Engaging Parents in 
DIGITAL 
SEXUAL HEALTH 
EDUCATION

*Lessons from The JACK Trial*

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BACKGROUND

It is very difficult to engage parents in sex education!

BUT IT’S IMPORTANT THAT WE DO!

WHY NOT ENGAGE?

METHODS

PHASE 1: CO-DESIGN

DIGITAL MATERIALS

PARENTS WANTED:

Animated films & online information

PHASE 2: EVALUATE

UK-wide Randomised Controlled Trial in 66 schools

EXAMINED PARENTAL ENGAGEMENT WITH DIGITAL COMPONENTS AS PART OF THE JACK TRIAL

FINDINGS

27% of parents accessed the digital materials
10% viewed the animated films
63% of teachers did not assign the student-parent homework activity

BARRIERS TO PARENTAL ENGAGEMENT

My wife handles talk about sex!!
Hard-to-reach parents (fatherless, religious, busy, deprived areas)
Teenage years too late to start
Teachers fear backlash from parents

Conclusions

The use of digital methods to promote parent-teen communication about sexual health shows promise. However, for optimal engagement of parents there is a need for:

- Fidelity
- Acceptability

BARriers to Parental Engagement

Fidelity

Acceptability

27% of parents accessed the digital materials
10% viewed the animated films
63% of teachers did not assign the student-parent homework activity

87% of parents rated the digital materials “good” or “excellent”
67% said they helped them have a conversation with their child about sexual health

My wife handles talk about sex!!

Hard-to-reach parents (fatherless, religious, busy, deprived areas)
Teenage years too late to start
Teachers fear backlash from parents

You have to start in primary school
Let kids be kids!

Dedicated training and tools that help teachers engage with parents around sex education
Evidence based interventions that address key barriers

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