



the campaign to prevent unplanned pregnancy

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ADULTS SEE INCREASED OPPORTUNITY FOR IMPACTFUL CONVERSATIONS WITH YOUNG PEOPLE

A New Poll Conducted for Power to Decide Reveals Parents See Increased Opportunity to Talk About Sex, Love and Relationships

(Washington, D.C.) — The majority of adults (57%) agree that sheltering in place during the COVID-19 pandemic has provided increased opportunity for conversations with the young people in their life about sex, love, relationships and ultimately birth control, according to new polling for Power to Decide’s #TalkingIsPower campaign. In addition, 90% of adults agree that these conversations positively influence youth to make informed decisions about these critical issues.

May is Talking is Power Month, a national effort to spark meaningful conversations between young people and the parents and champions, such as an aunt, uncle, grandparent or mentor, who care about them. The focus of Power to Decide’s #TalkingIsPower campaign reminds parents and champions how powerful they are in the lives of young people. #TalkingIsPower campaign asks this year, “*Have you talked to a young person today?*”

“Without question these trying times have upended every part of our daily lives,” said Gillian Sealy, CEO, Power to Decide. “For families, sheltering has meant increased opportunities to have conversations that can positively influence youth to make informed decisions about their lives including sex, love, relationships and ultimately birth control.”

According to an additional survey commissioned by Power to Decide, more than two-thirds of adults say, as teens, they had someone to talk with about these topics. Among those who had someone to talk to, 60% reported talking to parents, 58% to a friend, 35% to a significant other and 23% to a sibling. The overwhelming majority of adult respondents (85%) cited being able to get information they needed to access birth control. Interview responses were collected from a national telephone survey conducted in April 2020 with more than 500 men and women age 18 and older.

“We have the gift of time with the young people in our life to have thoughtful conversations that will impact their life trajectory and support their power to decide if, when and under what circumstances to get pregnant and have a child,” Sealy added. “Let’s use this time with our young people and seize the moment. Talking *is* power.”

#TalkingIsPower offers tools for parents and champions to start these conversations. To learn more about the Power to Decide survey and #TalkingIsPower, [visit here](#).

Power to Decide is a private, non-partisan, non-profit organization that works to ensure all people—no matter who they are, where they live or what their economic status might be—have the power to decide if, when and under what circumstances to get pregnant and have a child. Please visit us at www.PowerToDecide.org or follow us on Facebook and Twitter.

Data presented here are drawn from a survey conducted by Ask Your Target Market (AYTM), an online market research firm. Using AYTM's panel, we surveyed 250 U.S. adults between the ages of 18-34 in April 2020.