Chart 1

KNOWING... DOING?

Percent of Parents of 6-15 Year Olds Who Say...

“...Children Are Better Prepared to Make Wise Choices When Parents Talk to Them Openly About Sensitive Subjects from and Early Age”

89%

YET, Also Agree...

Most Parents Wait “Too Long” to Talk About...

- Alcohol and drugs: 63%
- Pregnancy prevention and STDs: 62%
- Relationships and being sexually active: 58%
- AIDS: 50%
- Handling potential violence: 49%
- Basic facts about sexual reproduction: 45%

Chart 2

THE MESSENGERS

Percent of Parents and Kids Who Say Each is an Influential Source for Kids on Issues Like, Sex, AIDS, Alcohol and Drugs, and Violence

Parents of 10-15 Year Olds Who Say Each Has “A Lot” of Influence ...

<table>
<thead>
<tr>
<th>Source</th>
<th>Influence</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV, movies, other entertain.</td>
<td></td>
<td>74%</td>
</tr>
<tr>
<td>Friends</td>
<td></td>
<td>67%</td>
</tr>
<tr>
<td>Schools/Teachers</td>
<td></td>
<td>61%</td>
</tr>
<tr>
<td>Mothers</td>
<td></td>
<td>59%</td>
</tr>
<tr>
<td>The Internet</td>
<td></td>
<td>49%</td>
</tr>
<tr>
<td>Fathers</td>
<td></td>
<td>44%</td>
</tr>
<tr>
<td>ther gs.</td>
<td></td>
<td>36%</td>
</tr>
<tr>
<td>ther gs.</td>
<td></td>
<td>26%</td>
</tr>
</tbody>
</table>

Kids Ages 10-15 Who Say Their Peers Find Out “A Lot” From...

<table>
<thead>
<tr>
<th>Source</th>
<th>Influence</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV, movies, other entertain.</td>
<td></td>
<td>49%</td>
</tr>
<tr>
<td>Friends</td>
<td></td>
<td>48%</td>
</tr>
<tr>
<td>Schools/Teachers</td>
<td></td>
<td>41%</td>
</tr>
<tr>
<td>Mothers</td>
<td></td>
<td>38%</td>
</tr>
<tr>
<td>The Internet</td>
<td></td>
<td>35%</td>
</tr>
<tr>
<td>Fathers</td>
<td></td>
<td>31%</td>
</tr>
<tr>
<td>Magazines</td>
<td></td>
<td>26%</td>
</tr>
<tr>
<td>Brothers/Sisters</td>
<td></td>
<td>23%</td>
</tr>
<tr>
<td>Churches/ other Religious orgs.</td>
<td></td>
<td>19%</td>
</tr>
</tbody>
</table>

Family Foundation/Children Now Talking With Kids About Tough Issues, A National Survey of Parents and Kids (conducted September 15-October...
Chart 3

A WINDOW OF OPPORTUNITY

Top Five Sources Kids Say Their Peers Find Out “A Lot” about Issues Like Sex, AIDS, Alcohol and Drugs, and Violence From...

Kids Ages 10-12

1. Mothers 38%
2. TV, movies, other entertain. 38%
3. Schools and teachers 38%
4. Fathers 34%
5. Friends 31%

Kids Ages 13-15

1. Friends 64%
2. TV, movies, other entertain. 61%
3. Schools and teachers 44%
4. The Internet 40%
5. Mothers 38%

Family Foundation/Children Now Talking With Kids About Tough Issues, A National Survey of Parents and Kids (conducted September 15-October...
Chart 4
PARENTS MATTER

Percent of Kids Who Say They Personally Found Out the “Most” About Each Topic From Their Parents

- **Sex**: 59% (10-12), 45% (13-15)
- **Violence**: 50% (10-12), 32% (13-15)
- **Alcohol/Drugs**: 48% (10-12), 38% (13-15)
- **AIDS**: 45% (10-12), 33% (13-15)

Chart 5
MOTHERS AND FATHERS TALKING THE TALK

Percent of Kids Ages 10-15 Who State a Preference for Feeling More Comfortable Talking with One Parent or the Other on Each Topic...

- Alcohol/Drugs: 23% mother, 22% father
- How to handle violent situations: 32% mother, 18% father
- AIDS: 33% mother, 12% father
- Basic facts of reproduction: 44% mother, 12% father
- Relationship issues and becoming sexually active: 42% mother, 15% father
- How to prevent pregnancy/STDs: 40% mother, 11% father

Source: Kaiser Family Foundation/Children Now Talking With Kids About Tough Issues, A National Survey of Parents and Kids (conducted September 15-October)
Chart 6

**OU KNOW WHERE YOUR KIDS ARE GETTING ADV**

Percent of Parents Who Think Their Child Would Go to Someone Other than Them or the Other Parent for Advice and Guidance...

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Parents of 10-12 Year Olds</th>
<th>Parents of 13-15 Year Olds</th>
</tr>
</thead>
<tbody>
<tr>
<td>If their child were thinking about having sex</td>
<td>30%</td>
<td>50%</td>
</tr>
<tr>
<td>About dealing with pressure to have sex</td>
<td>21%</td>
<td>41%</td>
</tr>
<tr>
<td>About dealing with pressure to drink alcohol</td>
<td>19%</td>
<td>32%</td>
</tr>
<tr>
<td>If their child were worried about being/getting someone pregnant</td>
<td>N/A</td>
<td>30%</td>
</tr>
<tr>
<td>If someone offered their child drugs</td>
<td>18%</td>
<td>25%</td>
</tr>
<tr>
<td>If someone threatened their child with violence</td>
<td>13%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Source: Kaiser Family Foundation/Children Now Talking With Kids About Tough Issues, A National Survey of Parents and Kids (conducted September 15-October...
Chart 7

TALKING...BEFORE SOMEONE ELSE DOES

Percent of **Kids** Who Say They Would Go to
*Someone Other than Their Parents* for Advice and Guidance...

![Chart showing percentages of kids going to someone other than their parents for advice on various issues](chart)

- **If they were thinking about having sex**: 18% (Ages 10-12), 16% (Ages 13-15)
- **About dealing with pressure to have sex**: 43% (Ages 10-12), 43% (Ages 13-15)
- **About dealing with pressure to drink alcohol**: 18% (Ages 10-12), N/A (Ages 13-15)
- **If they were worried about being/getting someone pregnant**: 34% (Ages 10-12), N/A (Ages 13-15)
- **If someone offered them drugs**: 35% (Ages 10-12), 26% (Ages 13-15)
- **If someone threatened them with violence**: 34% (Ages 10-12), 28% (Ages 13-15)

*Source: Kaiser Family Foundation/Children Now Talking With Kids About Tough Issues, A National Survey of Parents and Kids (conducted September 15-October 13, 1998).*

---

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>How to handle potentially violent situations</td>
<td>50%</td>
<td>15%</td>
</tr>
<tr>
<td>How to protect against HIV/AIDS</td>
<td>50%</td>
<td>40%</td>
</tr>
<tr>
<td>How to handle pressure to have sex</td>
<td>44%</td>
<td>46%</td>
</tr>
<tr>
<td>How to know when you are ready to have sex</td>
<td>43%</td>
<td>50%</td>
</tr>
<tr>
<td>How alcohol/drugs might affect decisions to have sex</td>
<td>43%</td>
<td>46%</td>
</tr>
<tr>
<td>How to handle peer pressure to use drugs/alcohol</td>
<td>40%</td>
<td>10%</td>
</tr>
<tr>
<td>How to prevent pregnancy and STDs</td>
<td>38%</td>
<td>10%</td>
</tr>
<tr>
<td>What kinds of birth control are available</td>
<td>32%</td>
<td>32%</td>
</tr>
<tr>
<td>Homosexuality</td>
<td>28%</td>
<td>32%</td>
</tr>
<tr>
<td>Drinking and driving</td>
<td>27%</td>
<td>18%</td>
</tr>
<tr>
<td>How girls get pregnant</td>
<td>25%</td>
<td>27%</td>
</tr>
</tbody>
</table>
Chart 9

...KIDS STILL NEED TO KNOW MORE

Percent of Parents and Kids Who Say ...

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>How to handle potentially violent situations</td>
<td>44%</td>
<td>16%</td>
</tr>
<tr>
<td>to know when you are ready to have sex</td>
<td>43%</td>
<td>26%</td>
</tr>
<tr>
<td>handle peer pressure to use drugs/alcohol</td>
<td>42%</td>
<td>7%</td>
</tr>
<tr>
<td>How to protect against AIDS/STDs</td>
<td>42%</td>
<td>15%</td>
</tr>
<tr>
<td>What to do if someone brings a gun to school</td>
<td>41%</td>
<td>23%</td>
</tr>
<tr>
<td>How to prevent pregnancy and STDs</td>
<td>40%</td>
<td>29%</td>
</tr>
<tr>
<td>What STDs are</td>
<td>39%</td>
<td>12%</td>
</tr>
<tr>
<td>How to handle pressure to have sex</td>
<td>39%</td>
<td>19%</td>
</tr>
<tr>
<td>How alcohol/drugs might affect decisions to have sex</td>
<td>39%</td>
<td>24%</td>
</tr>
<tr>
<td>What AIDS is</td>
<td>37%</td>
<td>11%</td>
</tr>
<tr>
<td>What kinds of birth control are available</td>
<td>30%</td>
<td>37%</td>
</tr>
<tr>
<td>Homosexuality</td>
<td>19%</td>
<td>21%</td>
</tr>
<tr>
<td>How girls get pregnant</td>
<td>19%</td>
<td>14%</td>
</tr>
<tr>
<td>Drinking and driving</td>
<td>18%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Chart 10

TALKING...

Percent of Parents Who Have Talked with Their Child About...

Parents 10-12 Year Olds
- Alcohol/drugs: 95%
- How to handle violent situations: 84%
- Basic facts of Reproduction: 71%
- AIDS: 68%
- Relationships issues and becoming sexually active: 44%
- How to prevent pregnancy and STDs: 37%

Parents of 13-15 Year Olds
- Alcohol/drugs: 83%
- How to handle violent situations: 76%
- Basic facts of Reproduction: 78%
- AIDS: 78%
- Relationships issues and becoming sexually active: 70%
- How to prevent pregnancy and STDs: 71%

Chart 11

...WHILE THEY ARE STILL JUST TALKING

Percent of Kids Who Say Their Parent Has Talked With Them About...

Kids Ages 10-12

- Alcohol/drugs: 79%
- How to handle violent situations: 77%
- Basic facts of Reproduction: 72%
- AIDS: 61%
- Relationships issues and becoming sexually active: 52%
- How to prevent pregnancy and STDs: 52%

Kids Ages 13-15

- Alcohol/drugs: 80%
- How to handle violent situations: 80%
- Basic facts of Reproduction: 80%
- AIDS: 75%
- Relationships issues and becoming sexually active: 72%
- How to prevent pregnancy and STDs: 78%

Chart 12

IS IT TOO LATE WHEN PARENTS WAIT?

Percent of Parents Who Say Their Child Initiated Conversation on Topic...

- Alcohol/Drugs: Parents of 8-9 Year Olds = 51%, Parents of 10-12 Year Olds = 39%, Parents of 13-15 Year Olds = 36%
- How to handle violent situations: Parents of 8-9 Year Olds = 44%, Parents of 10-12 Year Olds = 34%, Parents of 13-15 Year Olds = 41%
- AIDS: Parents of 8-9 Year Olds = 48%, Parents of 10-12 Year Olds = 41%, Parents of 13-15 Year Olds = 37%
- Basic facts of reproduction: Parents of 8-9 Year Olds = 60%, Parents of 10-12 Year Olds = 55%, Parents of 13-15 Year Olds = 41%
- Relationship issues and becoming sexually active: Parents of 8-9 Year Olds = 38%, Parents of 10-12 Year Olds = 27%, Parents of 13-15 Year Olds = 23%
- How to prevent pregnancy/STDs: Parents of 8-9 Year Olds = 40%, Parents of 10-12 Year Olds = 26%, Parents of 13-15 Year Olds = 28%

Source: Kaiser Family Foundation/Children Now Talking With Kids About Tough Issues, A National Survey of Parents and Kids (conducted September 15-October...
Chart 13
MIS(SED)COMMUNICATION

of Parents and Their Kids Ages 10-15 Who Disagree About Whether They Talked

<table>
<thead>
<tr>
<th>Topic</th>
<th>Parent Says “Yes,”</th>
<th>Parent Says “No,”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Birth pregnancy and STDs</td>
<td>21%</td>
<td>15%</td>
</tr>
<tr>
<td>Handle issues and becoming active</td>
<td>25%</td>
<td>14%</td>
</tr>
<tr>
<td>Basic facts of reproduction</td>
<td>28%</td>
<td>11%</td>
</tr>
<tr>
<td>Relationship issues and becoming sexually active</td>
<td>22%</td>
<td>11%</td>
</tr>
<tr>
<td>Handle violent situations</td>
<td>23%</td>
<td>8%</td>
</tr>
<tr>
<td>Alcohol and drugs</td>
<td>20%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Chart 14

RATING THE TALK

of Kids Ages 10-15 Who Say When They Talked about Each Issue Their Parent Seemed...

Judgmental

- Alcohol/Drugs: 21%
- Violence: 19%
- AIDS: 19%
- Sex: 20%

Embarrassed

- Alcohol/Drugs: 4%
- Violence: 2%
- AIDS: 9%
- Sex: 13%

Out of Touch

- Alcohol/Drugs: 22%
- Violence: 13%
- AIDS: 15%
- Sex: 21%

To Want to Avoid Topic

- Alcohol/Drugs: 9%
- Violence: 9%
- AIDS: 9%
- Sex: 13%
Chart 15

PARENTS REPORT CARD: A+

<table>
<thead>
<tr>
<th>Issue</th>
<th>Percent of Kids Ages 10-15 Who Say When They Talked about Each Issue with Their Parents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alcohol/Drugs</td>
<td>89%</td>
</tr>
<tr>
<td>Violence</td>
<td>86%</td>
</tr>
<tr>
<td>AIDS</td>
<td>85%</td>
</tr>
<tr>
<td>Sex</td>
<td>80%</td>
</tr>
</tbody>
</table>

They were glad to have talked about the issues.

They got good ideas about how to handle the issues.

They were able to talk about everything on their minds.

Chart 16
TEACHABLE MOMENTS

Percent of Parents of 10-15 Year Olds Who Talked with Their Child About Topic as a Result of Something:

- On the news
- That happened in the community
- AIDS
- Sex
- Violence
- Alcohol/Drugs
- That happened to the family/found at home
- AIDS
- Sex
- Violence
- Alcohol/Drugs
- On a TV show or
- Source: Kaiser Family Foundation/Children Now Talking With Kids About Tough Issues, A National Survey of Parents and Kids (conducted September 15-October...
Chart 17

QUESTIONS... AND ANSWERS ABOUT SEX

Percent of Parents of Kids Each Age Who Talked with Their Child About Sex, Said They Did So as a Result of Something...

- **8-9**
  - News: 37%
  - TV show or movie: 56%
  - Event: 22%
  - That happened in the community: 17%
  - That happened to the family/found at home: 24%

- **10-12**
  - News: 44%
  - TV show or movie: 68%
  - Event: 47%
  - That happened in the community: 27%
  - That happened to the family/found at home: 18%

- **13-15**
  - News: 44%
  - TV show or movie: 65%
  - Event: 49%
  - That happened in the community: 43%
  - That happened to the family/found at home: 24%

Chart 18

PARENT HELPLINE

Percent of Parents Who Say...

Could Like More Information About How and When to Raise Issues Like Sex, Drugs, and Violence with Their Children

<table>
<thead>
<tr>
<th>Parents of 10-12 Yr. Olds</th>
<th>13%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parents of 13-15 Yr. Olds</td>
<td>24%</td>
</tr>
</tbody>
</table>

And, Where Parents Go When They Need Help

*Parents of 10-15 Year Olds Who Got “A Lot” of Information About How to Talk About These Issues From Each Source

<table>
<thead>
<tr>
<th>Other Parents</th>
<th>Media</th>
<th>Books</th>
<th>Doctors</th>
<th>Clergy</th>
<th>Things Sent from School</th>
</tr>
</thead>
<tbody>
<tr>
<td>13%</td>
<td>24%</td>
<td>39%</td>
<td>19%</td>
<td>27%</td>
<td>12%</td>
</tr>
</tbody>
</table>