

# Parent Engagement

GCAPP



GEORGIA CAMPAIGN FOR  
ADOLESCENT POWER & POTENTIAL  
Education • Prevention • Action  
For Adolescent Health

*Empowering 200,000 parents by 2025*

GCAPP empowers parents as the primary and most important educators of their children by offering them resources and opportunities that are easily accessible. Our strategy of education and engagement is designed to meet parents where they are. We provide complimentary parent-focused webinars and workshops, integrated parental involvement in youth development and community activities, and our online Parent Toolkit offers a wealth of information on a broad range of topics for every stage of youth development. Open, honest parent-child communication is critical in helping children prepare for social challenges they are likely to encounter but nearly 80% of parents tell us they do not feel prepared when talking to their children about sensitive subjects and want help—and for good reason.

## The Facts

Nearly **80%** of parents tell us they do not feel prepared when talking to their children about sensitive subjects and want help—and for good reason.

Nearly **50%** of teens have sex by 12th grade

Drug abuse/ addiction, teen depression and suicide are on the rise

**1 in 4 Girls and 1 in 6 boys** experience dating violence and **65%** don't tell their parents

The average age for a boy to watch porn is **11 years old**

**80%** of parents are concerned about 24/7 access to technology.

Georgia has one of the highest rates in the country for STDs among 15 to 24 year olds

Parents seek guidance and resources to better equip their children with coping skills and to feel more comfortable discussing tough subjects, recognizing potential red flags.

**CDC Studies Show that students who have parent engaged in their school lives are more likely to have:**

• Higher grades • Higher test scores • Enhanced social skills

**... and less likely to:**

• Smoke cigarettes • Drink alcohol • Become pregnant • Be physically inactive



**By 2025**, GCAPP will reach and inform **200,000 parents** across Georgia (40,000 annually) with medically-accurate and evidence-informed information that enables them to better support the healthy development of their children and youth.

**In 2022**, GCAPP reached **115,001 parents** across Georgia via in-person trainings, digital engagements, and education & awareness campaigns.

This represents a near tripling of the number of parents reached in 2021 **which totaled 39,239**.

The GCAPP Toolkit is used by over **5,000 parents each year**.

## Program Highlights

*For more information visit [gcapp.org](http://gcapp.org)*