



# Research shows: Have "THE TALK" and Talk Often

➤ **76%**

of adolescents ranked building/keeping healthy relationships as the most important topic

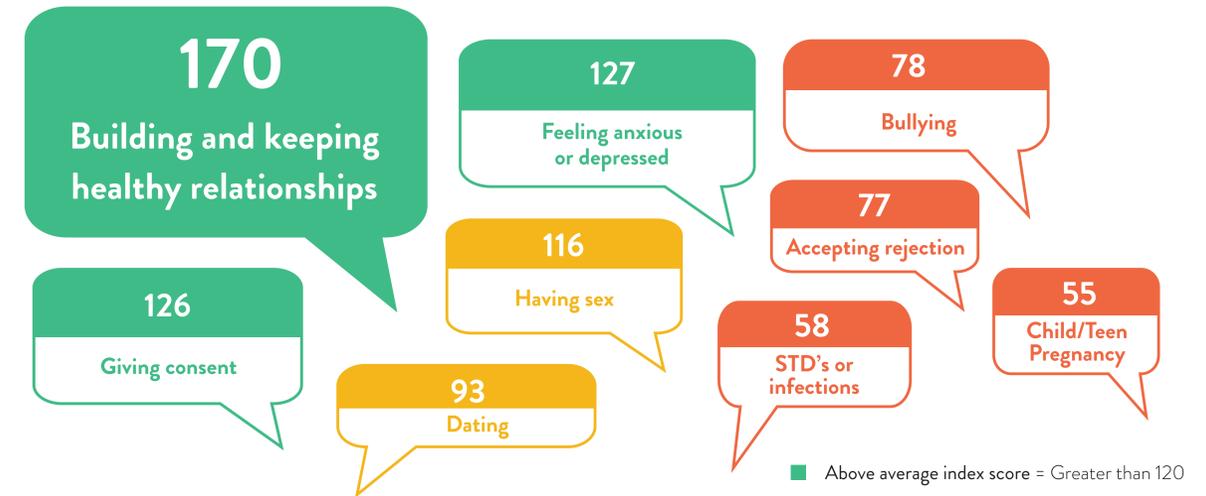
### Goals:

- Understand how adolescents and parents/guardians prioritize important topics
- Gain perspectives on desired advice related to sex and adolescent pregnancy
- Gather insights on communication with adolescents

### Method:

Quantitative and qualitative online survey of 249 Iowa adolescents (10-18 years old) and 200 parents/guardians.

# Topics Most Important to Adolescents

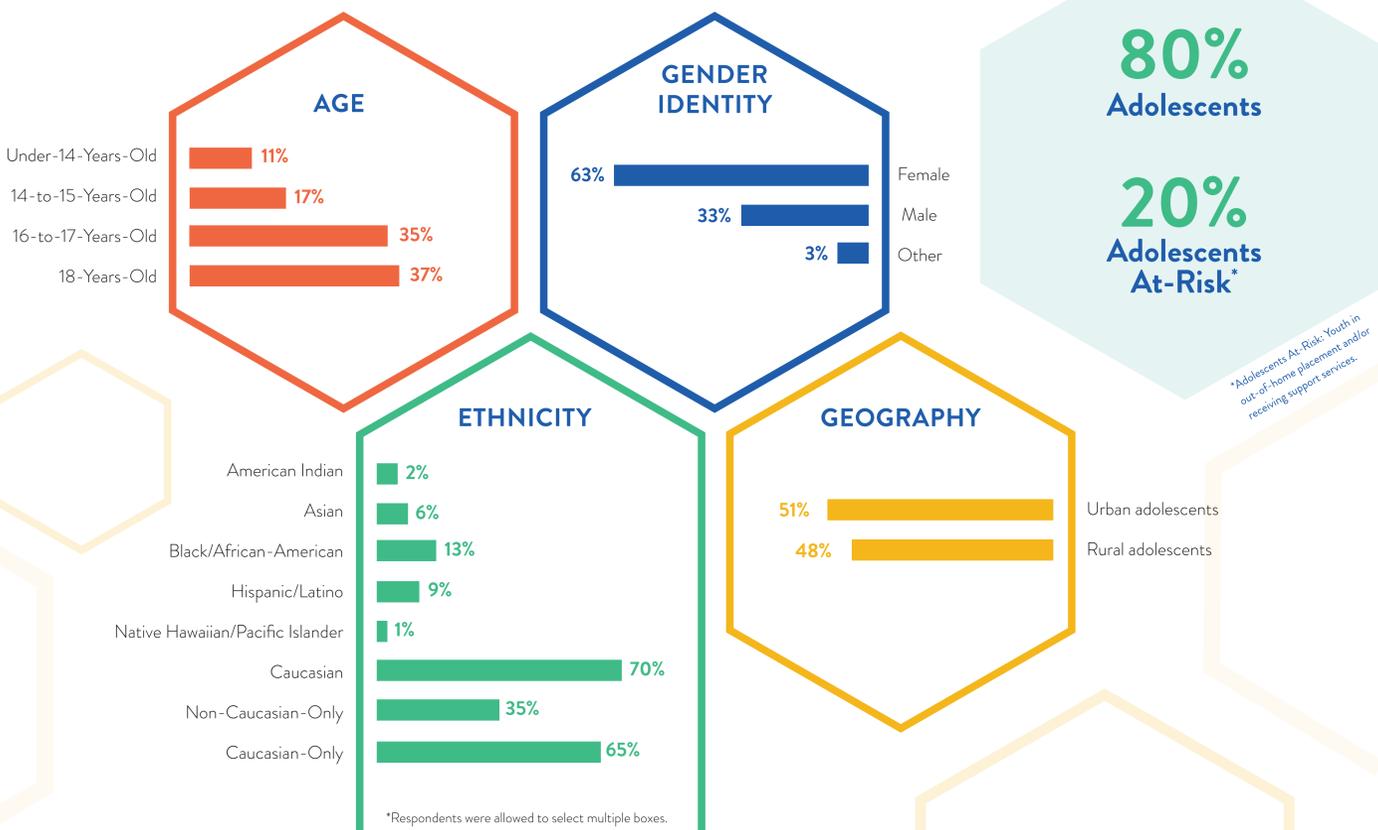


■ Above average index score = Greater than 120  
 ■ Average index score = 80 - 120  
 ■ Below average index score = Less than 80

Index Score = A relative score against the overall average.

# Demographics

of the 249 adolescent respondents



# Other Insights

## On Healthy Relationships

- 76% of adolescents ranked building/keeping healthy relationships as the most important topic. Parents and guardians ranked **healthy relationships** second among eight common adolescent topics
- While more than half of parents/guardians believed the appropriate age to start talking about sexual health and pregnancy was between 12 and 14, 58% believed that talking about **healthy relationships** should start at age 10 or younger.
- 39% of adolescents mentioned that they would listen to their friends regarding sex or **healthy relationships**. 35% of adolescents mentioned that they would listen to a parent.

## On Other Topics

- Parents/guardians ranked child/teen pregnancy as 7th among 8 common adolescent topics for discussion.
- Parents/guardians reported child/teen pregnancy as the least discussed topic.
- Regarding their desired advice about starting to have sex, 46% of adolescents mentioned protection/contraception as a topic of discussion.
- **Zero percent of at-risk adolescents mentioned wanting advice on consent.**
- Regarding the advice they wanted about waiting to have sex, 29% of adolescents wanted to hear that this was normal.

# Key Takeaway



The topic of healthy relationships may serve as a starting point to additional topics, like preventing unwanted pregnancy and sexually transmitted diseases/infections.