early and continue throughout adolescence. During the month of October, take time to open lines of communication with your teen, and be a resource for questions. Opportunities to learn more are available locally. [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.] For more information on how and when to start these conversations, reach out to [ORGANIZATION NAME] at [CONTACT].





Community Adolescent Pregnancy Prevention

Prevent Child Abuse Iowa
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pcaiowa.org/prevention/capp