



## Parents Speak Up, Share Your Vision

Presented by

[Presenter Name]

**PARENTS SPEAK UP NATIONAL CAMPAIGN**

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## Workshop Overview

- Agenda:
  - Introduction
  - Campaign Overview
  - Get the Facts
  - Talking Tips
  - Parents Speak Up, Share Your Vision
- Guidelines for discussion
  - Respect others' opinions
  - All comments are welcome

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### NOTES TO SPEAKER:

Begin session with introductions and ask parents to tell a little bit about themselves and their pre-teen or young-teen.

Set guidelines for discussion. This can be a very sensitive topic. Ask audience for other suggestions.



## Campaign Overview

**What:** National public education campaign sponsored by the U.S. Department of Health and Human Services

**Objective:** Encourage parents to talk, early and often, to their children about postponing early sexual activity

**Target audience:** Parents of children aged 10 to 13

**Campaign includes:**

TV, radio, print, outdoor, interactive, and community outreach

**Website:** [www.4parents.gov](http://www.4parents.gov)

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The Parents Speak Up National Campaign is funded by the U.S. Department of Health and Human Services (DHHS). The campaign is aimed at parents of 10 to 13 year-olds encouraging them to talk with their children about the importance of waiting to engage in sexual activity. As a part of the national campaign, DHHS is making a special effort to reach American Indian and Alaska Native (AI/AN) parents of pre-teens and young-teens. The vast health disparities that have been shaped by historical, socioeconomic, and cultural factors demand an increased presence in the AI/AN community.



## Native American Outreach Center

**Share Your Vision:** Native American community outreach

**Purpose:**

- To share the “Parents Speak Up” message
- To be a resource
- To empower parents

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The decision to delay sexual activity is one of the most important decisions a pre-teen and young-teen can make. Parents, grandparents, and caregivers share a common responsibility to guide children as they navigate important life choices, including choices regarding sexual behavior.

DHHS contracted with Kauffman and Associates, Inc. (KAI), an American Indian-owned, woman-owned consulting firm based in Spokane, WA, to assist in delivering the campaign’s message to AI/AN parents across Indian Country and Alaska. KAI will operate the Native American Outreach Center for the duration of the 3-year campaign.

The Native American Outreach Center is committed to partnering with parents, students, families, organizations, and communities across Indian Country to ensure that AI/AN families are able to communicate their values and beliefs about important life choices that shape their children’s future and to give AI/AN children the skills and confidence they need to be successful.



## Public Service Announcement

- “Talk to Me” will run nationwide.
- Features Cora Tanae Williams, a 12-year-old Native American actress



Cora Tanae Williams

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**NOTES TO SPEAKER:** Start by showing PSA to parents, get their reactions

Native American pre-teen actor Cora Williams, a 12-year old Ho-Chunk tribal member from Chicago, Illinois, was one of the kids featured in a television public service announcement (PSA) *Talk to Me*. Ms. Williams is part of a long blood-line of Ho-Chunk royalty. She is an attractive, confident, intelligent, outgoing young girl who is proud of her Ho-Chunk heritage.

Parents who share their vision for their child's future and about the importance of delaying early sexual activity are more likely to have children who wait to have sex.

Research shows that parental involvement has a tremendous impact on reducing risky behavior in teens. A recent study showed that when parents, especially mothers, were the major source of sexual information, their children's sexual behavior was less risky.

But research also shows that most parents are very uncomfortable even bringing up this topic. So the campaign materials are designed to raise parental awareness about the need to talk to their children, early and often and give them some resources to help make the conversation easier.




**Did You Know?**

About 46% of high school students in the U.S. have had sexual intercourse.

An estimated 46% of Indian mothers having their first child are under the age of 20.

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This section presents information and statistics about teen sexual activity.

Teen sex can deflate self-esteem, erode optimism, and spoil the quality of intimate relationships.

Contraception doesn't protect kids from the emotional consequences of having sex too soon.



**Did You Know?**

Each year, one in four teens contracts an STD.


HIV/AIDS, HPV, Herpes, and pregnancy can all make it more difficult for a teen to succeed.

Most sexually active teens wish they had waited longer to have sex.

**SUCCESS COMES TO KIDS WHO WAIT TO HAVE SEX.**

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Delaying sexual activity can help insure a child's future success in their career, education, and overall happiness.

Just because a teen has already had sex doesn't mean they can't be successful. But Native kids already face so many challenges and helping them make healthy choices can only improve their chances of success.

The healthiest choice for every child is to delay early sexual activity.



## Who Influences Your Children?

Media?  
Rappers?  
Movie stars?  
Music?  
TV?

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To help parents understand the powerful influence they have over their children, the speaker will tell parents that when he asks pre-teens and young-teens where they get their belief system from – the number one answer is from their **parents**.

Children value their parents' beliefs over popular rappers, movie stars, and other celebrity figures. This serves as a reminder to parents that they have a strong influence (whether conscious or subconscious) over their children's lives.





**Who Influences Your Children?**

***You* do!**

When Parents Speak Up, Kids Listen

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Why is it important to talk to your pre-teen and/or young-teen and share your vision for his or her future?

- To strengthen and clarify family expectations for behavior.
- To enhance the conditions that promote family bonding.
- To teach parents how to help their children resist negative choices and meet family expectations.
- To pass on family values and traditional values.

**Why Is Talking So Hard?**

"My parents never talked to me about it."

"I'm not ready for my child to grow up."

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**NOTES TO SPEAKER:** Ask Participants - Do you feel comfortable talking with your child about delaying sexual activity? Why or why not?

Many parents say that their parents didn't talk to them about waiting to have sex and so they feel uncomfortable and unprepared to talk to their children.

- Many feel/fear loss as they see their child transition into adolescence.
- Loss of close bond with their child
- Loss of influence over their child's decisions



**“I don’t know how to get started”**

**It’s not easy, but you’re not alone.**

Many parents have difficulty talking with their kids about waiting sex and waiting.

“My child isn’t ready yet – she’s still just a baby.”

“They’re not thinking about it, it’s just not an issue.”

“If I talk about it, they’ll become more curious and want to experiment.”


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These are common statements made by parents.




## The Power of Parents

**9 out of 10** teens  
say that it would be easier to wait to  
have sex if they could talk with their  
parents about it.



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**Notes to Speaker:** Transition the discussion to strategies about talking with kids about delaying sexual activity.

But even if it seems difficult, look at the power of parents!!!



## Connect Through “CARE”

**Contact:** Be approachable and willing to spend time.

**Ask:** Over time, ask questions. Learn and understand their friends, activities, feelings, and relationships.

**Right:** You will then “Earn the right” (in your child’s eyes) to give advice.

**Encourage:** Seek out a child’s good behavior and affirm the things they do right.

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Speaker introduces effective communication techniques by encouraging parents to remember a simple acronym: “CARE.”



## Have an Effective Conversation

Share your expectations and values about sex and the importance of waiting.

Start talking early – ideally around age 10 or 11– when your child is beginning the transition into adolescence.

Talk often to reinforce your values and maintain open communication with your child.

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You could even start talking earlier than 10 or 11. As long as you're sharing age-appropriate information. This will help start the dialogue earlier and make the transition to adolescence much easier.

Plus when your child's body does begin to change in puberty, they will know that you are comfortable talking about these issues and is more likely to share what he or she is feeling or ask questions.

But the key is still the same: start the conversation early and have it often.



## What Has Worked for Other Parents?

Use movies, TV, and everyday occurrences as “ways into” the conversation.

Use “bite-sized” communications – build up the information over time.

Have conversations during everyday, enjoyable activities (driving, playing catch).

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These ideas are gathered from parents who *have* been able to communicate successfully with their children about delaying sexual activity. These techniques work for them, maybe they can help you too.



## What Has Worked for Other Parents?

Avoid direct confrontation that may lead to discomfort with the parent and/or child.

Ask questions to get your child to talk about their beliefs.

Keep it light and casual.

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## Help Your Teens Be Strong

Intimacy balanced by commitment

Right decision making

Guard integrity of each individual

You are more than a body

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A strong teen will be able to make the right decisions about delaying sexual activity. A teen with good self-esteem values his/her body and doesn't give it away casually. Intimacy is a continuum that should develop over time, with ever-greater levels of commitment.



**What's Going On Inside?**


Beliefs  
Feelings  
Actions  
Habits  
Personality  
Destiny

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There are factors that play a role as a pre-teen or teen establishes values regarding postponing sexual activity.



## Types of bonds and how they form

Words: Intimacy starts with words.

Time: Intimacy grows over time.


Breath: The breath of life is like your spirit.

Sex: The ultimate level of intimacy is sex.

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Teens are often unprepared for the emotional consequences of sex. They can experience heartbreak and reduced self-esteem, especially when relationships go wrong.

Describe the types of bonds between people and how they form, emphasizing that sex is the ultimate level of intimacy and marriage as the ideal.



# "In-to-me-see" (Intimacy)

BREATH OF LIFE

SEX

BREATH

QUALITY TIME



WORD

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## Strategies to Help Teens Say No

**N** – Say “No.”

**I** – Follow with an “I” statement.

**C** – If pressure continues, change subject or location.

**E** – If these strategies don’t help, your teen needs an “exit” plan.

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Sooner or later your child may have to handle high-pressure situations on their own. Help them to develop strategies.



The final section of the workshop will discuss native traditions. Native people recognize the eagle as a symbol of wisdom, strength, power, and protection. The graphic image for the Native American Outreach Center depicts a father presenting an eagle feather to his son. This image represents the passing down of a father's vision for his son's future, a vision of success -- an education, a family, a career -- happiness.



## Tradition – Passing It On



What is your tribe's coming of age ceremony?

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Every tribe has its own rites of passage that transition pre-teens and young-teens from childhood to adulthood. These coming of age ceremonies are a traditional time for family members to give instruction and to prepare their children for the responsibilities that they will assume as adults. By reflecting upon and following these traditions, parents and other family members can use this opportunity to share their vision for their child's future, to talk about postponing early sexual activity, and to talk about the direction of their child's life.

Participants will be asked about the coming of age ceremonies of their tribe, and to discuss their thoughts on having their child experience a ceremony. Even if they don't plan to have a ceremony, can tribal traditions and culture help in communicating about delaying sexual activity?



## Community Outreach Kit

- The Issue
- Talking Circle
- The Facts
- Partner Organizations
- Parent Commitment Card
- Posters
- Parents Speak Up



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The session will conclude with an overview of the Community Outreach Kit and an invitation for participants to visit the Native American Outreach Center's Parents Speak Up Exhibit Booth.



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*Mom, I think it's time we talk about sex.*

HOME ISSUES SERVICES ABOUT US CONTACT

**Tradition**

- Tradition
- Passing it on.

**Understanding The Issue**

- The Issue

**Commitment**

- Your Influence
- Your Commitment

**All Our Relationships**

- Our Support
- Our Partners

**When Parents Speak Up, Kids Listen.**

The decision to wait to have sex is one of the most important decisions a pre-teen and young-teen can make. Native American parents, grandparents, and caregivers, share a common responsibility to guide children as they navigate important life choices, including choices regarding sexual behavior.

The Native American Outreach Center (NAOC) is designed as a portal to the [www.4parents.gov](http://www.4parents.gov) website where Native American parents can learn more about how to talk to their children about sexuality and the importance of waiting to have sex. The NAOC website contains information to help you start a conversation with your child as well as links to information on health and social issues related to sexual activity. Resources are divided into four categories: Tradition, Understanding the Issue, Commitment, and All Our Relationships.

Four tabs: A A A A

Documents:

- [Parent Communication Card](#)
- [Parents Speak Up Poster](#)
- [Letter to Kids](#)
- [Get the Facts](#)

On the Web:

- [www.4parents.gov](http://www.4parents.gov)

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The Native American Outreach Center has a web site where parents can learn more about how to talk to their children about sexuality and the importance of waiting to have sex. You will find information to help you start a conversation with your child as well as links to information on health and social issues related to sexual activity. Resources are divided into four categories: Tradition, Understanding the Issue, Commitment, and All Our Relations. It's a good starting point, and is fully linked to [www.4parents.gov](http://www.4parents.gov), the national website, where you find a lot of additional information and resources.



**More information**

Upcoming events

**Training of Trainers**

- **National Indian Education Association (NIEA)**  
October 25-28, 2007  
Honolulu, HI
- **American Indian Science and Engineering Society (AISES)**  
November 1-3, 2007  
Phoenix, AZ
- **National Congress of American Indians (NCAI)**  
November 11-16, 2007  
Denver, CO

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**Training of Trainers (TOT)**

As we travel around the country attending these national and regional events, the NAOC will enlist the participation of parents, coaches, and community leaders who are willing to serve as community contacts to disseminate campaign materials in their community. They will be invited to sign up for the Training of Trainers (TOT) for the Parents Speak Up National Campaign.

The NAOC will host three 1½-day long TOT on the Parents Speak Up National Campaign. The curriculum is based on the Parents Speak Up booklet.

The NAOC team is looking for stakeholders who are already involved with youth programs or other community education programs and are willing to expand their programs to reach parents in their communities.

The NAOC will invite 20 participants to each of the three trainings for a total of 60 participants. The TOTs will be held in conjunction with the National Indian Education Association Conference, the American Indian Science and Engineering Society Conference, and the National Congress of American Indians Conference. Possible attendees could include tribal and urban youth program staff, community health program staff, counselors, coaches, parents, or other interested community members. NAOC will pay travel, lodging, and per diem for the attendees who are selected.



## We're Here to Help

### **Native American Outreach Center**

Kauffman and Associates, Inc.

South 165 Howard Street, Suite 200

Spokane, WA 99201

509-747-4994

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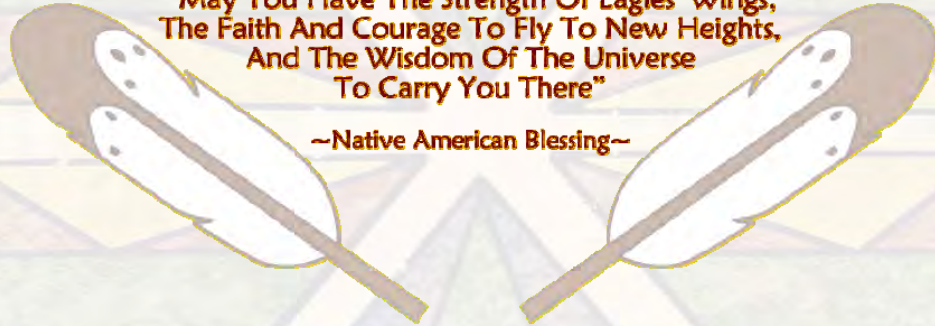




## Native American Blessing

**"May You Have The Strength Of Eagles' Wings,  
The Faith And Courage To Fly To New Heights,  
And The Wisdom Of The Universe  
To Carry You There"**

**--Native American Blessing--**



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## Visit [4parents.gov](http://4parents.gov)

Get help and support at:

[www.4parents.gov](http://www.4parents.gov)

What you'll find there:

- Facts
- Tips to start the conversation
- Downloadable tools

Other tools:

- "Parents, Speak Up" brochure
- "Teen Chat"

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## Statistics and More Information

The statistics used in this presentation can be found in the following places:

- Maynard, R.A., "The Costs of Adolescent Childbearing," in R.A. Maynard (ed.), *Kids Having Kids: Economic Costs and Social Consequences of Teen Pregnancy* (pp. 285-338), Washington, DC: The Urban Institute Press, 1997.
- Singh, S., & Darroch, J.E., "Adolescent Pregnancy and Childbearing: Levels and Trends in Developed Countries," *Family Planning Perspectives*, 32(1), pp. 14-23.
- Resnick, M.D.; Bearman, R.S.; Blum, R.W.; Bauman, K.E.; Harris, K.M.; Jones, J.; Tabor, J.; Beuhring, T.; Sieving, R.E.; Shew, M.; Ireland, M.; Bearinger, L.H.; and Udry, J.R. "Protecting Adolescents From Harm. Findings From the National Longitudinal Study on Adolescent Health." *Journal of the American Medical Association*, 1997, 278:823-832.

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## Statistics and More Information

- Albert, Bill. "With One Voice 2007: America's Adults and Teens Sound Off About Teen Pregnancy." National Campaign to Prevent Teen Pregnancy. February 2007.
- Centers for Disease Control, 2006.  
<http://www.cdcnpin.org/scripts/population/native.asp>
- U.S. Department of Health and Human Services and The Office of Population Affairs. "Parents, Speak Up!" Available for download at <http://www.4parents.gov>.
- Cohen M. *Adolescent sexual activity as all expression of nonsexual needs*. Pediatric Annals 1995; 24: 324-9.

[www.4parents.gov](http://www.4parents.gov) is a useful resource for finding these and other facts and figures.

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