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**USA AV Underage  
Drinking Prevention  
Workgroup**

- Utah Attorney General's Office
- Utah Behavioral Healthcare 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 Advisory Council/  
Utah Prevention



## **SANDY CITY FIRE FIGHTERS HELP UTAH PARENTS EXTINGUISH UNDERAGE DRINKING**

*The Sandy City Fire Department and Parents Empowered aim to educate parents on the harmful effects of underage drinking, and motivate parents to set clear rules against it.*

**Sandy, Utah, June 27, 2016** – Starting June 30, Utahns will begin to see a series of video messages featuring Sandy City Fire Fighters advising parents to safeguard their children from alcohol experimentation. The videos are part of a partnership campaign between Sandy City and ParentsEmpowered to motivate parents to set clear rules against underage drinking. In addition to the videos, custom graphics will appear on the sides of all Sandy City fire trucks and ambulances sharing this important prevention message. The primary idea behind the campaign is to remind local residents that teen drinking is not tolerated and can often ‘burn’ a child’s potential future. The graphic messages are part of an ongoing commitment from Sandy City to raise awareness of the harms of underage drinking, what parents can do to keep their kids alcohol-free, and what consequences apply to adults who provide alcohol to underage kids.

On June 30<sup>th</sup> from 11:00 to 11:30 a.m. at Sandy City Fire Station 31 (located at 9000 South 150 East, Sandy, Utah), Mayor Tom Dolan, Sandy City Fire Chief Bruce Cline, representatives from Parents Empowered, and over two-dozen fire fighters and Sandy City employees will introduce the new initiative, discussing why underage drinking is a major concern for Sandy City leadership. Ride-alongs with fire fighters are also available for news media following the event.

“Underage drinking can greatly damage our children’s potential for successful futures,” shares Mayor Tom Dolan. “As a community, we want to educate parents on the harms of underage drinking by sharing what adults can do to ensure our kids stay alcohol-free.”

Research data shows that underage drinking increases during the summer months, a time when parental monitoring often declines; and many kids are exposed to early experimentation with both alcohol and drugs.

“Underage drinking is dangerous and can truly harm the development of our young children,” states Chief Cline. “As fire fighters, we understand the value in taking preemptive action to ensure the safety and well-being of our families. We urge parents to please help us keep Utah’s youth free from the negative impact of underage drinking by setting preventative rules and expectations about not drinking alcohol before age 21.”

The graphic messages on fire trucks and ambulances, along with the videos, will run for the next six months, as part of the third phase of the underage drinking prevention initiative in Sandy. In phase one and two, Sandy City and ParentsEmpowered partnered with law enforcement and Waste Management to share important reminders with parents about the long-term impact of teen alcohol consumption.

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](http://www.parentsempowered.org).