

**CURRENT NARRATIVE**

*Talking about sex education causes kids to go out and have more sex. Comprehensive sex ed is perceived as just talking about how to have sex and encouraging it.*

**STAKEHOLDER**

*Parents*

**WHAT DOES THIS STAKEHOLDER VALUE?**

*That their children understand themselves, healthy relationships, and how to be safe*

**WHAT IS A BARRIER?**

*Fear, cultural or religious beliefs, lack of health literacy, lack of time or not prioritizing these conversations*

**WHAT IS THE STRATEGIC GOAL?**

*Schools initiate the conversation, but parents are able to lead the discussion and be a trusted source for children*

**WHAT IS A TACTIC FOR ACTION?**

*Create a roadmap for parents to get at birth of ideas of topics they can talk about at different ages to normalize conversations about bodies, consent, sex, etc. over their child's development*

**IDEAL NARRATIVE**

*An intersectional lens and a holistic approach to sexual education - beyond just biology - is needed. Leading to long term de-stigmatization and normalization of conversations of sex.*