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UTAH DENTAL ASSOCIATION TAKES A STAND AGAINST UNDERAGE DRINKING

Patients drool over new anti-drinking message.

USAAY Underage Drinking Prevention Workgroup

- Utah Attorney General's Office
- Utah Behavioral Healthcare Network Prevention Committee
- Utah Chapter/Mothers Against Drunk Driving (MADD)
- Utah Department of Alcoholic Beverage Control
- Utah Department of Health
- Utah Department of Public Safety
- Utah Division of Substance Abuse and Mental Health
- Utah Juvenile Court
- Utah State Office of Education/Safe and Drug Free Schools
- Utah Substance Abuse and Anti-Violence Coordinating Council/Utah Prevention

When you look down at the bib as you're sitting in the dentist's chair, you see the message, "Alcohol does to a teen's brain what candy does to teeth," printed upside down so the patient can read it. Dental bibs may seem unlikely objects to carry such a message, but research shows that messages concerning health and physical well-being are often better received in a healthcare setting than messages carried in other media. With this in mind, ParentsEmpowered.org and the Utah Dental Association have partnered in a statewide media campaign to raise Utahns' awareness of the dangers of underage drinking.

Bibs and informational materials will be introduced on August 20 at a local dental office. Experts from ParentsEmpowered.org will be present to answer questions about the dangers and harms of underage drinking and inform parents about the continuous campaign efforts to prevent it.

When: August 20, 2008, at 10:00 a.m.

Where: Dr. Mike Rasch's office, Village Dental, 2180 E. 4500 South, Suite 135, Salt Lake City.



Rasch Dental will have an open dental chair for reporters to recline and experience the full effect of the bib. Patients will model the new bibs, and experts on underage drinking will be available to answer questions.

Bibs and educational materials will be distributed to participating dental offices in Utah. The bibs will be used by dental staff and patients during routine cleanings. Brochures and pamphlets will be placed at each dental location to provide take-away information.

Just as parents schedule visits to the dentist, the same care is needed to educate children, via parents, on the dangers of underage drinking. ParentsEmpowered.org and the Utah Dental Association encourage parents to "make an appointment" to talk to their kids and set rules about no underage drinking.

ParentsEmpowered.org is a statewide campaign focused on eliminating underage drinking in Utah. Its primary goals are to educate parents about the dangers of underage drinking and provide them with proven skills to communicate with their children about remaining alcohol-free. More information is available at www.parentsempowered.org.

R&R Partners, a strategic advertising firm, oversees the parentsempowered.org campaign. The agency builds innovative brand relationships across a wide range of audiences

through such integrated services as advertising, public relations, government and public affairs, research, media, branded entertainment and digital marketing. Ranked among the top 10 regional agencies in the U.S. by *Adweek* magazine, R&R Partners maintains offices in Salt Lake City, Las Vegas, Phoenix, Reno and Washington, D.C. For more information, visit www.rrpartners.com.

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