



CAPP Toolkit

Let's Talk Month



Community Adolescent
Pregnancy Prevention

Table of Contents

Working with the Media	1
How to send a press release.....	2
Sample press release.....	3
:30 radio sample.....	6
Social Media	7
Helpful tips	8
Facebook	9
Instagram.....	11
Involving the Community	13
Engaging community members	14
Community events.....	14
Sample newsletter content	15

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 stations, 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 release, 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 (for example, local teen pregnancy rates, local fact sheets, etc.).
- 3. E-mail your media contact list.** When emailing 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 email 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 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>.

FEMALE ANNOUNCER (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.





Section 2

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.** Your Facebook Page and Instagram Business Account can provide 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 posts 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 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 mention 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 your 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 both place a great deal of importance on the topic of healthy relationships. Keep this in mind when you're approaching topics about pregnancy prevention.



Facebook

Below are recommended social media posts for both Facebook and Instagram. Tactics such as hashtags and inclusion of links are the primary differences between the two platforms.

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



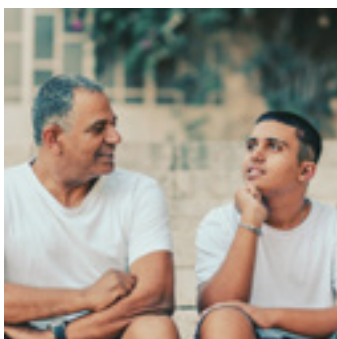
Post 1

Do you know the signs of an unhealthy teen relationship? Does your teen? Today is the first day of “Let’s Talk” Month. Join us in making October “Talk-tober.” Anytime is a good time for a talk about sex and relationships.
<https://pcaiowa.org/lets-talk-adults>



Post 2

What’s more awkward than talking with your partner about whether or not to have sex? Talking with them about an unplanned pregnancy or sexually transmitted disease! Teens, it’s time to have “the talk.”
<https://pcaiowa.org/lets-talk-teens/>



Post 3

Healthy relationships start with healthy conversations. And healthy conversations should include consent. Make sure the teens in your life understand that they have the power to decide when they’re ready to have sex, or if they want to wait.
<https://pcaiowa.org/lets-talk-adults>





Post 4

Look, we get it – talking about sex and relationships can be hard. Don't get discouraged, though. Just stay in the moment and know that **YOU'RE IN CONTROL**. Need conversation starters? Look here:
<https://pcaiowa.org/lets-talk-teens/>



Post 5

We're halfway through "Talk-tober." Have you had "the talk" with the teens in your life? We get it. It's not easy, so here are some conversation-starters
<https://pcaiowa.org/lets-talk-adults>



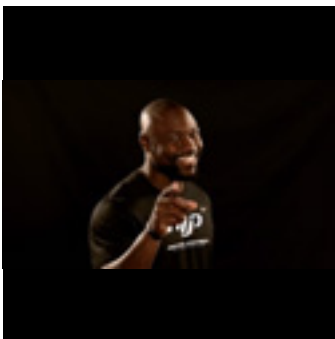
Post 6

Talking with your partner about sex isn't just about sex. It's about respecting yourself and your partner. It's about your safety. It's about your future! Here's how to make having "the talk" easier for everyone:
<https://pcaiowa.org/lets-talk-teens/>



Post 7

When it comes to sex and healthy relationships, did you know kids are almost as likely to listen to an adult (35%) as they are their friends (39%)? They're listening; it's time to have "the talk."
<https://pcaiowa.org/lets-talk-adults>



Post 8

Who decides when it's okay to have sex? Your partner? Your parent? Your doctor? Nope. It's **YOU!** If you're not ready, talk to your partner. Respecting each other's boundaries and discussing possible outcomes is part of a healthy relationship. Read more here:
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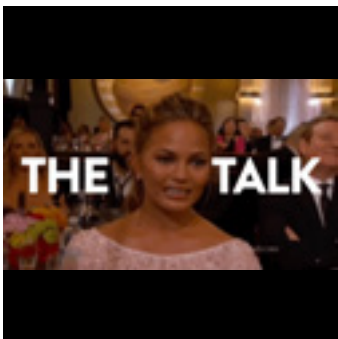
Instagram

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



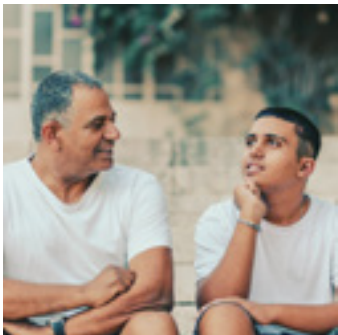
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Post 2

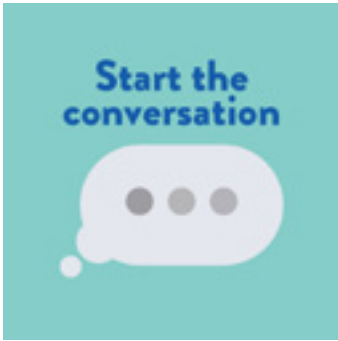
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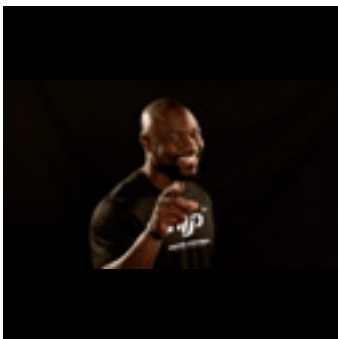
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Section 3

Involving the Community



Engaging Community Members

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 that 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
- Men's groups
- Youth groups (like Boy Scouts/Girl Scouts)



Community events

Hosting events provides a great opportunity to start the conversation, answer questions and encourage ongoing discussions. With the COVID-19 pandemic – this might look a little different this year. Here are a few ways to stay involved.

Virtually:

- Facebook Live Q&A on how to start the conversation
- Live stream a panel on the importance of starting conversations early
- Start a private Facebook group where community members can share their conversations and progress

In-person:

- Share materials on how to start the conversation with neurotypical youth, neurodiverse youth and youth living with disabilities.
- Social distance at an outdoor fair! Partner with organizations to host small groups of teens and parents. Use this opportunity to discuss sexual health, healthy relationships and open conversations. Host a “healthy relationships” parent/youth workshop.
- Groups should be kept small and intimate to promote organic, open conversations and to keep families safe. Attendees can use the take-aways from this workshop as an opportunity to start a conversation about sexual health.



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
501 SW 7th Street, Suite G | Des Moines, IA 50309
pcaiowa.org/prevention/capp