

# SURVEY SAYS

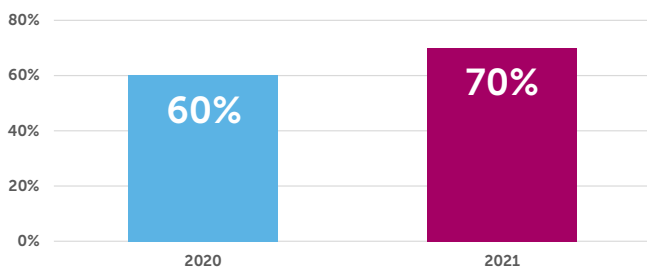
POWER TO DECIDE, THE CAMPAIGN TO PREVENT UNPLANNED PREGNANCY

## Talking is Power: Keep the Power On

May is #TalkingIsPower Month, a national effort to spark meaningful conversations about sex, love, relationships and birth control between young people and the parents and champions, such as an aunt, uncle, grandparents or mentors, who care about them.

When it comes to decisions about sex and birth control, PARENTS continue to be the primary influencer:

Seven in 10 adults say their parents were the person they turned to as a teen to discuss dating, sex, or birth control



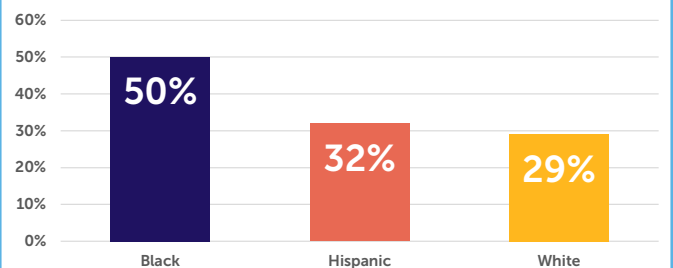
ADULTS

↑53%

More than half 53% of adults who had conversations with a young person in the past year say the conversation went "very well"

Black communities are leading the way in having conversations with their young people about sex, love and relationships:

Black adults are more likely to discuss these issues with a young person than Hispanic or whites

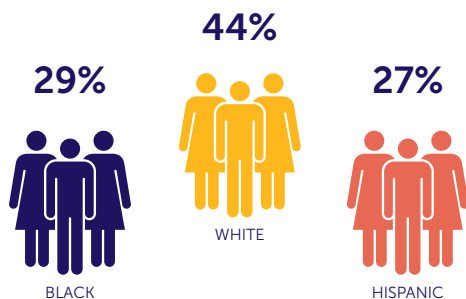


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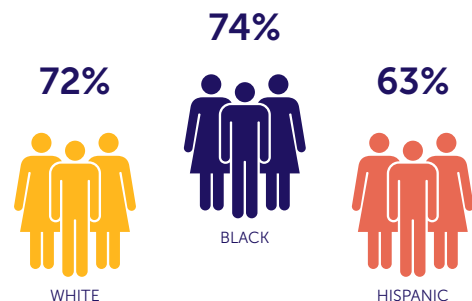
15%

Black adults are less likely to say it wasn't "the right time" than Hispanics but not whites

Out of those who did not have a conversation in the past 12 months 41% said they felt it was NOT "their place or responsibility":



Black adults said they turned to their parents as a teen to talk about sex, love, relationships, and birth control:



The data presented here are drawn from a survey conducted for Power to Decide by SSRS, an independent research company. Telephone interviews were conducted in April 2021 among 539 adults age 18 and older. The margin of error for total respondents is +/-4.97 at the 95% confidence level.

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#TALKINGISPOWER