

# Have you had “THE TALK” with your kids?

*Kids are bombarded by messages about **sex every day**.*

How can you make sure they listen to YOUR CONCERNS over the rest of the noise?

**Talk to them yourself!**

**YOU are the best sex educator for your child**



## **The Parents Matter! Program**

The *Parents Matter!* Program (PMP) encourages parents to talk to their children about sexual topics and sexual risk reduction. Parents have the power to positively shape their children’s health behaviors, but their voices often compete with messages sent by the media, peers, and society. This program, designed for parents and guardians of children ages 9 to 14, helps parents improve their skills and increase their comfort level when talking to their children about pregnancy prevention, sexually transmitted diseases (STDs), and HIV/AIDS. The PMP provides opportunities for parents to build positive parenting skills, improve parent-child communication, and strengthen relationships with their children.

- Tips on how to improve communication
- Strategies for communicating **your values** to your child
- Practice answering hard questions
- Learn the truth about kids’ sexual behavior
- Talk with other parents dealing with the same issues
- Information about puberty and other health topics

**What:** A 5-week program series for parents/guardians of children ages 9 to 14.

**When:** Thursday evenings from 6:00 to approximately 8:30 PM.

Dates: 4/23; 4/30; 5/7; 5/14 ; 5/21

**Where:** Zebulon Boys and Girls Club, 1320 Shepard School Road, Zebulon, NC 27597

**Cost:** FREE! Space is limited. **RSVP by Friday, April 5, 2013!**

*Dinner and childcare are included for each registered participant.*

To register, please contact  
Kate Mascho at:  
919-231-4006 ext. 399 or  
[k.mascho@poehealth.org](mailto:k.mascho@poehealth.org)

For questions about *Parents Matter!*  
Tanya at [t.bass@poehealth.org](mailto:t.bass@poehealth.org) or  
Karee at [karee.redman@wakegov.com](mailto:karee.redman@wakegov.com)



This program is offered through partnership between  
The Alice Aycock Poe Center for Health Education and  
Wake County 4-H Youth Development.