

Engaging Parents in DIGITAL SEXUAL HEALTH EDUCATION

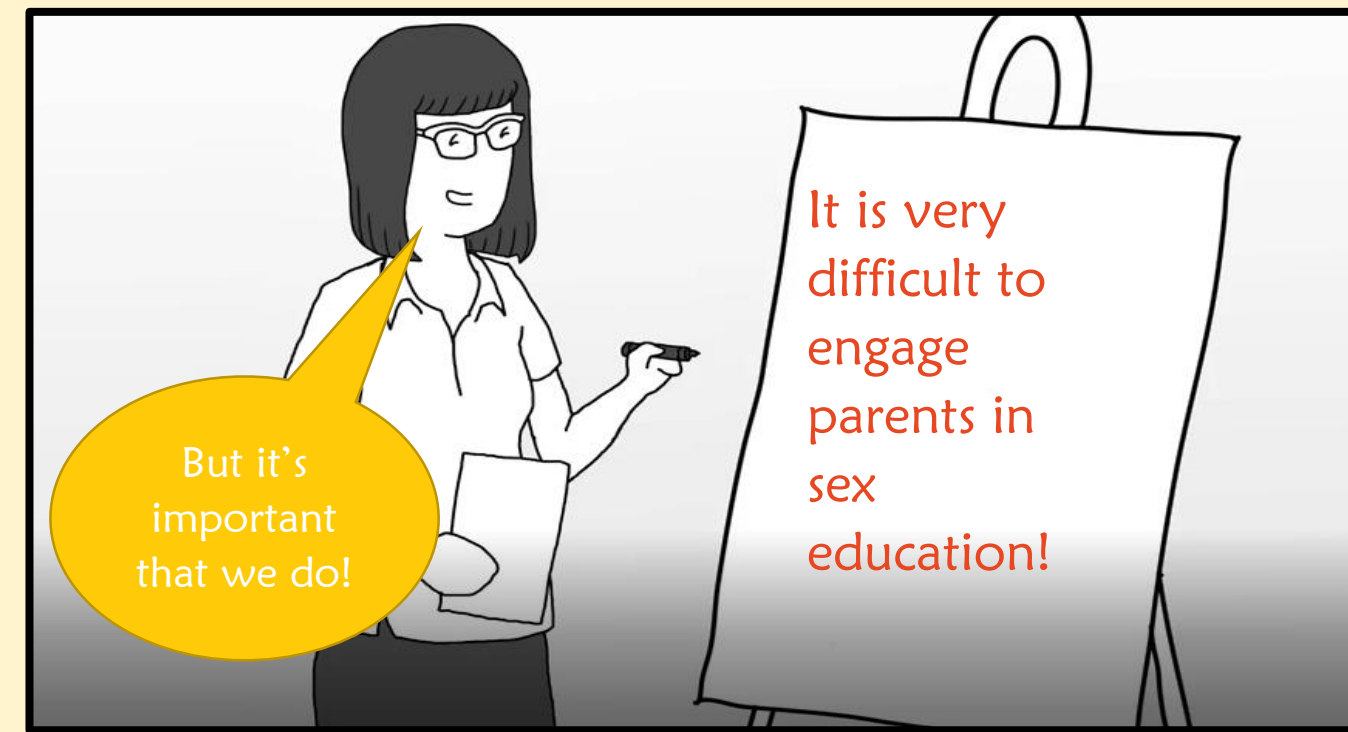
Lessons from The JACK Trial

Dr Áine Aventin

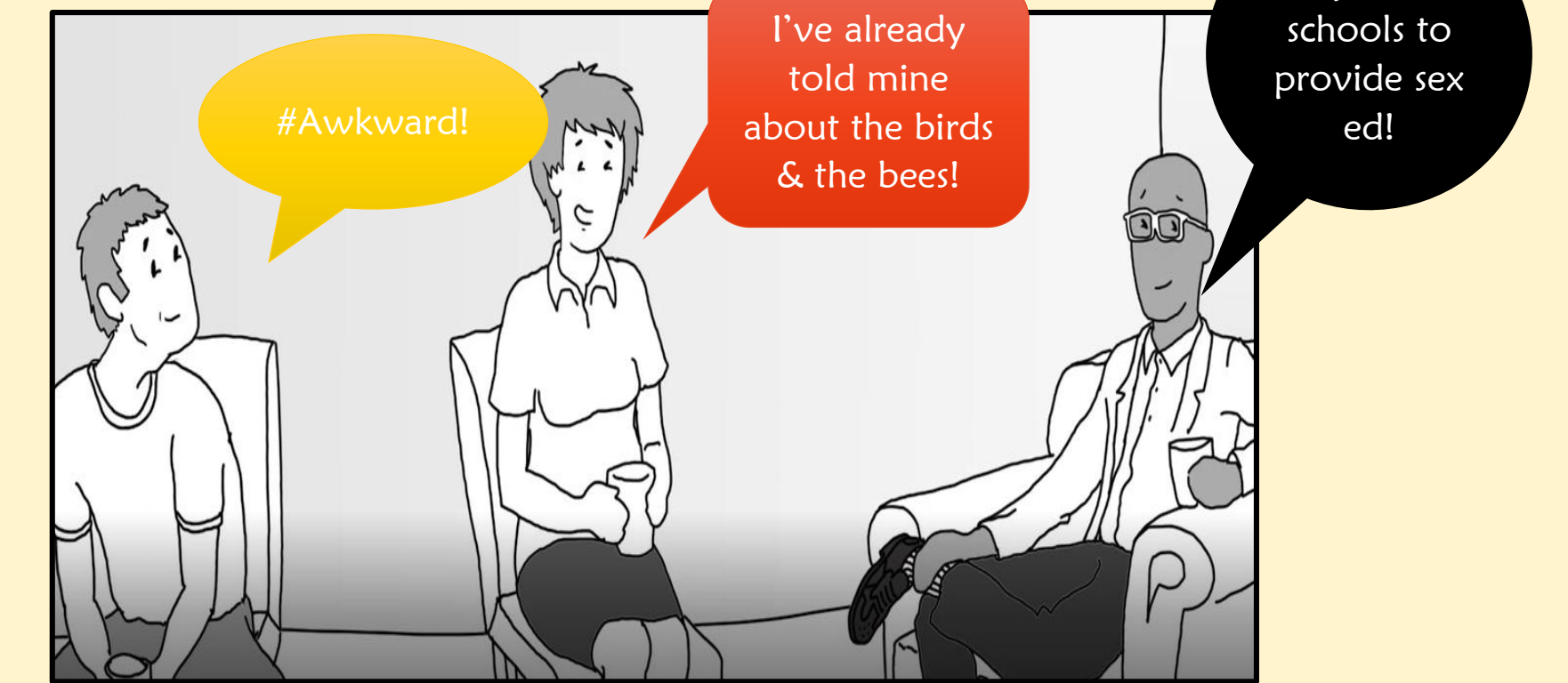


THE CENTRE FOR EVIDENCE AND SOCIAL INNOVATION

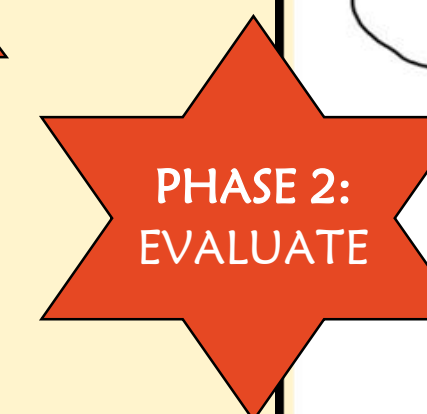
BACKGROUND



WHY NOT ENGAGE?



METHODS



UK-wide Randomised Controlled Trial in 66 schools

PARENTS WANTED:
Animated films & online information

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



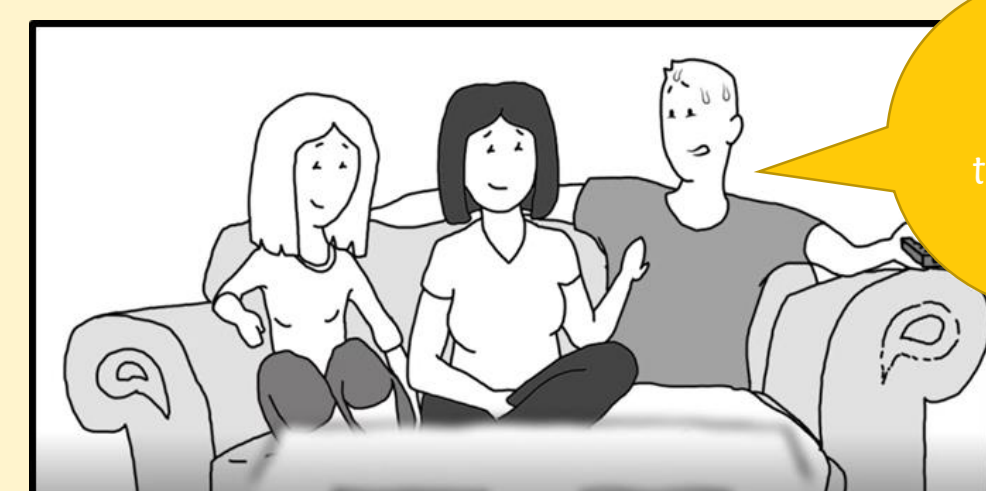
FIDELITY

ACCEPTABILITY

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



BARRIERS TO PARENTAL ENGAGEMENT



Hard-to-reach parents (fathers, 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!



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...



Early and sustained intervention with parents and their children

Dedicated training and tools that help teachers engage with parents around sex education



Evidence based interventions that address key barriers

JACK TRIAL TEAM



Queen's University Belfast
Prof. Maria Lohan (PI)
Dr Áine Aventin
Dr Aisling Gough
Prof. Mike Clarke
Dr Theresa McShane
Dr Liam O'Hare
Cardiff University
Dr James White
Dr Honor Young
Dr Kelly Buckley
University of Glasgow
Prof. Lisa McDaid
Dr Ruth Lewis
Dr Kim Appleton

London School of Hygiene and Tropical Medicine
Dr Rebecca French
Prof. Chris Bonell
Ms. Emily Warren
University College London
Dr Julia Bailey
Dr Rachel Hunter
Northern Ireland Clinical Trials Unit
Ms Cliona McDowell

www.qub.ac.uk/if-i-were-jack

FUNDED BY:



Development of the parent intervention materials was funded by an award from the Research and Development Division of the Public Health Agency for Northern Ireland. The JACK Trial is funded by the NIHR Public Health Research programme (15/181/01). The views expressed are those of the authors and not those of the NHS, the NIHR or the Department of Health.