Here are 12 things to keep in mind as you talk (or prepare to talk) to your kids:

1. It’s never too early or too late to have a conversation.
2. There’s never just one talk related to sex; you will have a lifetime of conversations.
3. Look for everyday teachable moments (e.g., news stories, ads, a person you know) as catalysts for conversation.
4. Don’t overwhelm your kid with lots of information in one sitting; have lots of little talks.
5. Ask open-ended questions to see what they tell you.
6. Remember to keep the details age-appropriate.
7. Remember that you have been there; what your kid is experiencing is normal and part of life.
8. If they get embarrassed, tell them that that is OK and normal.
9. Don’t jump to conclusions about your kid’s question (e.g., just because they are asking about porn doesn’t mean they have watched it).
10. If you don’t know the answer to a question, tell them you will get back to them; or better yet, look up the answer together.
11. Remind them that you are there for them.
12. Offer resources for them to browse at their convenience (e.g., books, AMAZE videos).

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