

Start Early. Talk Often #TALKINGISPOWER

POWERTODECIDE.ORG

On May 7, 2020, we're launching our 3rd Annual #TalkingIsPower (TIP) campaign!

Please use this toolkit to answer any questions you may have and to find links to some of the already available resources on our site. Remember, our media partnerships and more content will roll out during the course of the month. So check back frequently over the coming weeks to see new material.

Also check the [#TalkingIsPower](#) page of our website frequently and to follow us at @PowertoDecide on all social channels ([Instagram](#), [Twitter](#), [YouTube](#), and [Facebook](#))!

https://docs.google.com/document/d/1b2wwQ2vRMZ_1wf3e85AdidbOYJP3BgrZewhyM_2Mo4o/edit

Tagline:

Start early. Talk often.

2020 Theme:

Have you connected with a young person today?

Important Links:

Link to Talking is Power page on [our website](#).

Link to Talking is Power [YouTube channel](#).

Relevant Data

- More than 99% of women ages 15-44 who have ever had sexual intercourse have used at least one contraceptive method ([Guttmacher](#), 2018)
- 86% of adults agree that everyone deserves access to the full range of birth control methods. ([Power to Decide](#), 2019)
- The top three places young people say they learn about sex as a teen are from school (65%), friends (58%), and their parents (36%). ([Power to Decide](#), 2018)
- Over half of teens age 12-15 report that their parents most influence their decisions about sex. For teens age 16-19, 32% say that their parents most influence their decisions. ([Power to Decide](#), 2016)

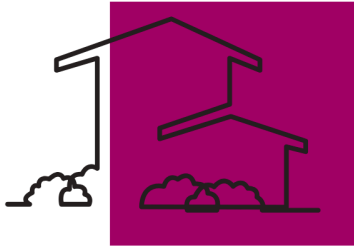
#TalkingIsPower Digital Graphics

Tune into our social media channels for even more amazing #TalkingIsPower digital graphics. Here are a few from last year's campaign that you can share at any time:



Here are a few of the new graphics for 2020. Please don't share these until Thursday, May 7. You can [download all of our graphics, here!](#)

Stay-At-Home Champion Tip #1

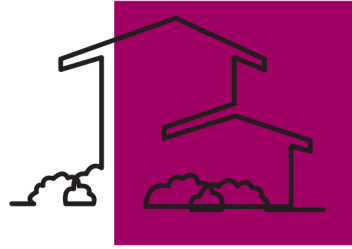


Watch a TV show or movie together to kick off a discussion about things you've just seen.

#TalkingIsPower

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Stay-At-Home Champion Tip #2

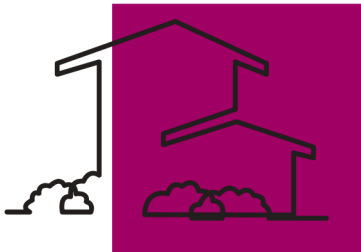


Quantity and quality time together.

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Consejo para los modelos de los jóvenes

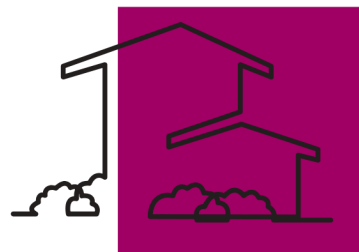


Miren juntos un programa de televisión o una película para comenzar una discusión sobre lo que acaban de ver.

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Consejo para los modelos de los jóvenes



Pasar mucho tiempo de calidad juntos.

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TIP Content

[Off to College: A Guide for Champions](#) - If your young person is off to college, this guide is for you.

[The Millennial's Guide](#) - Millennials are in a unique position to have a positive influence on the young people in their lives.

[The Provider's Guide](#) - How can health care providers best start conversations on sex, love, and relationships?

[Champion Guide](#) - Check out our 6 tips to help guide you through a thoughtful and (hopefully) slightly less awkward conversation about sex with the young people in your life.

[Advice for Teens](#) - Sometimes it feels like adults just don't get it.

[Tips and Tools for Trusted Adults: 18+](#) - Use the tips and guidelines below to start important conversations, plan for the future, and create stability within 18+ year olds.

[Tips and Tools for Trusted Adults: 8-12](#) - Use the tips and guidelines below to start important conversations early, plan for the future, and build trust with 8-12 year olds

[Tips and Tools for Trusted Adults: 13-17](#) - Use the tips and guidelines below to start important conversations early, plan for the future, and build trust with 13-17 year olds.

Read all our TIP content from previous years here: <https://powertodecide.org/tags/talking-power>

Spanish Language Guides:

[Consejos para los modelos de los jóvenes](#)

[Adolescentes entre los 13 y los 17 años](#)

[Jóvenes en edad de transición 18+ 2018](#)

[Guía para los modelos de jóvenes](#)

[Preadolescentes y adolescencia temprana](#)



Twitter Storm: *(not to be shared until Monday, May 11, 2020)*

Date: Wednesday May 20, 2020

Time: 2:00 - 3:00 Eastern

1:00 - 2:00 Central
12:00 - 1:00 Mountain
11:00 - 12:00 Pacific

Hashtag: #TalkingIsPower

Promo graphic:



We'll be hosting a #TalkingIsPower Twitter Storm on 05/20 from 2:00PM—3:00PM ET and we want you to join us! We know that champions—including parents, teachers, and mentors—are one of our young people's main source of knowledge when it comes to sex, love, relationships, and reproductive health. Unfortunately, most champions don't feel comfortable or prepared to have these meaningful conversations.

Before Thursday 05/20: Let your network know you'll be joining @PowertoDecide for the #TalkingIsPower Twitter Storm on Wednesday, May 20, and that they should join in on the fun! Feel free to schedule/tweet our sample language or create your own tweets to share during the hour of the Twitter Storm.

How to participate in a Twitter Storm: During the one hour of the Twitter Storm on Wednesday, May 20, please tweet and retweet as many times as you can, using the hashtag #TalkingIsPower. Our goal is to gain attention by having as many people use the #TalkingIsPower hashtag on Twitter as possible!

Sample Social Language (please do not share until Thursday, May 7).

Follow us @PowertoDecide on all social channels!

- #TalkingIsPower Month is a national effort to spark meaningful conversations between young people and the champions who care about them most. Join the movement! Find resources, articles, videos, and shareable graphics here: <https://bit.ly/2Kutt1p>
- We're using the month of May to talk with the young people in our network about sex, love, and healthy relationships! #TalkingIsPower <https://bit.ly/2Kutt1p>
- We've all had experiences with sex, love, and relationships. Why not share your story with the young person in your life? <https://bit.ly/2Kutt1p> #TalkingIsPower
- #TalkingIsPower Month is time to spark meaningful conversations between young people and the champions who care about them most. Here are a few ways you can get in on the fun this month: <https://bit.ly/2Kutt1p>
- Young people actually prefer hearing about taboo topics like sex, love, and relationships from the adults they trust most. Learn more: <https://bit.ly/2Kutt1p> #TalkingIsPower
- Whether you're a parent, guardian, educator, provider, or mentor, the young people in your life have a lot to learn from you. Starting conversations about consensual sex and effective birth control has the power to change EVERYTHING. Join us: #TalkingIsPower <https://bit.ly/2Kutt1p>
- Parents: being active in your teen's sexual and reproductive health will help them make better decisions: <https://bit.ly/2wC4MOC/> #TalkingIsPower
- Everyone should have someone they can be real with. And YOU can be that person for a young person in your life: <http://ow.ly/TWWI30nWSua> #TalkingIsPower
- Use this @powertodecide #TalkingIsPower Champion Guide to jumpstart meaningful conversations with young people in your life: <http://ow.ly/MrNC30kerfo>
- About 60% of young people have learned something useful about sex, love or relationships from TV shows and movies! What are your young people watching? #TalkingIsPower <https://bit.ly/2zLTHJF>

- All young people need and benefit from caring adults. Whether you're a parent, teacher, sibling, or mentor—use the month of May to have meaningful conversations about sex, love, and relationships. #TalkingIsPower <https://bit.ly/2Kutt1p>
- Reproductive health is a Latinx family issue too. This May, join us as we show why #TalkingIsPower! Have meaningful conversations with the people you love most—porque la familia es todo <https://bit.ly/2G1NoRU> Via @WeareMitu
- Mentors, champions, and trusted adults: It's not too late to start listening to your young people as they voice their thoughts about love and relationships. Our young people are talking—start listening today! More here: <https://bit.ly/2Kutt1p> #TalkingIsPower
- Every young person should have a circle of support from people they can trust. Here are some tips to help champions keep the lines of communication open: <https://bit.ly/2Ujze9q> #TalkingIsPower
- #DYK: Young people actually prefer hearing about taboo topics like sex, love, and relationships from the adults they trust most? Learn more at <https://bit.ly/2Kutt1p> #TalkingIsPower
- Talking about what you want and need is sexy AF. <http://bedsider.org/features/334> #TalkingIsPower
- Use birth control as an opportunity to bond and open up the conversation: <https://www.bedsider.org/features/311> #TalkingIsPower
- Some dos and don'ts to make your visit easier and more productive for you and your health care provider: <https://www.bedsider.org/features/172> #TalkingIsPower
- ¿Sabía usted?: Los jóvenes prefieren escuchar sobre los temas tabúes como el sexo, el amor y las relaciones con los adultos en quienes confían? Infórmese aquí: <https://bit.ly/2jwag8j> #TalkingIsPower
- El embarazo adolescente es 100% prevenible—sobre todo cuando los adultos comienzan conversaciones importantes temprano y a menudo. Infórmese aquí: <https://bit.ly/2jwag8j> #TalkingIsPower
- Padres, adultos confiables, mentores: Nunca es demasiado tarde para comenzar a hablar sobre sexo, amor y relaciones de pareja. Nuestros jóvenes nos escuchan—¡comience a hablar hoy! Más información: <https://bit.ly/2jwag8j> #TalkingIsPower
- El mes #TalkingIsPower es un esfuerzo nacional para comenzar una conversación entre los jóvenes y los líderes que se preocupan por ellos. Para más recursos, artículos, videos y gráficos visite: <https://bit.ly/2Kutt1p>
- Durante el mes de mayo hablaremos con los jóvenes en nuestra vida sobre sexo, amor y relaciones saludables de pareja. Únase el 14 de mayo a las 2PM ET para #TalkingIsPower Twitter Storm! Siga @PowerToDecide para más detalles.

Sample Social Images:

