



FOR IMMEDIATE RELEASE

Contact: Meredith Olson
202-778-4544
MOlson@NoralGroup.com

**PARENTS SPEAK UP NATIONAL CAMPAIGN ENCOURAGES PARENT-CHILD
COMMUNICATION ABOUT SEX, STUDY FINDS**

June 15, 2009 – Washington, DC – A [study](#) published in the June 2009 issue of the *Journal of Adolescent Health*, reports the Parents Speak Up National Campaign successfully encouraged parents to initiate conversations about sex with their children. Noral Group International, Inc., for Rosenberg Communications Incorporated, guides advertising strategy and community outreach for the Parents Speak Up National Campaign (PSUNC), an integrated, multi-media social marketing effort funded by the U.S. Department of Health and Human Services. PSUNC targets parents of children ages 10 – 14, and aims to empower them to talk early and often with their children about sex, sharing their values and expectations.

The independent study was conducted by researchers at George Washington University and RTI International, and found that at four weeks after exposure to the campaign, fathers initiated more conversations with their children than they had previously. And after six months, both fathers and mothers who were exposed to the campaign were more likely to specifically recommend their children wait to become sexually active.

“The pattern of initiation of conversations about sex at four weeks post-baseline and then recommendations to their child to wait at six months post-baseline among fathers is significant,” said Kevin Davis M.A., a senior researcher at RTI and the study’s co-author. “This suggests the campaign succeeded in communicating its ‘call to action,’ particularly among fathers.”

The study included nearly 1,500 parents of children 10 to 14 years old, selected from the Knowledge Networks, an online panel based on a nationally representative sample of U.S. adults. Participants were randomly assigned to experiment conditions, receiving exposure or no exposure to campaign ads and materials. All participants completed a baseline survey prior to exposure and then two follow-up surveys four weeks and six months later.

“Advertising is no panacea for bad habits and poor behaviors. There are so many obstacles to getting people to act, even when it is in their own best interests. To have been involved in a public education campaign that has been ‘proven’ successful is fantastic,” said Eva Kasten, Founder and President of Noral Group International. “Forget the Emmys; I’d rather have this ‘reward’ any day. We know we are helping to strengthen America’s families.”

Noral conducts extensive market research and analysis with parents, teens, community leaders, media gate keepers, and experts, to produce concrete findings crucial to creating messaging concepts for the campaign, and for developing PSUNC campaign strategies, tactics and advertising materials. Noral also creates customizable tools to build awareness and engage local communities and parents, including community-based workshop toolkits, e-newsletters, media kits, advertorials, DVDs, and online content.

About Noral Group International, Inc.

Noral Group International, Inc. is a research-based public service advertising and social marketing firm in Washington, DC. With unique knowledge and a ten year proven track record, Noral delivers results for clients in the government, non-profit and commercial sectors who value change for the public good. Visit www.noralgroup.com.

About Rosenberg Communications, Inc.

Rosenberg Communications, Inc. (RCI), the prime contractor for PSUNC, is a public relations firm located in Rockville, MD. RCI provides a variety of services from public awareness campaigns, word-of-mouth outreach strategies, communications plans that support policy initiatives, video production, media training, and development of print materials.

About George Washington University, Public Health Communication and Marketing

Created in the spring of 2006, the GW Public Health Communication and Marketing program was born from the belief that communication and marketing are powerful disciplines that are greatly needed to address the world's most pressing public health challenges. It focuses in equal measures on teaching, research, and service to the community. Doug Evans, Ph.D. is the program director and the lead author on this study.

About RTI International

RTI International is one of the world's leading research institutes, dedicated to improving the human condition by turning knowledge into practice. Our staff of more than 2,800 provides research and technical expertise to governments and businesses in more than 40 countries in the areas of health and pharmaceuticals, education and training, surveys and statistics, advanced technology, international development, economic and social policy, energy and the environment, and laboratory and chemistry services.