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Organizational Use of a Media Campaign Booklet to Encourage Parent-Child Communication About Waiting to Have Sex

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Abstract

Promoting parent-child communication through the use of print materials may be an important health communication approach for preventing teen sexual activity in the United States. Although prior work has suggested successful methods of disseminating print materials, research has not examined dissemination approaches across organization types. Understanding the use and dissemination of print materials among different organizations is crucial to guiding materials development in a way that maximizes uptake and effectiveness among consumers. Accordingly, this study examined the use of a booklet for parents that encouraged parent-child communication about waiting to have sex as collateral material for a national media campaign. We interviewed staff at 9 community organizations, 9 health care facilities, 5 school-based organizations, and 3 campaign outreach centers. Results suggested variability within and across organization types regarding use of the booklet. Community and outreach center staff tended to walk through the booklet content with parents; health care facilities and education-oriented organizations usually reported both direct and indirect distribution approaches. Staff identified useful elements of the booklet and made suggestions for dissemination in line with prior research. A better understanding of how print materials are utilized to supplement media campaigns can improve their usefulness and potential influence on health behaviors.

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