



ANNUAL REPORT / 2021

PARENTSEMPOWERED.ORG

Parents
Empowered

eliminating alcohol sales to youth
E.A.S.Y.

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LOOK FOR THE PLAY BUTTON TO WATCH OR LISTEN TO THE AUDIO/VISUAL CREATIVE SAMPLES AND NEWS FOOTAGE.



The link will automatically open a web browser on your device and take you to YouTube, Vimeo or Facebook (no account needed to view).

WHAT IS PARENTS EMPOWERED?

Parents Empowered is a statewide media and community education campaign with the goal to have every Utah child reach the age of 21 alcohol-free so they can enjoy the benefits of a healthy brain. Because parents play a fundamental role in protecting kids' healthy brains, the campaign is directed to parents, who are the number one reason kids don't drink. Research also shows kids are less likely to drink when parents are actively involved in their lives and communicate their strong disapproval of drinking before the age of 21. Funded by the Utah Legislature, the community-based initiative provides parents and caregivers with information about the harmful effects of alcohol on the developing adolescent brain, along with research-based parenting skills to help prevent underage drinking.



The campaign is founded on the premise that underage drinking prevention is a collective responsibility that requires a collective solution. Consequently, the Utah Legislature organized the State Underage Drinking Prevention Workgroup, also known as Parents Empowered, to run the campaign under the governance of USAAV+, the Utah Substance Use and Mental Health Advisory Council. The Utah Department of Alcoholic Beverage Control manages the day-to-day operations of the campaign with legislative appropriation funding coming from a portion of the state's alcohol sales and profits.

The implementation of the Parents Empowered campaign is perhaps what makes it most unique. The campaign is focused on evidence-based strategies, continual evaluation of the campaign's alignment with research and data, weekly meetings and coordinated efforts between multiple agencies, all working toward the common, shared goal to prevent underage drinking in Utah.

From the beginning, the campaign has been based on national, peer-reviewed research from top substance abuse prevention scientists.

From the beginning, the campaign has been based on national, peer-reviewed research from top substance abuse prevention scientists as reported in, “Reducing Underage Drinking: A Collective Responsibility,” authored by the National Research Council and the Institute of Medicine. Recognizing the enormity of the problem of underage drinking in America, Congress asked the National Academies to develop a strategy for reducing and preventing underage drinking. The findings suggested the need for a coordinated, collective response, at the local, state and national level, to address the growing problem of underage drinking in America. This premise, that underage drinking must be addressed collectively, by adults and society as a whole, is one of the underpinnings of the Parents Empowered campaign.

Research by the National Institute on Alcohol Abuse and Alcoholism (NIAAA) and other recognized authorities have also been reviewed and implemented in the campaign strategy. As a result, the National Association of State Alcohol and Drug Abuse Directors (NASADAD) has



The results of the semi-annual tracking surveys and independent evaluation are used to guide media, communication and outreach strategies for the campaign.

recognized Parents Empowered as an effective program and the Utah Division of Substance Abuse and Mental Health (DSAMH) has designated the program as an evidence-based, prevention best practice. Parents Empowered was the

first prevention campaign in Utah to ever receive such recognition, both on the local and national level.

The Parents Empowered Workgroup understands the importance of measuring and evaluating the effectiveness of the

campaign. To measure progress, the campaign conducts semi-annual parent tracking surveys, reviews the biennial SHARP student survey and contracts with a third-party for an independent campaign outcomes evaluation. The results from these surveys and the independent evaluation are used to guide media, communication and outreach strategies for the campaign.

As noted above, based on the evidence-based, strategic insight that underage drinking prevention is a collective responsibility, it was essential the Parents Empowered campaign be organized to enable coordinated efforts between multiple agencies, all working toward the common, shared goal to prevent underage drinking in Utah. As a result, USAAV+ oversaw the formation of an Underage Drinking Prevention Workgroup to direct the campaign, and Parents Empowered reports back semi-annually to USAAV+ on its progress.

It is important to note that the Parents Empowered Workgroup is comprised of representatives from multiple state agencies and public/private organizations. Meeting weekly, the Parents Empowered Workgroup collaborates in implementing statewide and local strategies to achieve its prevention goals. The group seeks to unify efforts and coordinate resources among local prevention coordinators, community prevention coalitions, local elected officials, and private businesses to provide support to parents as they work to keep their kids' brains healthy and alcohol-free. These weekly, collaborative meetings, with a detailed agenda addressing the multi-faceted efforts of the campaign, are another significant factor in the campaign's success.

Finally, Parents Empowered recognized from the beginning of the campaign they would need a professional media communications firm to be successful. For the past 15 years, Parents Empowered has combined the most effective

prevention people with the best media communication talent and expertise to deliver a highly effective underage drinking prevention campaign. R&R Partners, a regional communications firm, has served as a committed partner with the Parents Empowered campaign, providing critical media buying, creative and communications expertise.

This entire collective effort over the last 15 years has been an integral part of the ongoing progress toward eliminating underage drinking in Utah.

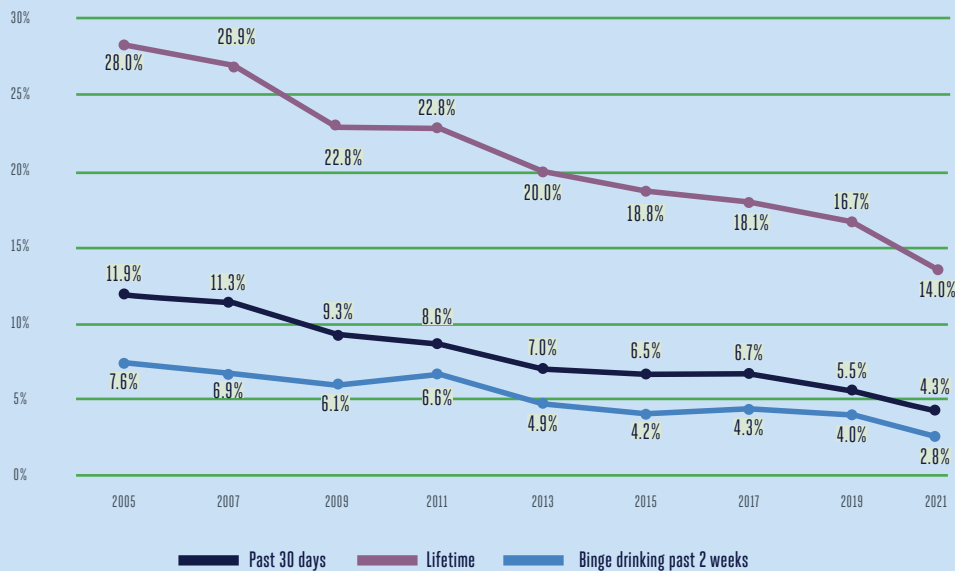
For the past 15 years, Parents Empowered has combined the most effective prevention people with the best media communication talent and expertise to deliver a highly effective underage drinking prevention campaign.

EXECUTIVE SUMMARY

Parents Empowered is a statewide media campaign with the goal to have every Utah child reach the age of 21 alcohol-free so they can enjoy the benefits of a healthy brain. But for Parents Empowered to continue its efforts in achieving that goal, the campaign was forced to make dramatic changes to budgets, strategies and messages as a result of the COVID-19 pandemic. As schools and workplaces closed, many parents and children socially distanced together at home. Sales of alcohol spiked to record highs both in Utah and nationwide, and people's media habits changed, with screen time increasing 50%, from 4.59 hours to 6.79 hours daily—much of it spent on social media and streaming services, such as Disney+.

YOUTH ALCOHOL USE TRENDS

GRADES 6, 8, 10 AND 12 COMBINED (2005–2021)



*Source: Utah Student Health and Risk Prevention (SHARP) Statewide Surveys, 2005–2021

Like many programs and organizations, Parents Empowered reacted quickly to the “new normal,” and the campaign's changes and adaptations worked. Parents Empowered continues to be a successful underage drinking prevention program in Utah.

Fewer Utah Children Are Drinking

According to the latest 2021 Student Health and Risk Prevention (SHARP) survey, all measures of underage drinking (lifetime use, past 30-days use, and binge drinking) experienced a significant decrease and are now at new record lows. Past 30-days use, the primary measure of current underage drinking, decreased 21.8% (from 5.5% of students to 4.3%) since the SHARP survey was last conducted in 2019.

Past 30-day alcohol use decreased 21.8% from previous SHARP measures.

While COVID-19 undoubtedly influenced the SHARP Survey's administration and results, the decreases seen in 2021 are consistent with the lower underage drinking trends reported from 2017 to 2019.

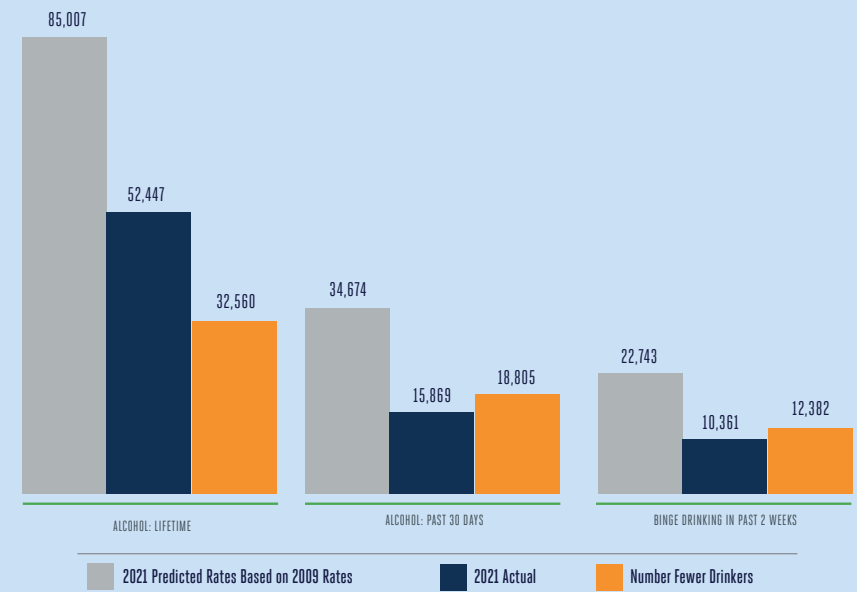
As a result of the decreasing rates of underage drinking, since 2009, it is estimated that 32,560 fewer Utah youth have ever tried alcohol, 18,805 fewer youth are regular underage drinkers, and 12,382 fewer Utah youth have experienced binge drinking.

Recognition of parents being the #1 reason kids don't drink is at record highs.

More Focused Messaging

To help achieve these reductions in underage drinking, significant changes were made to the Parents Empowered campaign due to COVID-19. As campaign budgets were reduced and almost a quarter of a million dollars (\$236,523) returned to the State's general fund, Parents Empowered cut the length of its TV and video advertising by half—from 30-second to 15-second ads—to save on production and media costs. With half the ad time to educate and motivate parents about underage drinking prevention, messaging was simplified and focused on the basics: That parental disapproval is the #1 reason kids choose not to drink, and that parents need to set clear rules and expectations about not drinking underage. Other key messages, such as the need for parents to have a strong relationship with their children and to actively monitor their activities were shown but not stated, due to time constraints.

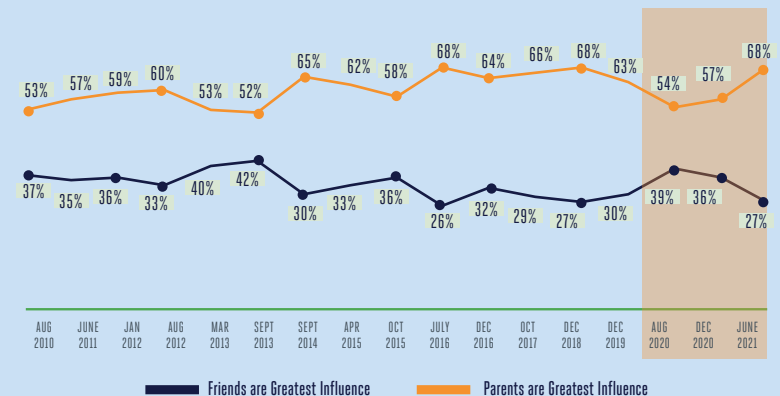
According to the most recent June 2021 survey of Utah parents, conducted by Cicero, the simplified messaging worked, with 68% percent of Utah parents rating themselves as the greatest influence in their children's decision to drink or not, representing a 19% increase from the previous survey and a record high. Likewise, perceptions that friends were the greatest influence on children's decisions to drink underage dropped



TOTAL FEWER DRINKERS

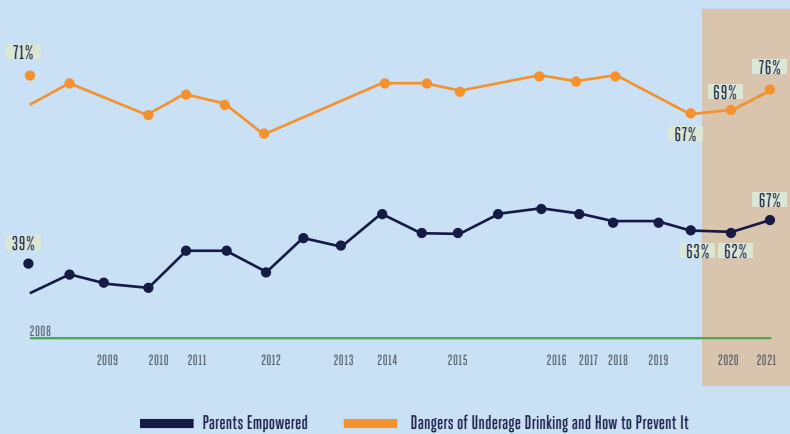
Estimated number of fewer youth drinkers in 2021 as a result of decreasing alcohol-use rates in Utah from 2009 to 2021.

GREATEST INFLUENCE ON CHILD'S DECISION TO DRINK OR NOT



Who do you think has the GREATEST influence on whether or not your child will experiment with alcohol?

GENERAL AD AWARENESS



Have you seen any underage drinking advertising with the specific phrase "Parents Empowered"?

In the last six months, have you seen or heard any messages or advertising talking about the dangers of underage drinking and how to prevent it?

from 36% to 27% during the same time frame.

The campaign generated \$1,674,672 of total added value (bonus media).

More Digital Media

With screen time increasing to all-time highs, most of it spent on smartphones and streaming, Parents Empowered adjusted its media mix heavily into digital and social channels where costs were far more efficient, allowing the campaign to reach more parents where they were currently consuming media. In addition, the Parents Empowered website was completely revamped with a focus on video content to boost engagement and time spent on the site.

This digital-first focus was successfully reflected in the June 2021 Cicero survey, as shown in the Ad Awareness graph to the left. Twenty-one percent of Utah parents reported seeing advertising online about preventing underage drinking, a new record high for the campaign. Overall, Parents Empowered messages were seen 103,540,052 times across all media channels. This represents significant reach for a public health and safety message. Even more impressive, the campaign generated \$1,674,672 of total added value, a 2:1 match on every dollar spent on TV and radio.

More Memorable Creative

Parents Empowered has become the most creatively awarded ad campaign in the state. During the recent 2020-21 Utah American Advertising Awards, the campaign won more total awards than any other advertiser in Utah, plus the coveted "Best of Show."



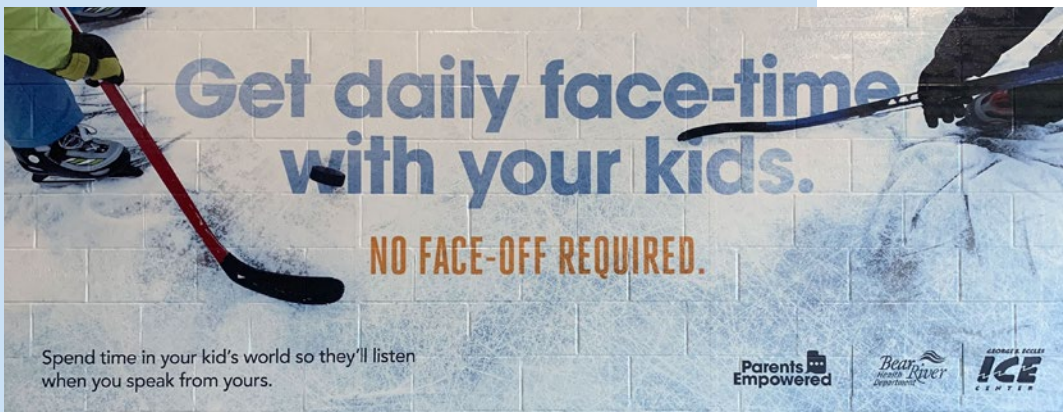
Wasatch Mountain State Park



Associated Food Stores



Bear River's Eccles Ice Center Signage



The creative awards received by Parents Empowered are a good indicator that the campaign's ads are unique, memorable and effective. Research shows that out of the hundreds of ads

and messages people are exposed to every day, they remember less than a dozen. However, if the campaign's messages are able to stand out and be remembered among the hundreds other Utah ad agencies' best ads, there's an excellent chance that Parents Empowered will also stand out and be remembered by its audience. And if the campaign's ads are remembered the first time that a person sees them, versus the second or third time, that increases the effectiveness of the campaign and the likelihood that parents will take action to prevent underage drinking.

More Community Outreach

With parents and children spending more family time together during the pandemic, Parents Empowered moved its messaging to where they were, including the following efforts to strengthen community norms about underage drinking:

WASATCH MOUNTAIN STATE PARK TRAIL SIGNAGE

A unique signage scavenger hunt along popular hiking trails created an interactive, educational activity for families. Parents and kids were encouraged to work together to find each sign along the trail, answer questions in a scavenger hunt booklet about why it's important to keep kids' brains alcohol-free, and turn in the completed booklet for a prize. The signage was featured by Fox 13 and KUTV2 News, as well as during the Midway Founder's Day celebration.

ASSOCIATED FOOD STORES PARTNERSHIP

Statewide, Associated Food Stores displayed signage, floor clings, door wraps and more, encouraging parents to "Follow the recipe for a child's healthy future." Associated Food Stores donated paid media opportunities, including radio ads, display ads, digital billboards and social media posts. The partnership was launched with a press event featuring President of the Utah Senate Stuart Adams, DABC Executive Director Tiffany Clason, VP of Associated Food Retail Operations Darin Peirce and many others.

RECREATION AND AQUATIC CENTERS

Gyms in Bryce Valley, rinks at the Eccles Ice Center in Logan and aquatic facilities at the Kearns Oquirrh Park Fitness Center all featured larger-than-life "no underage drinking" prevention signage and installations. As parents and children sought out opportunities to have fun outside of the home, these partnerships helped educate thousands of visitors about the harms of underage drinking.

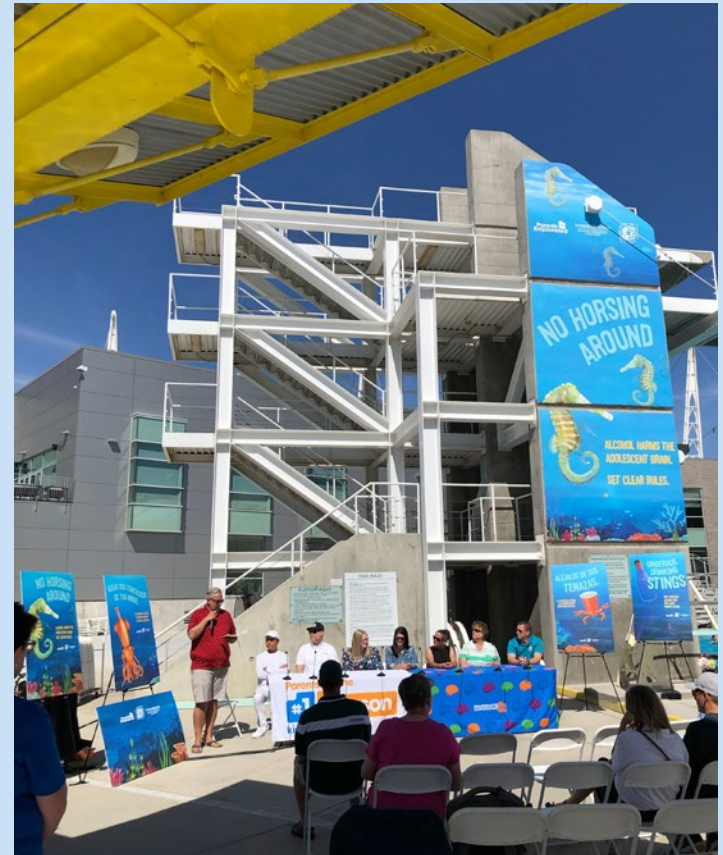
ENCIRCLE PARTNERSHIP

According to the Utah SHARP survey, LGBTQ+ youth are at twice the risk of underage drinking and more than triple the risk of binge drinking.



Bryce Basketball Banner

Kearns Press Conference



CLICK TO
WATCH THE
COVERAGE

Encircle Mural



CLICK TO
WATCH THE
COVERAGE

Working with the Utah Valley Drug Prevention Coalition, Parents Empowered partnered with Encircle to encourage parents to develop stronger relationships with their children in order to help prevent underage drinking. Encircle is a youth and family resource dedicated to bringing the family and community together to enable LGBTQ+ youth to thrive. As part of the partnership, at the Provo Towne Center mall, a tandem bike “Instagram-trap” (social media photo opportunity) was installed in front of a mural reading, “Whatever your child’s journey, go together.”

MANY MORE PARTNERSHIPS

As you will read on the pages that follow, Parents Empowered participated with many other community partnerships and events throughout the year, including all-day TV news coverage during high-risk times for underage drinking, numerous school partnerships, advertising on neighborhood garbage trucks, and dozens of local activities and events.

Executive Leadership

While the Parents Empowered Workgroup has always consisted of many of the most dedicated and committed prevention experts and community partners in Utah, Tiffany Clason, the new Executive Director of the Department of Alcoholic Beverage Control, provided an unequalled level of executive leadership

“The Parents Empowered campaign and preventing underage drinking, I truly believe, is the most important thing that we do.” —Tiffany Clason, Executive Director, DABC



and support. She created a new feature video for the Parents Empowered website, participated in multiple Parents Empowered media events and interviews, and championed the campaign. She has frequently stated that preventing underage drinking is “the most important thing that we do” at the DABC. Her involvement created numerous new community and earned media opportunities for the campaign.

Moving Forward

This past year, Parents Empowered adapted to and overcame many of the financial, social and media challenges created by COVID-19, and some changes, such as the focus on digital media to more effectively reach parents, will likely remain permanent features of the campaign.



As we return to a new normal after the pandemic, Utah's efforts to prevent underage drinking face a number of challenges. Parents are often juggling multiple crises. Parents Empowered must continue to encourage parents to keep the harms of underage drinking a critical focus of their parenting.

However, as we return to a new normal after the pandemic, Utah's efforts to prevent underage drinking face a number of challenges. For the first time in the campaign's history, more than half of the parents of children ages 9-16 are Millennials, who have different attitudes and behaviors regarding parenting styles and alcohol. In addition, for the first time in Utah's history, new residents to the state now outnumber births when looking at population growth, and those out-of-state transplants often have their own views about underage drinking. Utah's Hispanic population, currently at 14.2% of residents, is also rapidly increasing, and while disparity populations have always been a focus of Parents Empowered, Hispanic families and communities are more important now than ever.

And those are just the demographic challenges. Social dynamics are changing, too. Parents and children, who just spent a year working and home schooling together, are now spending more time apart with friends and coworkers. Parents are often juggling multiple crises, including unemployment, racial injustice, illness, mental health

issues and more. With all of these critical concerns, Parents Empowered must continue to encourage parents to keep the harms of underage drinking a critical focus of their parenting.

In short, the need for Parents Empowered is as great now as it ever has been. New parents need to be motivated, educated and reminded that any amount of underage alcohol use can impair proper brain development. And communities need to support and help families in their efforts to prevent underage drinking.

The Parents Empowered campaign has helped tens of thousands of Utah children stay away from underage drinking, and we're excited to work with parents and community partners to keep kids' futures healthy, bright and alcohol-free.

CAMPAIGN OVERVIEW

The Parents Empowered campaign is based on the research-based premise that parents are the number one influence in their child's decision of whether to drink or not. From 2005 to 2021, Utah's 30-day youth alcohol use trends show a 63.8% overall decrease. It is important to keep in mind that the most recent 2021 data reflects a Covid year. Consequently, we don't know how this data relates to trends or future years. The overarching goal is to have every Utah child reach the age of 21 alcohol- and drug-free so they can enjoy the benefits of a healthy brain and the wide range of choices that come with it.

Goals

Sixteen years ago, before Parents Empowered launched, underage drinking rates in Utah were at unacceptably high levels while the national average was trending down. From 2005 to 2021, Utah's 30-day youth alcohol use trends show a 62% overall decrease. It is important to keep in mind that the most recent 2021 data reflects a COVID-19 year. Consequently, we don't know how this data relates to trends or future years. Nevertheless, this has been a remarkable achievement considering Utah already has some of the lowest underage drinking rates compared to other states.

Parents Empowered is working, and it's providing a brighter future for thousands of Utah children. The following continue to be the primary and secondary goals for the Parents Empowered campaign:



PRIMARY

Keeping kids alcohol-free is a challenge for any parent to face. That's why all media materials and campaign efforts consistently aim to educate parents about the harms of underage drinking and support them as they implement the proven tactics to prevent it. The following are the key goals for Parents Empowered in eliminating underage drinking in Utah:

- Raise awareness of underage drinking as an important and relevant issue for parents and caregivers.
- Increase parental beliefs and/or awareness of the powerful influence they have in preventing their kids from drinking underage.
- Increase parents' knowledge about the risks associated with underage drinking and parent-driven strategies to prevent it, including:
 - » Harms of underage drinking (e.g., to the developing, adolescent brain)
 - » Parenting skills and behaviors (e.g., bonding with their children, setting clear no-underage drinking rules as a family, and monitoring their children's behaviors and activities).
- Encourage and motivate parents to use or increase the use of parenting strategies effective in preventing underage drinking.

SECONDARY

Creating opportunities for public interaction between key community leaders and parents enables Parents Empowered to deliver its underage drinking prevention message. It also generates media attention for the message and develops community support.

Parents have a lot of pressing concerns with their children, so the opportunity to direct their attention to the importance of preventing underage drinking and how it can thereby avoid a lot of other behavioral and societal challenges is crucial to the campaign's overall success. As underage drinking is a collective problem, it requires a collective solution in which parents are supported by the wider community and its actions to reduce underage drinking at the community level.

Audience

Parents/guardians with children ages 9 to 16.

Geography

Underage drinking rates vary widely throughout Utah. Using SHARP data, we are able to focus our resources in areas that have use rates that are higher than average.



Timing of the Campaign

Parents Empowered delivers a year-round campaign focused on teaching parents about the harms and prevention skills related to underage drinking because every child will be faced with the decision of whether to drink or not. The campaign also provides extra promotional support during key times when kids are more at risk of drinking underage, such as spring break, prom/graduation, summer vacation and holidays. Prevention reminders for parents are also delivered at the beginning of the school year when their child is forming new friendships and at key times adults reflect on their role as parents, such as Mother's Day and Father's Day.

Communication Objectives

1. Increase perceptions that underage drinking is a health and development concern and not a harmless rite of passage.

2. Motivate and empower parents to keep their children alcohol-free by adopting specific parenting skills.

3. Change the "not my kid" mindset some parents have.

It's important that parents recognize underage drinking starts early and all kids need help staying alcohol-free. Parents need to have an ongoing dialogue with their children about the harms of underage drinking and express their strong disapproval. The American Academy of Pediatrics states that starting the conversation by age 9 is not too early. Then kids are prepared when the choice confronts them.

4. Remind parents their attitudes and influence stay with their kids, even when parents are not present.

According to the Centers for Disease Control, the parental behaviors that empirically have had the greatest effect on raising drug- and alcohol-free kids are as follows:

- Involvement in children's lives and their activities;
- Use of positive reinforcement—praise and rewarding positive activities;
- Effective limit-setting with clear rules and expressing strong disapproval of underage drinking; and
- Parental monitoring of children's activities, including knowing all their friends and being involved with their schoolwork.

In other words, bonding, boundaries and monitoring: the three pillars of the Parents Empowered campaign.

DATA AND EVALUATION

To ensure the Parents Empowered campaign is meeting its underage drinking prevention goals, the campaign utilizes three primary data sources: the SHARP survey—a student survey of self-reported underage drinking measures, and risk and protective factors for substance abuse; a semi-annual tracking survey of parents with kids ages 9–16; and an independent evaluation of the campaign's ability to affect parental attitudes and behaviors surrounding underage drinking.

SHARP Survey Highlights

In 2021, a sampling of more than 70,000 students across Utah in the 6th, 8th, 10th and 12th grades voluntarily participated in the Student Health and Risk Prevention (SHARP) Survey. This survey measures substance use attitudes and behaviors, antisocial

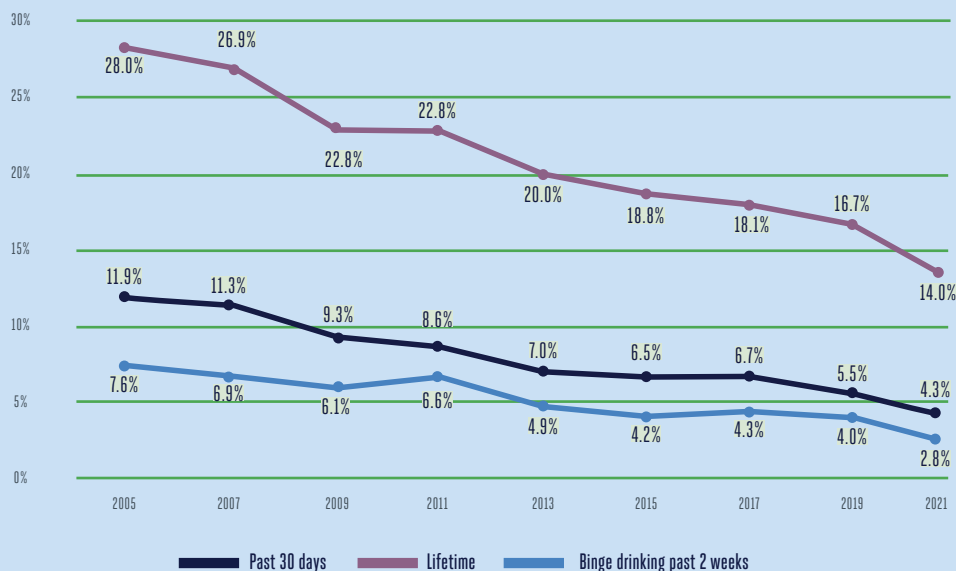
behavior, and the risk and protective factors that predict adolescent problem behaviors.

Substance use behaviors asked on the SHARP Survey which are relevant to the Parents

Empowered initiative include: alcohol use in the past 30 days (current underage drinking), lifetime alcohol use (ever used in lifetime), and binge drinking in the past two weeks (five or more drinks in a row/heavy underage drinking). Additionally, risk and protective factors that are relevant to Parents Empowered include: items measuring family attachment, perceived parental disapproval of alcohol use, and parental rule setting and monitoring behaviors (as reported by youth).

Current SHARP results for 30-day use show a consistent reduction from 6.7% in 2017 to 5.5% in 2019 to 4.3% in 2021.

YOUTH ALCOHOL USE TRENDS GRADES 6, 8, 10 AND 12 COMBINED (2005–2021)



*Source: Utah Student Health and Risk Prevention (SHARP) Statewide Surveys, 2005–2021

IMPACT OF COVID-19

Due to the COVID-19 pandemic, fewer students participated in the SHARP Survey this year than in previous years, with 71,001 total participants. However, while caution should be used in interpreting the 2021 SHARP Survey results, the data still present a robust and useful portrait of student health, especially statewide.

While caution should be used in interpreting the 2021 SHARP Survey results, the data still present a robust and useful portrait of student health, especially statewide.

RATES OF UNDERAGE DRINKING

The SHARP Survey results highlight the ultimate measure of campaign effectiveness: how many Utah youth have been given the chance to develop their full potential by avoiding underage drinking and the associated harms to their developing brains. Happily, the news continues to be encouraging. The 2021 SHARP results for lifetime use of alcohol across “all grades” (state average) show a consistent downward trend, moving from 18.1% in 2017 to 16.7% in 2019 to 14.0% in 2021, a new all-time low and a statistically significant decrease. Of particular note, among 10th and 12th graders, lifetime use is at 16.6% and 22.0%, respectively, the lowest rates since the Parents Empowered campaign began in 2006, meaning that thousands more Utah students are making it though middle and high school without experimenting with alcohol.

LIFETIME USERS	6TH GRADE			8TH GRADE			10TH GRADE			12TH GRADE			ALL GRADES		
COUNTY	2017	2019	2021	2017	2019	2021	2017	2019	2021	2017	2019	2021	2017	2019	2021
Four Corners	3.3	8.7	9.2	17.8	17.2	18.2	31.2	32.9	30.1	53.2	32.9	40.3	24.9	25.1	24.7
Summit County	11.3	5.2	11.8	11.8	20.6	13.2	30.6	35.7	37.4	41.1	52.0	32.9	20.8	27.3	23.7
Northeastern District	8.2	8.9	8.1	16.6	19.2	14.2	31.4	19.2	28.4	31.8	19.2	26.9	22.1	18.4	19.9
Weber/Morgan Counties	6.7	6.7	7.9	12.3	15.1	13.5	28.7	26.4	20.3	41.4	42.1	33.0	22.3	21.9	19.2
Tooele County	5.6	7.9	7.1	12.1	18.2	15.4	26.6	25.9	22.2	30.5	25.2	23.5	17.0	18.9	16.7
Salt Lake County	7.9	8.5	8.8	16.2	17.2	15.5	31.0	26.7	20.3	42.6	37.5	25.2	23.8	22.1	16.5
Southwest District	5.2	6.0	7.4	10.8	11.9	9.9	24.3	21.1	18.9	30.0	28.2	22.6	16.8	16.4	14.8
Central Utah	4.0	4.5	5.2	10.6	12.4	10.5	21.5	16.5	18.4	25.4	26.5	22.6	15.0	14.6	14.4
State Average	6.0	5.9	6.9	12.5	12.8	11.1	23.4	20.8	16.6	31.8	28.9	22.0	18.1	16.7	14.0
Wasatch County	3.1	4.7	6.3	5.1	10.6	11.1	15.8	9.2	15.6	20.8	25.0	21.0	10.7	12.2	13.4
Bear River District	3.9	4.3	4.4	8.8	8.8	8.3	13.2	16.2	12.7	20.3	18.7	21.6	11.4	11.8	12.0
Davis County	2.6	2.8	4.5	7.6	8.4	7.7	16.8	13.4	13.4	21.9	21.0	18.6	12.1	11.1	11.4
Utah County	5.4	3.3	4.7	10.6	7.8	5.3	15.9	13.8	10.5	20.9	17.8	14.3	13.2	10.5	8.9
San Juan County	4.9	0.0	0.0	11.7	3.8	1.5	12.9	14.1	6.4	20.5	16.3	2.0	12.7	8.7	3.4

Percentage of Utah children involved with lifetime alcohol usage. Shown in descending order by All Grades (2021), relative to state average. Statistics from the 2021 SHARP Survey—Prevention Needs Assessment (PNA) results. Prepared by Bach Harrison, LLC.

Current SHARP results for 30-day use (the measure of current underage drinking) for “all grades” also show a consistent reduction from 6.7% in 2017 to 5.5% in 2019 to 4.3% in 2021. Similar to lifetime use, Utah’s 30-day usage rates are also at all-time record lows.

Finally, binge drinking, defined as consuming five or more drinks in a row, is a measure that Utah closely monitors due to an alarming phenomenon among our youth. While Utah enjoys significantly lower lifetime and 30-day use rates compared to national averages, those youth who do drink often are doing so with the intent

30-DAY USERS	6TH GRADE			8TH GRADE			10TH GRADE			12TH GRADE			ALL GRADES		
COUNTY	2017	2019	2021	2017	2019	2021	2017	2019	2021	2017	2019	2021	2017	2019	2021
Four Corners	0.4	7.4	0.9	4.4	4.3	4.6	14.5	14.1	7.8	28.4	21.8	16.0	11.1	10.0	7.4
Weber/Morgan Counties	1.4	0.7	1.0	3.0	5.0	3.8	10.6	8.8	6.4	21.1	17.0	15.7	9.0	7.6	7.0
Davis County	0.2	0.2	0.2	1.7	2.2	5.1	6.6	4.1	13.1	12.0	7.4	7.6	5.1	3.4	6.6
Summit County	4.5	0.0	0.2	2.8	7.3	5.1	14.2	16.4	13.1	23.3	31.7	7.6	9.4	13.1	6.6
Northeastern District	1.6	1.5	1.2	7.4	6.9	3.3	15.0	3.1	11.4	8.2	5.9	8.5	7.9	4.2	6.4
Central Utah	1.0	1.1	0.6	2.6	2.7	3.2	9.4	7.8	7.2	12.1	11.3	10.0	6.1	5.5	5.4
Southwest District	0.5	0.7	1.5	2.8	3.2	3.2	9.0	7.1	6.2	12.2	10.0	10.4	5.8	5.1	5.4
Salt Lake County	1.0	1.2	1.6	4.2	5.2	4.9	11.8	9.2	5.3	20.4	14.5	8.8	9.1	7.4	4.8
Tooele County	0.4	1.1	1.6	3.7	5.4	4.0	26.6	8.4	6.3	11.3	7.5	8.0	5.3	5.4	4.8
State Average	0.9	0.7	1.0	3.2	3.6	3.2	8.9	7.0	4.7	14.7	11.1	8.4	6.7	5.5	4.3
Wasatch County	0.0	0.4	1.4	1.5	3.8	3.2	8.2	3.6	3.6	5.4	8.3	7.3	3.7	4.0	3.7
Utah County	0.7	0.3	0.5	2.2	1.7	1.7	5.5	4.3	3.6	8.3	6.5	7.5	4.1	3.1	3.4
Bear River District	0.8	0.2	0.5	2.7	1.6	1.7	5.4	5.2	3.0	14.7	8.0	3.0	4.3	3.6	3.2
San Juan County	1.2	0.0	0.0	3.2	0.0	0.0	4.1	0.0	1.0	10.1	8.4	2.0	5.1	2.6	1.1

Percentage of Utah children involved with 30-day alcohol usage. Shown in descending order by All Grades (2021), relative to state average. Statistics from the 2021 SHARP Survey—Prevention Needs Assessment (PNA) results. Prepared by Bach Harrison, LLC.

BINGE DRINKERS	6TH GRADE			8TH GRADE			10TH GRADE			12TH GRADE			ALL GRADES		
COUNTY	2017	2019	2021	2017	2019	2021	2017	2019	2021	2017	2019	2021	2017	2019	2021
Northeastern District	1.5	1.3	2.0	4.6	6.7	2.9	8.4	5.2	9.6	3.4	2.4	5.9	4.4	3.9	5.3
Weber/Morgan Counties	1.5	2.2	1.8	2.2	4.8	2.4	5.7	5.8	3.6	11.5	9.9	10.4	5.2	5.5	4.7
Summit County	1.6	0.0	0.0	1.5	5.0	3.8	6.8	10.0	10.4	10.2	20.5	2.8	4.2	8.4	4.5
Four Corners	0.5	1.6	1.5	4.5	4.5	3.7	13.3	11.0	5.6	11.8	14.7	5.6	7.3	7.7	4.2
Central Utah	1.1	1.2	0.7	2.3	2.5	1.8	6.0	6.5	4.6	8.5	6.6	9.2	4.4	4.1	4.1
Southwest District	1.0	1.4	1.6	2.9	3.8	3.0	5.3	4.7	4.1	6.5	7.5	6.4	3.8	4.2	3.8
Tooele County	0.4	8.4	1.6	1.9	4.3	2.7	6.1	5.4	3.3	6.3	5.4	6.4	3.3	4.0	3.3
Salt Lake County	1.1	2.0	1.8	3.4	4.4	3.5	7.0	6.2	2.9	5.8	8.7	5.1	5.8	5.3	3.2
State Average	0.9	1.4	1.3	2.6	1.4	2.3	5.5	4.7	2.8	8.6	6.9	4.9	4.3	4.0	2.8
Wasatch County	1.1	2.3	1.4	1.5	2.9	2.4	7.4	2.9	1.7	5.4	5.6	5.9	3.7	3.1	2.7
Bear River District	0.3	1.7	0.6	1.8	1.7	1.4	3.5	4.5	1.5	5.3	4.8	4.2	2.7	3.1	2.0
Davis County	0.0	0.4	0.6	1.3	2.2	0.7	3.4	2.1	1.9	8.6	4.0	3.8	3.0	2.1	1.8
Utah County	1.0	3.9	0.8	2.0	1.6	0.9	4.2	1.6	1.8	4.9	4.6	2.7	3.0	2.3	1.6
San Juan County	0.8	0.9	0.0	6.1	3.8	0.0	5.5	5.1	3.4	8.6	4.8	0.0	4.0	4.8	1.1

Percentage of Utah children involved with binge drinking (heavy alcohol usage). Shown in descending order by All Grades (2021), relative to state average. Statistics from the 2021 SHARP Survey—Prevention Needs Assessment (PNA) results. Prepared by Bach Harrison, LLC.

Since 2009, it is estimated that 32,560 fewer Utah youth have ever tried alcohol, 18,805 fewer youth are regular underage drinkers, and 12,382 fewer Utah youth have experienced binge drinking.

to get drunk, consuming multiple drinks consecutively. Reducing binge-drinking rates helps decrease the likelihood of alcohol poisoning deaths. Again, the news is good. Rates of binge drinking show a consistent downward trend from 4.3% in 2017 to 4.0% in 2019 to 2.8% in 2021.

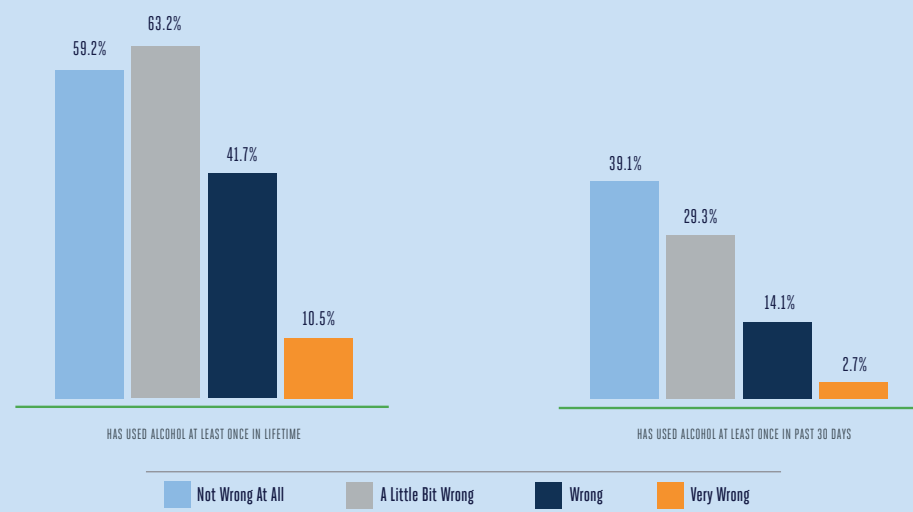
In summary, all measures of underage drinking continue to decrease in Utah at significant rates and are now at record lows. Translating those percentages to numbers of students, over the past decade (since 2009), it is estimated that 32,560 fewer Utah youth have ever tried alcohol, 18,805 fewer youth are regular underage drinkers, and 12,382 fewer Utah youth have experienced binge drinking. The Parents Empowered campaign is helping to provide healthier, happier, alcohol-free futures for tens of thousands of Utah children and their parents.

Among the Utah students who reported their parents felt it was “very wrong” for them “to drink beer, wine, or hard liquor regularly,” just 2.7% had used alcohol at least once in the past 30 days.

PARENTAL DISAPPROVAL

Speaking of parents, in the battle against binge drinking, strong parental disapproval is the number-one reason why children report choosing not to drink. Similar to previous years, 2021 survey results showed that even a small amount of perceived parental acceptability regarding underage drinking can lead to upticks in alcohol use. For example, in the Utah 2021 Prevention Needs Assessment (PNA) Survey conducted as part of the SHARP Survey, among the Utah students who reported their parents felt it was “very wrong” for them “to drink beer, wine, or hard liquor regularly,” just 2.7% had used alcohol at least once in the past 30 days, and only 10.5% had every used alcohol in their lifetimes. In contrast, among students in the state who indicated their parents would feel drinking beer, wine or hard liquor is “wrong” rather than “very wrong,” drinking in the past 30 days increased to 14.1% and

EVEN A SMALL AMOUNT OF PERCEIVED PARENTAL ACCEPTABILITY CAN LEAD TO SUBSTANCE USE



YOUTH SHARP SURVEY QUESTION:
How wrong do your parents feel it would be for you to drink beer, wine, or hard liquor regularly?

lifetime use to 41.7%. Moreover, among students who report their parents would feel underage drinking is “a little bit wrong,” 29.3% had used alcohol in the past 30 days, and 63.2% had tried alcohol in their lifetimes.

The good news is that across all grades, 90.6% of Utah students reported that their parents would feel that their drinking beer, wine or hard liquor would be “very wrong.” That student data is consistent with the Cicero survey of Utah parents, of whom 91%

report having set rules about their children not drinking any alcohol.

ACCESS TO ALCOHOL

Perhaps one of the most difficult obstacles to preventing underage drinking comes from parents who supply alcohol to their underage children and their friends in their own home. When Utah students were asked, “If you used alcohol in the past year, how did you get it?” 22.8% reported getting it at home with parent permission, and

21.2% reported getting it at home without parent permission. Those numbers are far too high.

Decreasing access to alcohol at home with parental permission is crucial. The belief that it's safer to let kids drink at home under adult supervision is misguided and does not address the potential for addiction nor impaired brain development, both of which have been substantiated by research.

Since the inception of Parents Empowered 16 years ago, SHARP Survey results across all grade levels have shown a consistent decline in statewide underage alcohol use.

IN CONCLUSION

Overall, it is noteworthy that since the inception of Parents Empowered 16 years ago, SHARP Survey results across all grade levels have shown a consistent decline in statewide underage alcohol use. While independent research has demonstrated that the Parents Empowered program has been an integral part of those declining usage rates, it is through the total mobilization of local communities and

their leaders, parents, substance abuse authorities, and prevention coalitions that these significant results have been achieved.

Cicero Survey-Underage Drinking Study

The Cicero Underage Drinking Study is a parent-focused survey that has been administered since the campaign's inception to measure perceptions regarding underage drinking and to evaluate messaging and brand awareness of the Parents Empowered campaign. Included on the survey are measures of parent attitudes and beliefs, as well as parenting behaviors related to underage drinking prevention (e.g., awareness of underage drinking as an issue, the role of parents in preventing underage drinking, setting clear rules and expectations about no alcohol use, etc.). The study serves as a primary tool in evaluating the reach and effectiveness of the campaign and is also used to maximize the effectiveness of our media budgets.

In 2006, the state underage drinking prevention workgroup conducted pre-campaign surveys to establish measurement baselines. Campaign

effectiveness is measured against these baselines through belief statements (e.g., "Underage drinking can cause long-term damage to a child's developing brain") and action statements (e.g., "Do you have rules for your children about NOT drinking ANY alcohol"). Based upon these measures of belief and action, the latest Cicero June 2021 survey shows that the campaign was successful at achieving its primary 2020/21 objectives.

A MULTIFACETED MESSAGE

Helping parents prevent underage drinking requires both motivational and educational messaging. From a motivational standpoint, parents must have a reason to prevent underage drinking, which is primarily that alcohol can impair proper adolescent brain development. Parents must also believe that they're capable of preventing underage drinking, as evidenced by research showing that strong parental disapproval is the #1 reason kids choose not to drink.

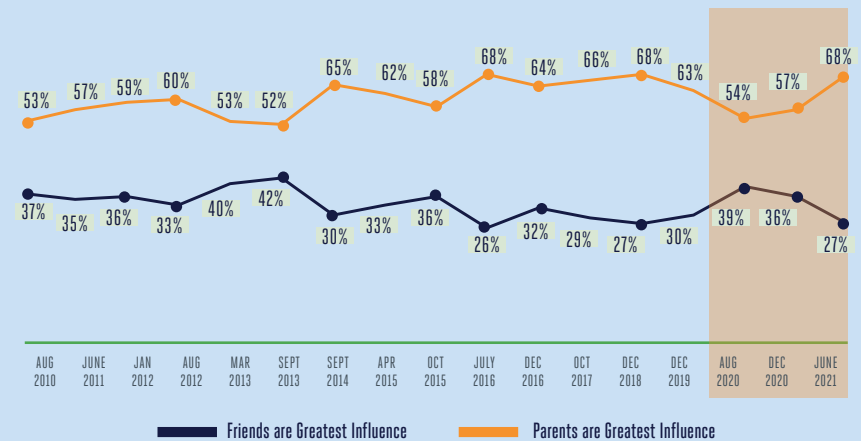
Then from an education standpoint, parents need to know the key parenting skills that prevent underage drinking: developing a strong relationship with

your child (bonding), setting clear rules and expectations against underage alcohol use (boundaries), and knowing where you child is, who he or she is with, and what they're doing (monitoring). Since marketing budgets are finite, every year the Parents Empowered campaign must choose a primary message focus for its advertising, and the Cicero Underage Drinking Study results are used to inform those decisions. From 2018 to 2019, campaign advertising was primarily focused on educational messaging (bonding, boundaries and monitoring). However, in 2020, the Cicero survey showed the need to pivot back to a motivational focus, specifically that parents are the greatest influence on their children's decision to drink or not.

GREATEST INFLUENCE

In 2017, parental perceptions of their ability to prevent underage drinking were at an all-time high of 68%. So, as a result, in 2018, marketing dollars were refocused on skills education messages (bonding, boundaries and monitoring), which had started to show a decline in late 2017. However, as is often the case, without marketing support, parental beliefs in their ability to influence underage drinking decisions began to wane, hitting a low of 54% in August 2020, with a corresponding increase in beliefs that children's friends were the primary influence regarding decisions to drink underage. To help stem this decline, the key focus of Parents Empowered's 2020/21 paid marketing was that "Parents are the #1 reason kids don't drink." Happily, that focus is reflected in Cicero's survey results, which shows Utah parental perceptions of their influence to prevent underage drinking back to record highs of 68%.

GREATEST INFLUENCE ON CHILD'S DECISION TO DRINK OR NOT



Who do you think has the GREATEST influence on whether or not your child will experiment with alcohol?

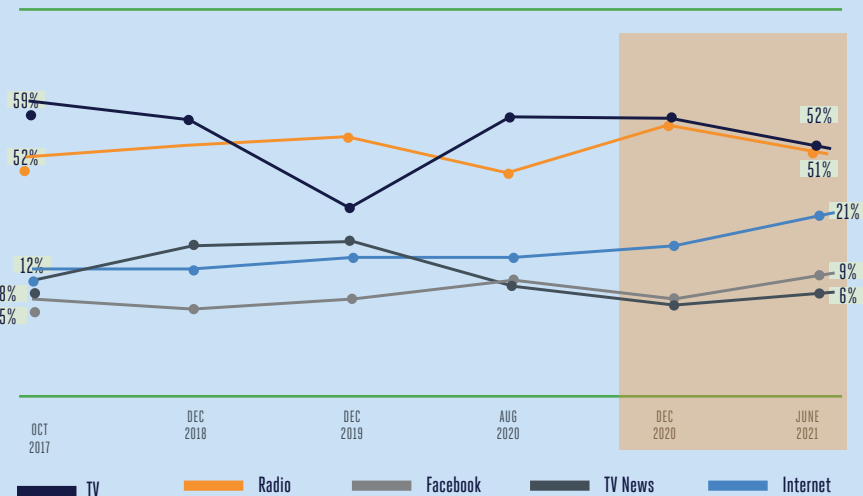
VISIBILITY AND AWARENESS

Likewise, with the influence of tradition media channels declining, Parents Empowered employed a digital-first approach to media planning and buying. That new approach was also reflected in the Cicero research, with a new record high of 21% of parents reporting that they saw or heard underage drinking prevention messages online.

More importantly, that digital-first shift in media strategy, among other factors, resulted in increased ad awareness, overall. Seventy-six percent (76%) of Utah parents reported seeing messages

SAW UNDERAGE DRINKING ADS THROUGH MEDIA CHANNELS

ELECTRONIC OR DIGITAL



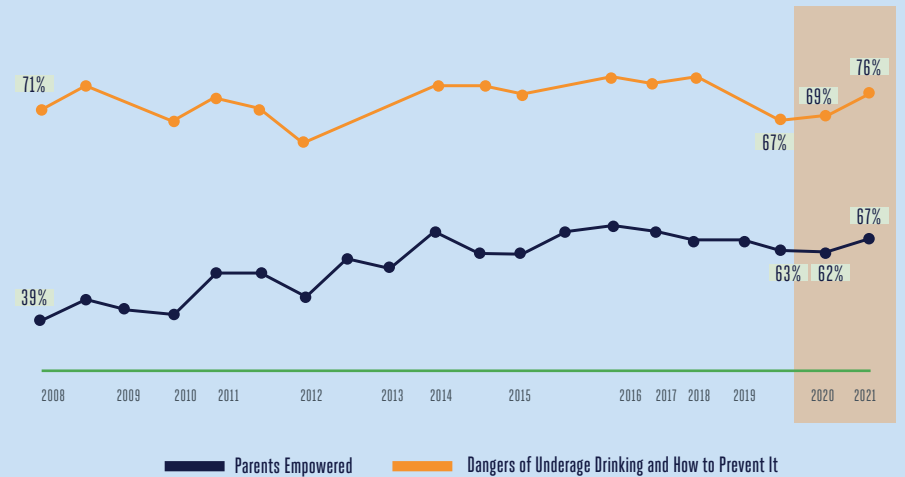
Where have you seen or heard any messages or advertising about preventing underage drinking?

or advertising about the dangers of underage drinking and how to prevent it, and 67% reported seeing or hearing "Parents Empowered," specifically, reversing the declines seen in early 2020.

PERCEIVED RISK

While 13% of parents see underage drinking as a serious problem in their community, the overwhelming majority, 77%, view it as a minor problem. Only 10% see it as not a problem at all. In addition, 90% of Utah parents believe that underage drinking can harm a child's developing brain, 85% believe that underage drinking can lead to alcohol addiction, and 73% believe that using alcohol underage can result in children feeling distanced from their families.

GENERAL AD AWARENESS



In the last six months, have you seen or heard any messages or advertising talking about the dangers of underage drinking and how to prevent it?

Have you seen any underage drinking advertising with the specific phrase "Parents Empowered"?

Overall, the perceived risks decreased slightly compared to previous years' study results with brain harms moving from 92% to 90%; addiction to alcohol from 88% to 85%; and distanced from families from 74% to 73%. However, the decreases are minor enough that they're not a current cause for concern.

ACCESS TO ALCOHOL

Parental views regarding access to alcohol show a significant disconnect from what Utah teens report about where they get their alcohol. While we're still awaiting the 2021 SHARP survey results, 2019 SHARP results indicate that 43.7% of all student drinkers obtained alcohol from their own home with their parents' permission, and



26.8% received it at someone else's home with their parents' permission. However, according to the latest Cicero survey, just 12% of parents believe that kids are getting alcohol from home, and only 20% believe kids are getting it from their friends' homes. These percentages may have been affected by the COVID-19 pandemic, since parents and children were often socially distancing together at home, where parents could see if kids had access to alcohol.

BONDING

Measures of parent/child bonding have stayed the same or slightly increased since 2020. Seventy-nine percent (79%) of Utah parents can easily think of activities they and their kids both enjoy; 78% feel that if their child had a personal problem, they would feel comfortable asking their parents for help; and 75%

report eating family dinner together with their children at least five times per week.

BOUNDARIES

The overwhelming majority of parents, 91%, report having set rules about their children not drinking any alcohol, which is key to preventing underage drinking.

MONITORING

Utah parents also report being highly engaged in their children's lives. When apart from their children, 88% of parents report being very likely to know where their children are; 87% report knowing who they're with, 69% report knowing what they're doing, and 79% report knowing if alcohol is present (a new record high). Moreover, 64% of parents report monitoring their child's online activities at least weekly, with half (50%) monitoring cell phone use weekly.

All of the findings from this Cicero parent survey will be contrasted with the findings from the 2021 Student Health and Risk Prevention (SHARP) student survey, when those SHARP results are available. This comparison between parent and child surveys often reveals discrepancies in reported perceptions and behaviors that can be used to shape future Parents Empowered campaign communications.

MEDIA CAMPAIGN

Throughout the 2020/2021 campaign year, Parents Empowered completed various communication and media efforts, sharing with the audience the harms related to underage drinking and the proven skills to prevent it. Each strategy was measured for effectiveness, helping Parents Empowered gauge the campaign's rate of return and overall efficacy. The following is a list of media used by the campaign with short descriptions of their purpose, application and outcomes.

Television

Due to legislative budget cuts necessitated by the COVID-19 pandemic, the Parents Empowered Workgroup made the decision to shorten commercial lengths from 30-seconds to 15-seconds to help maintain ad frequency (the number of times Utah parents see an ad). Consequently, six 15-second television commercials were developed in the 2020/2021 campaign year. These commercials serve as the foundation of the underage drinking media campaign, providing parents with vital information about the harms of underage drinking, what parents can do to prevent it and raising

awareness of the need for the community to get involved.

This year's television campaign messaging focused on a key measure from the semi-annual survey—parental influence. In recent years, parents' perception they are the number one influence in their child's decision to drink had been waning. An increasing number of parents were reporting their kids' friends are more influential. After a thorough review of campaign messaging over the past decade, it was determined that many parents who had been exposed to messaging about their primary



Jenny and Josh Hear the Music

CLICK TO WATCH
THE SPOT



Jenny, It's Halloween!

CLICK TO WATCH
THE SPOT



Jenny Goes to Cheer Practice

CLICK TO WATCH
THE SPOT





Jenny Gets a Valentine

CLICK TO WATCH
THE SPOT



Josh Needs a Drink

CLICK TO WATCH
THE SPOT



Josh Goes Swimming

CLICK TO WATCH
THE SPOT



influence had aged out of the campaign. But newer parents weren't yet aware of the crucial role they play in helping keep their kids alcohol-free.

Thus, *Parents! The #1 Reason Kids Don't Drink*, a 90's sitcom-inspired campaign was developed. Through a series of episodes, viewers were able to watch parents "role playing" the practical, easy-to-use skills that can help influence their child's decision to remain alcohol-free.

SPOT 1: "JENNY AND JOSH HEAR THE MUSIC"

Dispelling the idea that a discussion about underage drinking needs to be a formal, sit-down affair, this spot shows dad riffing on an electric guitar while Jenny and Josh watch. Dad sings to his kids about his strong disapproval of underage drinking with his title track, "And that's why we really don't want you to drink alcohol underage ... semi-colon, keep your brains rockin' and rollin'!" Research shows when parents express their strong disapproval

of underage drinking, 97% of kids choose not to drink.

SPOT 2: "JENNY, IT'S HALLOWEEN!"

Jenny and her friend Kimmy are leaving for a Halloween party. Her dad, dressed as a vampire, and mom as a witch, are preparing the candy bowl for the trick or treaters. Dad quickly checks in with his daughter to make sure there won't be alcohol at the party—only blood! Jenny assures him he can "B Positive" they'll leave if there is alcohol. The spot emphasizes the importance of parents staying involved in their kids' lives and making sure they are in an alcohol-free social environment.

SPOT 3: "JENNY GOES TO CHEER PRACTICE"

As Jenny is rushing out the door to cheer practice, mom takes the opportunity to reinforce the family rules about not drinking underage. Jenny responds to her mom's question, "What do we say to underage drinking?" with an enthusiastic cheer, "N," "O," "No

way!" Josh, watching in the background, mimics her every move, while also getting the message from his older sister. The spot communicates the powerful influence of setting clear family rules about not drinking underage and discussing them often.

SPOT 4: "JENNY GETS A VALENTINE"

Jenny has a giant Valentine's Day card in her hands and mom is watching with anticipation as she begins to read the verse, "Roses are red. Violets are blue. Underage drinking is bad for the brain, so no alcohol for you." Jenny has clearly had conversations with her mom about the harms of underage drinking to the developing, adolescent brain, and knowingly nods in agreement. Research indicates the most influential message that motivates parents to take action and prevent underage drinking is the harms of alcohol on a child's developing brain.

SPOT 5: "JOSH NEEDS A DRINK"

Josh is young, and impressionable. Studies show that kids form their perceptions about alcohol between the ages of 9-13. He's heard his parents talk about the harms of underage drinking. And as a 9-year-old, he's also very literal in his understanding. So when Josh comes down the stairs, looking disheveled and complaining that he's so thirsty, his mom asks why. Josh reminds her that she's told him, "NO underage drinking," to which mom kindly clarifies, "Of alcohol." Josh immediately runs to the kitchen for a drink of water.

SPOT 6: "JOSH GOES SWIMMING"

Josh comes into the house wearing his swim trunks, with a towel flung over his shoulder and a bright red sunburn all over his body.

His mom greets him, looking concerned, and asks him if he forgot something. Josh replies, "No, I remember. Never, ever drink underage!" Mom smiles proudly, but explains that she was referring to sunscreen and lobs him a bottle, making him wince as he catches it. This spot demonstrates how conversations about underage drinking can be woven into everyday situations, giving parents and kids opportunities to reinforce the family rules against it.

TV Broadcast Media Summary

The following is a TV broadcast post-buy analysis for the DABC: Parents Empowered campaign for fiscal year 2020/2021. This recap demonstrates the high value and return for the television commercials strictly from a media-buying perspective. Additional details evaluating the effectiveness of the televised messages are discussed in the research section of this report.

General Market TV

The Parents Empowered general market TV campaign partnered with KSL, KUTV, KTVX, KSTU, KUCW, KGSG, and Comcast/Dish, yielding 13,948,677 impressions through 4,008 purchased TV spots and an additional 6,712 bonus spots. Overall, the buy delivered an average reach of 75% percent and an average frequency of 5.0. Parents Empowered received bonus/added-value TV spots valued at over \$1,019,267 with additional news coverage on the major stations solidifying the message with the target audience across the state.

When: July 2020 – June 2021

Where: Utah statewide

Media: KSL, KUTV, KTVX, KSTU, KUCW, KGSG and Comcast/Dish

Radio

As part of the media campaign, Parents Empowered focuses a portion of the campaign's strategic media buy on radio broadcast advertising, helping to reach parents about what they can do to prevent underage drinking. Parents Empowered developed five radio commercials to focus on messages consistent with the 2020/2021 campaign objectives, while reinforcing the Sitcom-themed TV spots.

SPOT 1: "CHATTING WITH CATHY"

Tim, who plays the dad on the Parents Empowered sitcom, Parents! The #1 Reason Kids Don't Drink, is being interviewed by talk show host Cathy about his role on the popular show. He relates how his conversations with his own kids helped him prepare for the role and emphasizes the importance of parents communicating their strong disapproval of underage drinking, since research shows parents who make their position clear have kids who are much less likely to drink.

SPOT 2: "BONDING OVER BASKETBALL"

In this episode, Dad and Jenny are engaged in a quick pickup game of basketball. As always, dad's looking out for the health and safety of his daughter's brain by reminding her of the importance of keeping it alcohol-free while it's still developing. Jenny is on board with the

family rules but doesn't hesitate to pull a dunk shot, making a point while hearing her dad's point too. This spot models how conversations about not drinking underage can take place in casual, everyday situations and is one of the skills that makes parents the #1 reason kids don't drink.

SPOT THREE: "ACRONYMS"

With kids completely immersed in the digital age, it can be difficult to keep up and be aware of what's going on in your child's world. In this episode, Dad's overhearing his daughter who's texting her best friend as they're sitting beside each other. They're using lots of acronyms that dad doesn't understand, but he does pick up on them talking about a party. So, he checks in to make sure it will be alcohol-free, to which she responds "I-D-D-U, or I don't drink underage. I know our rules." Parents are reminded of the importance of staying involved in their kids' lives and being aware of their day-to-

day activities to keep their brains healthy and their futures bright.

SPOT FOUR: "THE REVIEWS ARE IN"

This promo-style spot for the sitcom, Parents! The #1 Reason Kids Don't Drink features snippets from the season's episodes and positive media reviews. Critics' praise for the show's nostalgic and funny way of showing how parents can influence their child's decision about underage drinking, are shared. Parents are encouraged to visit parentsempowered.org to see all the episodes and learn how they can be the #1 influence in their child's life.

SPOT FIVE: "SEASON FINALE!"

Teasing the season finale episode of Parents! The #1 Reason Kids Don't Drink, Jenny and her friend Kimmy have been invited to a friend's house, only to learn that there's going to be alcohol at the hang out. Faced with the decision of what to do and knowing her mom's clear



stance on not drinking underage, Jenny replies she's going to do what her mom taught her—put curlers in her hair, pick out a movie and have a girl's night at home, much to her mom's delight.

Radio Broadcast Media Summary

The following is a radio broadcast post-buy analysis for the DABC: Parents Empowered campaign for fiscal year 2020/2021. This recap demonstrates the value and return for the radio commercials strictly from a media-buying perspective.

General Market Radio

The Parents Empowered campaign ran across several stations including KSOP, KUBL, KBZN, KSFI, KRSP, KZHT, KODJ, KJMY, KNRS, KAAZ, KUDD, KYMV, KBMG, KDUT, KENZ, and WPLM, yielding 24,295,650 impressions through 4,505 purchased radio spots and an additional 8,426 bonus spots. Additionally, Parents Empowered received added value in the form of a Scavenger Hunt promotion, PSAs, interviews, web banners, streaming spots and billboards/promos on several stations for a combined value of over \$529,643.

When: July 2020 – June 2021

Where: Utah statewide radio

Media: KSOP, KUBL, KBZN, KSFI, KRSP, KZHT, KODJ, KJMY, KNRS, KAAZ, KUDD, KYMV, KBMG, KDUT, KENZ, and WPLM

Digital

After conducting extensive media consumption research to identify the channels Utah parents are currently using, the Parents Empowered campaign is devoting even more resources to digital media to effectively reach our audience, who is spending a significant portion of their day on their smartphones.

CONNECTED TV (CTV)

More and more Utah parents are cutting the cord on their cable or satellite TV providers. Consequently, to reach this audience, the campaign utilizes CTV. A Connected TV is a device that connects to, or is embedded in, a television to support video content streaming (via the internet), such as an Xbox, PlayStation, Roku, Amazon Fire TV, Apple TV, and more. Again, utilizing this very popular media channel allows Parents Empowered to reach our exact audience with targeted messaging.

INTERACTIVE DIGITAL DISPLAY AND PRE-ROLL VIDEO

Streaming Audio

As the Parents Empowered continues to move toward a digital-first campaign, online Streaming Audio ads complement and expand the reach of the traditional radio buy. One of the advantages of Streaming Audio is the ability for users to click on the display ad while listening to the audio, which then directs them to the website and provides additional information about the message.

Using programmatic buying, the campaign is now able to reach parents on whatever streaming audio platform they are currently using rather than buying a specific channel. This provides significant cost efficiencies for Parents Empowered.

As a result, Parents Empowered audio messages are now delivered across Pandora, Spotify, iHeart and other streaming audio services.

Display and Native/Rich Media

Display ads provide a wide reach for the Parents Empowered message, delivering general awareness and the opportunity to click through to the website for additional information.

Native and Rich Media are specialized display ads that often increase engagement with the audience while still driving traffic to the website. Users like to interact with content that is targeted, without feeling intrusive. Native ads are short, written articles in an online publication that resemble the publication's editorial content but are paid for by an advertiser. The sponsored ads are labeled as such but delivered alongside editorial content about a similar subject—such as parenting articles. This placement among editorial content gives the ad's information greater credibility while reaching readers who are already interested in that topic. Rather than standing out as an obvious hard-selling ad,

this creates a softer approach and helps the Parents Empowered creative stand out in a crowded market.

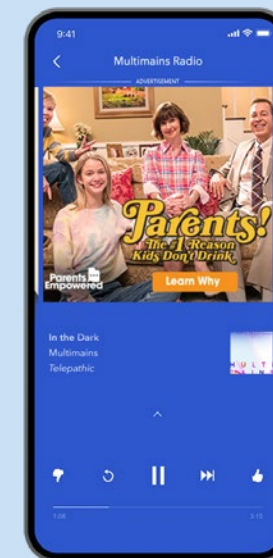
High-impact rich media ads incorporate video, animation or audio into a Standard Display ad that encourages viewers to interact and engage with the content. Some display ads have character limits or limited spacing that can impact the messaging that can be included. With a Rich Media ad, there is more space to display images or offer more calls to action, providing an increase in brand awareness and ad recall. Our media partners take on building the full unit with this creative, keeping production costs low, while allowing us to find new, innovative ways to reach our audience through paid media efforts.

KSL.com Online Display and Pre-roll Video

The campaign also leveraged the reach of KSL.com in the digital market, where they are currently rated as one of the top five websites in the nation that delivers 90% of all impressions within Utah. In addition, they're a trusted news source and one of the only digital vendors that

provides added value. The KSL.com digital package provided expanded reach for the Parents Empowered message at reduced rates. Display ads directed viewers to the website for additional underage drinking prevention information and pre-roll video, that is unskippable, played before video news stories.

Digital banners



Pandora and KSL Ads

Digital Media Summary

The following is a digital media post-buy analysis for the DABC: Parents Empowered campaign for fiscal year 2020/2021. This recap demonstrates the value and return for various digital channels, strictly from a media-buying perspective

CTV

Parents Empowered's Connected TV (CTV) buy included a variety of streaming TV apps that delivered 3,390,952 impressions. The video completion rate for those impressions was 97.7%, making it a highly effective media channel.

When: August 2020 – June 2021

Where: Utah statewide radio

Media: Streaming TV apps

Streaming Audio

Online audio ads, along with display and video were delivered via multiple streaming audio services resulting in 4,959,611 impressions with an Audio Completion Rate (ACR) of 97.4%. The display ads had an average click-through rate (CTR) of .06%.

When: August 2020 – June 2021

Where: Utah Statewide

Media: Multiple streaming audio services

Display and Native/Rich Media

The Parents Empowered Standard Display ads, delivered programmatically to parents based upon where they're currently consuming media, produced 12,695,123 impressions with a CTR of 0.14%. The industry benchmark is 0.10%. This year's Native/Rich Media ads garnered 4,036,601 impressions and a 0.15% CTR.

KSL.com Online Display and Pre-roll Video

As part of the KSL digital package, 17,515,914 impressions were delivered via display ads and pre-roll video. Among all the other digital, targeted media channels, KSL far exceeds their reach and is only surpassed by broad-reach media such as TV and Radio. Pre-roll video was delivered on KSL.com, which provides the advantage of requiring viewers to finish the ad before proceeding to their desired content. Overall, the ads delivered 57,451 click-throughs/completions with the average click through rate being .33%, well above industry benchmarks. Another rare feature for a digital buy, KSL provided bonus ads valued at \$125,762.

When: August 2020 – June 2021

Where: Utah statewide radio

Media: ksl.com



Social Media

Social content varied between posts formulated for engagement and videos promoted for views. Each provided an effective platform for consumers to be engaged with the Parents Empowered prevention message.

FACEBOOK

Social media provides a unique opportunity to deliver much more detailed information to parents about the harms of underage drinking and what parents can do to prevent kids from experimenting. Parents Empowered used video, static image carousels that link to the website, and animated infographic posts, along with paid dollars, to strategically grow the Parents Empowered fan base and amplify overall reach. The Parents Empowered Facebook page saw great success this year with several webcard posts (images from the ParentsEmpowered.org website that link back to the site). The website is a rich resource for more detailed information and tools that cannot be traditionally delivered via short 15- to 30-second spots. Distributing these resources via social media makes the channel a



powerful workhorse for the campaign, delivering easy-to-use tips and tools directly to parents.

One particularly effective webcard promoted the Chit Chat game as a great way to start the conversation about not drinking underage with your kids. The post reached over 215,000 people and garnered nearly 3,500 link clicks to access the digital card game. Another webcard spoke to the harmful effects of alcohol on the developing adolescent brain and warned parents to have a conversation during the holidays to keep kids healthy and safe. Over 170,000 people were reached with over 6,700 clicks to the website to read more and 149 shares.

Social media became an even more useful communication tool for Parents

ParentsEmpowered.org
Published by Rachel Ma · October 29, 2020 ·

Talking to your kids about underage drinking doesn't have to be scary. Join us online and start the conversation by using our Chit-Chat cards—the game that gets your kids talking. Learn more today.

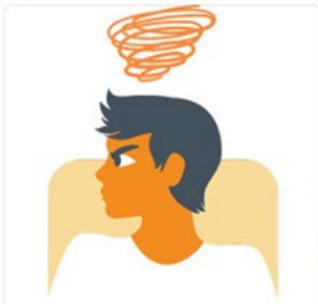

Chit Chat — let's start a conversation – Parents Empowered
Chit Chat — let's start a conversation We g...

Chit Chat — let's start a conversation – Parents Empowered
Chit Chat — let's start a conversation We g...

215,339 People Reached	3,890 Engagements	– Distribution Score	Boost Unavailable
----------------------------------	-----------------------------	-------------------------	--------------------------

ParentsEmpowered.org
Published by Rachel Ma · December 20, 2020 ·

Alcohol affects a developing adolescent's brain differently than as adults. That's because kids' brains haven't yet developed the internal cutoff switch which tells them they should stop drinking. So, when it comes to holiday drinking and kids, turn your "ho, ho, ho's" into "no, no, no's."

Alcohol is a common part of the holidays.
Not only do teens who use alcohol often pr...

They can drink a dangerous, or even lethal, amount of alcohol without...
Not only do teens who use alcohol often pr...

Keep trou...
Not c

170,769 People Reached	7,140 Engagements	– Distribution Score	Boost Unavailable
----------------------------------	-----------------------------	-------------------------	--------------------------

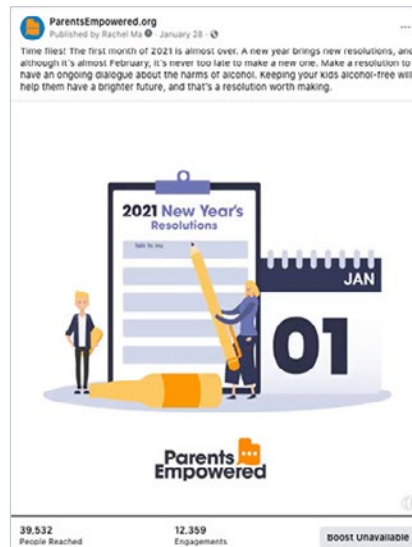
Social Posts

Empowered during the COVID-19 pandemic, when time spent on smartphones skyrocketed, allowing the campaign to reach parents with messaging about how they could take advantage of the extra time with kids at home to strengthen their relationships and have ongoing conversations about how to protect their healthy brains and bright futures.

Strategically, Parents Empowered will continue to shift the paid social budget from generating likes and followers (which has helped establish a strong fan base) to promoting individual, customized content. In preparation for this strategic shift, significant resources have been dedicated to social media research. Parenting personas have been developed that give insight into four distinct viewpoints and parenting styles of Utah

parents with respect to underage drinking. These personas guide the development of our social messaging so posts resonate more authentically with our audience. These tactics have expanded the reach of the information-rich content, while also leading to more qualified and targeted fan acquisition from people who have already liked the Parents Empowered content. Additionally, multiple content themes have been developed. These messaging themes help us reiterate the key talking points that research has indicated parents would find persuasive and helpful in their efforts to prevent underage drinking. And while Parents Empowered has seen incredible growth and success in social media over the past years, plans are in place to increasingly rely on social media to communicate the more detailed campaign message.

CLICK TO VIEW
THE POSTS



Social Posts

YOUTUBE

This year, Parents Empowered expanded its social media reach by incorporating :06 bumper ads and :15 in-stream pre-roll videos into the media mix. This decision was informed by a comprehensive channel strategy analysis that indicated our target audience of parents, across all four parenting personas, were heavy users of YouTube. Six-second versions of the TV spots were created for the bumper ads and the six :15 TV spots were used for pre-roll video. While traditional broad-reach media such as TV and Radio is delivered to the whole state, YouTube impressions are targeted and delivered to our specific audience, making them especially efficient. Parents Empowered will continue to develop its presence on YouTube to capitalize on the ever-increasing popularity of video content.



Social Media Summary

Parents Empowered is optimizing the prevention message, its delivery, and the budget via social media to create a dialogue about underage drinking. The campaign utilizes paid, evergreen posts to reach new parents that are not currently following Parents Empowered, which is indicated below under the Reach Campaign metrics. Evergreen posts are search-optimized content that are continually relevant and stay “fresh” for readers over a long period of time. In addition, organic posts are boosted with paid dollars to extend their reach among current followers (since Facebook delivers organic posts to only about two percent of your followers). These metrics are indicated under the Organic Boost section below. By leveraging the advantages of the social space, a community forum is being created where parents can gain additional information about the harms of underage drinking and how to prevent it.

Facebook overall metrics

- 13,822 followers
- 796,061 unique individuals reached
- 3,159,525 impressions delivered
- 3,578 link clicks
- 795,173 post engagements including likes, shares and comments

» Reach Campaign-Specific Metrics

- 1,619,641 impressions
- 2,075 link clicks
- 377,432 post engagements

» Organic Boosting Campaign-Specific Metrics

- 736,319 people reached
- 1,539,884 impressions
- 11,503 link clicks
- 417,741 post engagements
- 1,539,884 impressions
- 11,503 link clicks
- 417,741 post engagements
- 4,194 post reactions
- 119 post comments
- 162 post saves
- 642 post shares

When: July 2020 – June 2021

Where: Utah statewide

Media: Parents Empowered Facebook page

YouTube overall metrics

- 3,314,323 impressions
- 878,867 views
- 3,663 clicks
- Video completion rate (VCR) of 53.8%

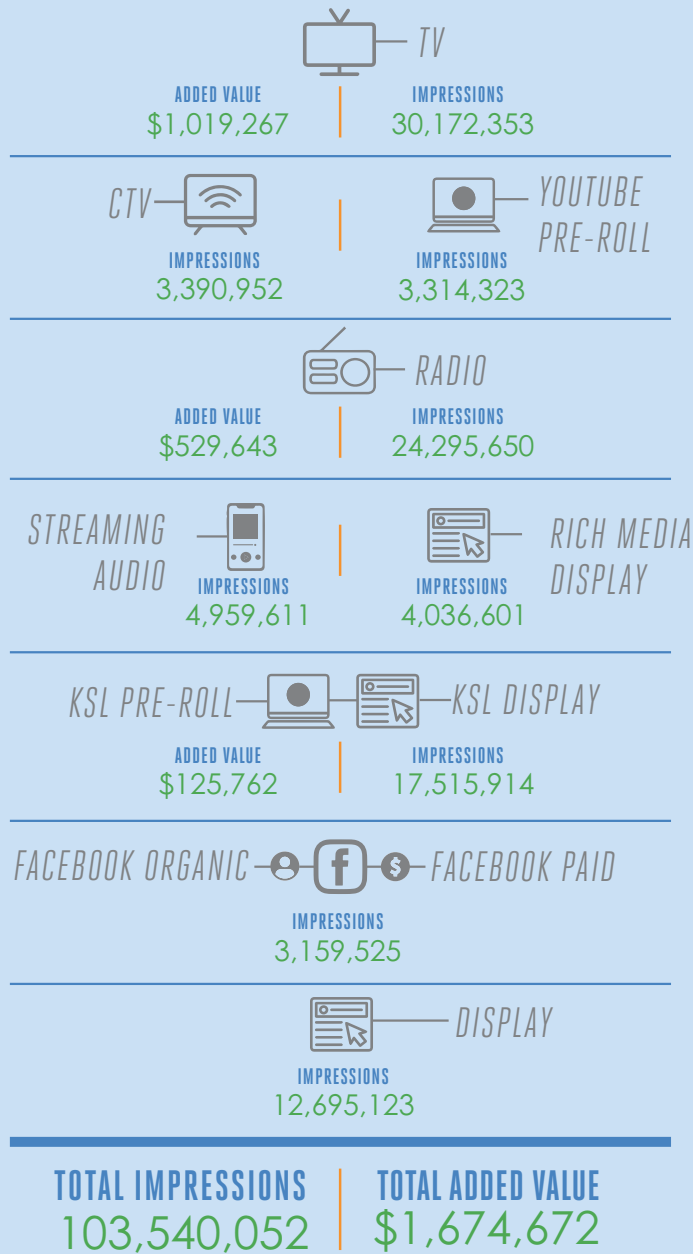
When: July 2020 – June 2021

Where: Utah statewide

Media: YouTube Bumper and In-Stream Pre-roll

ADDED VALUE

AND TOTAL IMPRESSIONS



$$\begin{array}{rcl}
 \$1,674,672 & | & \$839,750 = 2:1 \\
 \text{ADDED VALUE} & & \text{MEDIA BUY (TV \& RADIO ONLY) MATCH}
 \end{array}$$

Website

The Parents Empowered website is a comprehensive storehouse for educational, evidence-based resources and how-to tips parents can use to help keep their kids alcohol-free. Because the website is such a valuable tool in the underage drinking prevention effort, it is currently going through an extensive refresh. The first phase of the updated site has been completed and was launched in May. With its modern, clean layout, the design relies heavily on video content wherever possible to encourage visitors to remain engaged on the site. Parents Empowered has optimized the user experience by developing a user journey that makes it even easier for visitors to intuitively navigate through the information. And finally, community prevention efforts at the local level are being highlighted in a more visible way.

Using insights from the site's analytics, the homepage has been completely revamped to provide the most sought-after information, all within a single scroll. The newest resources for the campaign are prominently featured at the top of the page in a rotating slider that is updated frequently. Emphasis on video content in this area is crucial to help encourage immediate engagement on the site. The slider includes content such as the TV spot currently airing, tips and tools for parents to get started preventing underage

drinking, and recent community prevention efforts. Additionally, to keep content new and fresh, current social media posts populate to the page, providing more detailed and customized information for parents. Finally, parents can learn a little more about the mission of Parents Empowered from Tiffany Clason, the Executive Director of the Utah Department of Alcoholic Beverage Control (DABC). The DABC is the agency charged with managing the day-to-day activities of the statewide campaign. In her video, she shares

Note: Due to COVID-19 budget cuts, Parents Empowered opted to not purchase advertising on KSL or KUTV in October to avoid political season's much higher costs. Additionally, the campaign received no added value during the 2020 primary and general elections.

her perspective—as a mom and department director—about why underage drinking prevention is one of the most important things we can all do to promote our children's bright futures.

Also new to the site is a featured section on how parents can begin the ongoing conversation with their kids about not drinking underage. Step by step, actionable suggestions are provided to parents. These include knowing the facts about the harms of alcohol to the developing brain, when to start the conversation, how to create a two-way dialogue, keeping chats small and casual, making your expectations about not drinking alcohol before age 21 clear, and then setting family rules to protect your child's healthy brain.

In the second phase of the launch, some of the new features will include an archive for all media campaigns and outreach resources, including a Parents Empowered representative map. The map will allow a user to

input a zip code and receive a list of prevention coordinators, coalition communities, health departments and counseling centers in their area. Individuals across Utah who want to get involved in the underage drinking prevention effort or are looking for help with their own family will be able to locate resources and contact information by simply going to the Parents Empowered website.

While the website serves as a primary resource for parents, it's also an essential tool for substance abuse prevention coordinators and local prevention coalitions across the state. To facilitate their easy access to prevention materials, the Parents Empowered website will also offer a media distribution tool. These materials (such as printable collateral, videos, radio commercials, and comprehensive guides to the initiative) will help county coordinators and prevention coalitions implement their strategic plans and mobilize their communities to help prevent underage drinking.



CLICK TO VISIT
THE WEBSITE



Website Home Page

The Parents Empowered Mission

Meet Tiffany Clason. She's the Executive Director at the Utah Department of Alcoholic Beverage Control (DABC). But she's also a mom. She knows that parents staying involved and having those important "no underage drinking" conversations are crucial to a child's future success.



Know the facts

Kids have a lot of questions. Make sure you're prepared to answer them—especially those that relate to keeping their developing brains free from the harms of alcohol. Talk to them about their hopes and dreams and how their healthy brain will support them in a successful future. Use age-appropriate language and ask questions to make sure kids understand. Use the Learn More link to get all the information you need.

[Learn More](#)

Start early

The American Academy of Pediatrics recommends talking to kids about underage drinking as early as age 9.¹ Research shows kids are making up their minds about alcohol between the ages of 9 to 13 and those perceptions can become more favorable as they mature. And if they view it as pleasurable, they're much more likely to drink underage.² If your child is older, it's never too late to start the discussion.

The danger is real

Not only do kids who use alcohol often progress to other addictive behaviors later in life, they're also at a much higher risk for developing mental illnesses such as depression and psychosis as adults. These behaviors and illnesses also greatly increase the risk of suicide.^{1,2}



Psychological distress

Among 12- to 17-year-olds who were current drinkers, 31 percent exhibited extreme levels of psychological distress, and 39 percent exhibited serious behavioral problems.³



Suicide (Girls)

Among eighth-grade girls who drank heavily, 37 percent reported attempting suicide, whereas 11 percent of girls who do not drink reported attempting suicide.⁴



Depression

12- to 16-year-old girls who were current drinkers were four times more likely than their nondrinking peers to suffer depression.⁵



Suicide (Heavy Drinkers)

Suicide attempts among heavy-drinking adolescents were three to four times greater than among nondrinkers.⁵

Get treatment

If your child has already started drinking underage and you suspect alcohol addiction, help is available. As a parent, stay supportive and involved. Your love and caring are so important.

[Get Treatment](#)



Website Summary

The following are the Google Analytics gathered from the 2020/2021 year for the Parents Empowered site. Parents Empowered uses these analytics as benchmarks to measure growth through enhanced digital features and adjusted user experiences.

Google Analytics

- 111,658 sessions
- 96,459 new users
- 138,359 page views
- 1.24 pages per session
- 30-second average session duration
- 35,201 KSL display ad clicks
 - » 35.9% of all visitors arrived at the site via KSL display ads
- 12,441 paid search clicks
 - » 12.7% of all visitors arrived at the site via paid search
- 9,342 direct acquisitions
 - » 9.5% of all visitors arrived at the site directly
- 7,172 social/referral acquisitions
 - » 7.3% of all visitors arrived at the site via social/referral
- 6,523 organic searches
 - » 6.7% of all visitors arrived at the site via organic search

While display ads and social media are successfully directing parents to the site, as always, the longest times spent on the site tend to come from those who have directly gone to the website or who have done an organic search for information about underage drinking prevention. Those average session durations are longer with more total page views. Nonetheless, making parents aware of the parentsempowered.org site as a credible resource for future need, so they can later go directly to the site for the information they seek, is an equally important success metric for the campaign.

CURRENT EFFORTS

Wasatch Mountain State Park and Wasatch Behavioral Health Partnership

With the advent of the COVID-19 pandemic, local prevention coalitions were hard hit by the social distancing requirement. Most prevention coordinators utilize local health fairs or large outreach events with the public to share the underage drinking prevention message. To meet this challenge, the prevention coordinator for Wasatch Behavioral Health wanted to develop an outdoor, family bonding activity that would strengthen relationships while educating parents about steps they can take to promote their kids' healthy, bright futures.

Wasatch Behavioral Health utilized federal prevention grant monies to engage Parents Empowered in developing a scavenger hunt that could be placed along hiking trails. The camouflage-colored signs delivered an interactive, educational message underscoring the fact that in nature and parenting, the most obvious dangers can be closer than you think yet hard to see—just like underage drinking in the home. Parents and kids were encouraged to work together to find each sign, answer the questions in a scavenger hunt booklet, and turn in the completed booklet for a prize.



Hidden Scavenger Hunt Sign



Scavenger Hunt Sign



Family on Trail

CLICK TO WATCH
THE COVERAGE



Messaging on the signs encouraged parents to bond (spend time with their kids), set boundaries (clear rules about not drinking before age 21 to keep their brains healthy) and monitor their kids' day-to-day activities (stay involved in their lives). Research tells us that when parents spend time with their kids, doing things they enjoy, kids are much less likely to drink underage. Consequently, delivering these three prevention messages (bonding, boundaries and monitoring) to parents while they're experiencing a park's trails and campgrounds with their kids, provided the perfect opportunity to reach a receptive and influential audience.

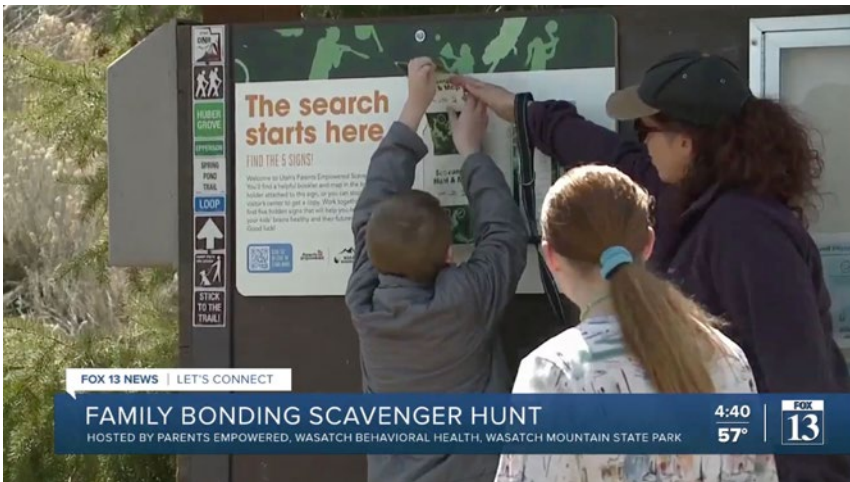
The partnership opportunity was pitched to Wasatch Mountain State Park and Deer Creek Reservoir, with both enthusiastically accepting. In appreciation for the chance to partner with the parks,

Parents Empowered designed and produced two educational panels—one about glacier formations within the area and the other explaining the regenerative process after forest fires—to be installed on their trails.

Picnic table wraps were installed in the summer at Deer Creek Reservoir campgrounds and the scavenger hunt was launched in April with a press event at Wasatch Mountain State Park's visitor center. Speakers included Heber City Mayor Celeste Johnson, Park Manager Tracy See, North Region Manager Laurie Backus for Utah State Parks and prevention coordinator Colleen Oshier. Both Fox13 and KUTV2 News covered the event—despite major breaking news coverage that day—with four stories. Heber City's mayor also featured the message on her "Mayor's Moment" Facebook post and promoted the scavenger hunt activity during the Midway Founder's Day celebration.



Scavenger Hunt Booklet



News Coverage and Press Event

Additionally, the prevention coordinator had the opportunity to be interviewed on My 99.5 (KJMY) radio, alerting families to the outdoor activity, and discussing why parents spending time having fun with their kids is so important. The scavenger hunt is still in operation and has been moved to a new trail location within the Park to provide additional exposure for the message.

For Parents Empowered, it is especially gratifying to work with prevention coordinators who are willing to use their federal prevention grant monies to extend the reach of the Parents Empowered message into their local communities. Donation of resources from our prevention partners helps create sustainability for the statewide underage drinking prevention message that cannot be underestimated. The resulting scavenger hunt—inspired and funded by Wasatch Behavioral Health—was an ideal solution to get the prevention message out to parents during the COVID-19 pandemic. Recognizing that this could be a helpful tool for other prevention coordinators, Wasatch Behavioral Health graciously agreed to share the work with other coalitions. This resulted in the scavenger hunt being placed in three other communities across the state.



Picnic Table Wrap
at Deer Creek
Reservoir

Associated Food Stores Partnership

This statewide partnership resulted from one of the Parents Empowered Community Partnership Project recipients—Alysa Stuart from Davis Behavioral Health—reaching out to Associated Food Stores to request a partnership. The proposed partnership involved sharing educational messages in three of their stores, in the Davis County area, that encouraged parents to “Follow the recipe for a child’s healthy future.” Tips for parents included the importance of family dinner, spending time having fun with your kids, and keeping kids’ brains healthy and free from the harms of underage drinking. The Communications and Public Relations Manager for Associated Food Stores liked the family-friendly messaging so much she invited Parents Empowered to share it in 38 of their stores across the state, including Macey’s, Dick’s Market, Dan’s Foods, Fresh Market and Lin’s.

Each store received nine floor clings—with two being specifically for the beer aisle alerting parents to the harms of alcohol to the developing adolescent brain. Digital signage on check stand screens was also displayed



Store Signage



Beer Aisle Signage



Check stand Digital Sign

and family dinner-themed coloring pages were distributed to all stores. Four stores received extra signage, including the original three Davis County stores, and the Holladay store where a press conference was held. These stores had additional large-scale wall wraps and signage throughout their stores, and deli/bakery stickers and freezer door clings advocating for family dinner. The Holladay store also greeted patrons with Parents Empowered wraps across their two entry doors.

Associated Food Stores generously donated some of their paid media marketing opportunities to Parents Empowered, including 15- and 30-second custom radio ads, display ads, KSL.com banners, digital billboards, and social media posts. Parents Empowered, in turn, invited Ashlee Johnstun, Director of Customer Relations for Associated Food Stores, to participate in an interview with Fox13's The Place discussing the statewide underage drinking prevention effort in their local grocery stores.

To launch the month-long prevention effort, elected officials, Associated Retail Operations management, and prevention experts gathered around a dinner table to hold a roundtable discussion. Some of the topics covered included the importance of underage drinking prevention at the local and state level, and why parents spending time having fun with their kids or enjoying a meal together can be key to that effort. The discussion was led by Rob Timmerman, a regional prevention director

and representative of Parents Empowered. Roundtable participants included President of the Utah Senate Stuart Adams, DABC Executive Director Tiffany Clason, VP of Associated Foods Retail Operations Darin Peirce, Director of Customer Relations for Associated Retail Operations Ashlee Johnstun, and Davis Behavioral Health prevention coalition coordinator Alysa Stuart. Fox13, ABC4, Yahoo News and print publication, "City Journals" all provided coverage of the event.



Press Event with Roundtable Discussion





Storage Container Side



Storage Container Back



Gym North Center Wall

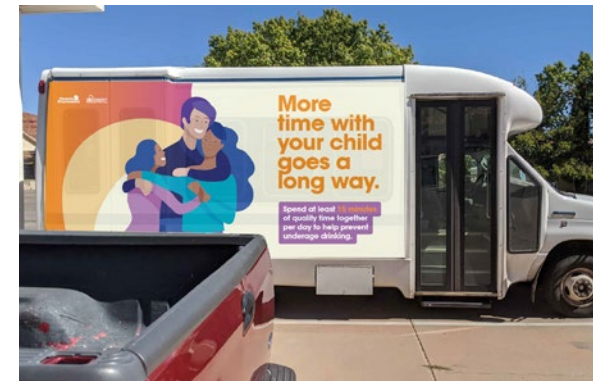
Bryce Valley

The coordinator for Bryce Valley Prevention Coalition contacted Parents Empowered about collaborating together to create an underage drinking prevention partnership in her area, using federal funds. Initially, the plan was to wrap a large storage container that was prominently placed in the community, but as the opportunity was discussed further, it was determined the local recreation center would also be an ideal venue to reach local parents. Parents Empowered repurposed existing art for the basketball gym that addressed the hazards of underage drinking and how parents can help kids avoid those harms. Large vinyl wall clings spoke to the many roles of parents in their child's life—as a coach, a referee, and a teacher. Parents were encouraged to help “protect your team” against underage drinking by using the 5 Ws to ensure they're in an alcohol-free social environment. Messaging for the storage container was baseball-themed and encouraged parents to bond with their kids, set clear boundaries and monitor their daily activities.



Bus Wrap Side

Bus Wrap



Bus Wrap Back

Southwest Behavioral Health Bus Wraps

Southwest Behavioral Health provides shuttle bus service to its low-income residents to help them travel to various health and wellness appointments in the community. When some additional underage drinking prevention funding became available, they asked Parents Empowered to develop educational wraps for the buses that would deliver a clear call to action. The colorful messaging encourages parents to invest 15 minutes a day, having fun with their child, to help prevent underage drinking.

DABC Liquor Stores

Research shows parents who have alcohol in the home and parents who don't, have different perceptions surrounding underage drinking. Parents with alcohol in the home tend to be less likely to see themselves as the primary influence in their children's lives, less likely to view underage drinking as addictive, and can be more likely to provide alcohol to teens. However, research also shows the most persuasive reason for parents to prevent underage drinking, regardless of whether they have alcohol in the home or not, is the proven harms of alcohol on the developing adolescent brain.

Because most alcohol in Utah, except beer, is sold in state liquor stores regulated by the Department of Alcoholic Beverage Control, these stores provide an excellent and efficient way to communicate with parents who have alcohol in the home. Utilizing National Alcohol Beverage Control Association (NABCA) grant monies from their 2021 Education Award Program, Parents Empowered and the DABC worked together to develop an outreach campaign. Posters, checkout-stand clings and floor displays were distributed to all 50 liquor stores and participating package agencies throughout the state. Messaging reminds parents their strong disapproval of underage drinking is the #1 reason kids choose not to drink and that keeping kids' brains healthy and safe helps create bright futures. To reinforce the TV campaign, the designs utilize the Parents Empowered sitcom family, with a retro "Brady Bunch" look and feel. Finally, the DABC issued a press release about the NABCA-funded public education effort with supporting quotes from DABC Director Tiffany Clason.



Liquor Store Floor Display

USU Extension's Health Promotion Partnership and "How to Have the Alcohol Talk" Video

After successfully applying for and receiving a SAMHSA Communities Talk prevention grant, a student intern, Amelia VanKomen, with the Utah State University (USU) Extension's Health Promotion Program reached out to Parents Empowered to help collaborate on her upcoming SAMHSA-sponsored underage drinking prevention effort. It was determined Parents Empowered would help create an animated/live action video that outlined the skills parents can use to start the conversation with their kids about alcohol and express their strong disapproval of underage drinking.

The community prevention night took place in July with over 300 people in attendance. It included a family-friendly movie along with a Parents Empowered booth featuring interactive games and Parents Empowered prizes that provided the chance to share the message one-on-one with parents. Before the movie began, the Parents Empowered "How to Have the Alcohol Talk" video was shown to raise awareness among parents of the risks associated with underage drinking and the skills to prevent it. Additionally, water bottles with facts about underage drinking and a QR code that directed to the Parents Empowered website were distributed.



Animated Video Story Boards

The new 85-second Parents Empowered video will serve as a companion to the 5 Ws educational video that was created last year. Custom-created using a combination of high-energy, colorful animation and live action footage, the video will be cut into shorter segments to create multiple social posts and YouTube ads for the upcoming 21/22 campaign year.





CLICK TO
WATCH THE
GRADUATION
COVERAGE

Parents Empowered Podcast: The graduation edition
by KUTV | Tuesday, May 25th, 2021

Time to talk

ParentsEmpowered.org

It's graduation season and kids are going to be attending end-of-the-year graduation parties.

Parents empowered encourages parents to talk to their kids before they head out for the night and to ask them the five Ws.

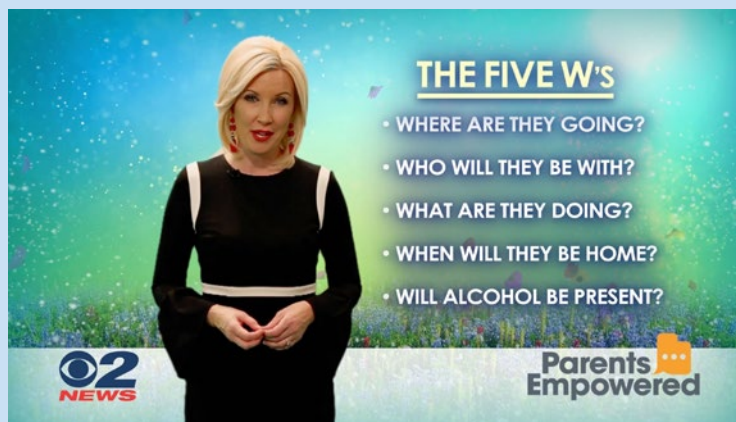
- Who will they be with?
- Where are they going?
- What are they doing?
- When will they be home?
- Will alcohol be present?

When kids get home, follow up and ask what happened, who was there and if there was alcohol.

Also, make sure your kids know you will pick them up with no questions asked if there is alcohol. Most importantly, talk to your children about expectations about underage drinking, because believe it or not, you are the most influential person in their life.

Surveys done in Utah schools show parents are the number-one reason kids say they choose not to drink. For ideas on how to talk to your kids, you can go to ParentsEmpowered.org or download a new podcast with Heidi Hatch on KUTV.com.

00:00 00:30



CLICK TO
WATCH THE
SPRING
BREAK
COVERAGE

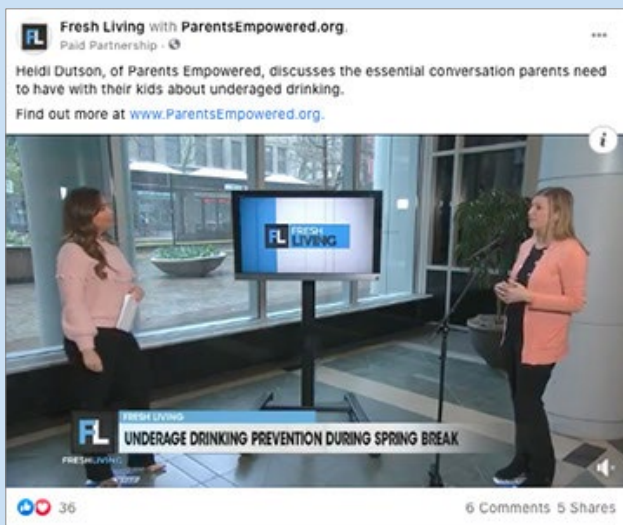
Spring Break and Graduation Takeovers

KUTV Partnership and Takeover Days

Parents Empowered continued its exclusive media partnership with KUTV to promote the Parents Empowered message during high-risk periods for underage drinking. However, due to COVID-19 budget cuts, the campaign reduced the partnership from four takeover days to two: spring break and graduation. During these periods, KUTV dedicated a full day of media coverage to encourage parents to start the “no underage drinking” conversation with their kids.

CLICK TO
WATCH THE
SPRING
BREAK
COVERAGE

Promos



CLICK TO
WATCH THE
GRADUATION
COVERAGE



KUTV Takeover Days Media Summary

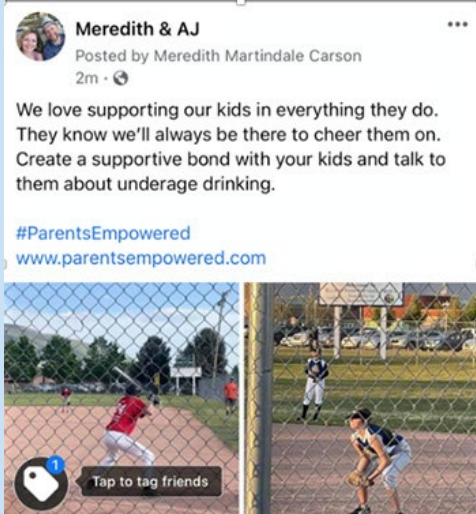
MEDIA OPPORTUNITY	IMPRESSIONS
Broadcast TV :60 promo spots (Spring Break/ Graduation only)	2,388,440
Fresh Living interviews (2)	20,520
2News Facebook post of :60 TV promo spots and Fresh Living Interviews (4)	387,815
Homepage takeovers (2)	289,491
Display banners	50,035
Sponsored email (2)	20,235
Podcasts, 1 hour (2)	262 (downloads)
5pm VSOT promo of podcast	69,010
TOTAL IMPRESSIONS	3,225,808

Media opportunities for the two takeover days included two 3-minute interviews on Fresh Living, broadcast on KUTV, KMYU and KJZZ, with an audience largely comprised of mothers; 111 airings of a KUTV-produced 60-second promo spot, hosted by news anchor Heidi Hatch, that provided parents with detailed information and skills to prevent underage drinking; Facebook posts featuring prevention interviews and promo videos; two homepage takeovers and digital banners that ran across the KUTV. com site; and two 45-minute podcasts with prevention experts, Utah Board of Education officials Heidi Hatch; 20,235 impressions from KUTV e-blasts; and two 5pm VSOT promotions of podcast with Heidi Hatch.

Each takeover day was valued at \$35,000. Total media impressions delivered across the KUTV partnership were 3,225,808. In addition to the sizable reach, these media blitzes from a respected third-party news source help reinforce the credibility of the Parents Empowered message while expanding the reach statewide. With it becoming increasingly difficult to get earned media coverage from TV stations due to their reduced budgets and limited resources, this media partnership helps bolster our statewide media presence while providing much more detailed messaging than traditional media can deliver in a 60-second advertisement.



iHeart Scavenger Hunt Promo



Social Media Posts

iHeart Radio Partnership and Scavenger Hunt

Parents Empowered partnered with six iHeart Radio stations this year to expand awareness of the campaign. Added value opportunities included 672 bonus Parents Empowered radio spots run across the five stations; 50,000 bonus, digital banner impressions on site and in-app; 10 homepage takeovers; 16 eblasts; and 20 social media posts. Additionally, radio host talent endorsed the underage drinking prevention message both on-air and via their personal social channels, helping to create a social norm that protects kids' healthy brains from the harms of alcohol. These thirty- and sixty-second endorsement clips from each station's DJ, who are all parents of kids ages 9-16, were broadcast over 600 times.

Finally, each station created a four-week contest with an interactive scavenger hunt at five different parks to encourage family bonding. The scavenger hunt was advertised with over 500 live and recorded promo ads that aired across the five stations during the month of May. To sign up for the contest, parents visited the contest page where they learned parents are the #1 reason kids don't drink and the importance of expressing strong disapproval of underage drinking.

Parents were also reminded to stay involved in their kids' lives and use the 5 Ws to help keep their kids alcohol-free.

Scavenger Hunt Parks

Liberty Park, Salt Lake City—KJMY

Sugarhouse Park, Salt Lake City—KNRS

Wheeler Farm, Murray—KZHT

Wheadon Farm, Draper—KODJ

Lodestone Park, Kearns—KAAZ

Once signed up for the contest, families were invited to visit the local park and answer a list of questions about landmarks throughout the park.

The correct answers qualified them for the chance to win one of five backyard movie nights or the grand prize of a glamping trip to Moab and an Annual National Parks Pass for a family of four. The total partnership provided a 5:1 return on investment that exceeded \$250,000.

COMMUNITY PARTNERSHIP PROJECTS

A primary reason for the ongoing success of Parents Empowered is the support offered by the 13 local prevention coordinators through the Community Partnership Project (CPP) program. The coordinators not only provide an on-the-ground approach for the campaign, taking the prevention tactics to a local level, but they also serve as influential ambassadors to the Parents Empowered social initiative.

Overview

They do this by creating opportunities to engage local elected officials in the prevention effort, activating community partnerships and sharing alcohol prevention messages one-on-one with parents via community events and other outreach efforts.

The CPP program seeks to create localized campaigns that are customized to the prevention needs of that area. These campaigns engage public and private partners who can endorse and support the underage drinking prevention efforts in their community. One of the critical benefits of the CPP program is the opportunity it provides to create custom messaging targeting specific Utah audiences that are often under-represented. The Parents Empowered team worked side-by-side with awardees during the execution and implementation of these community mobilization efforts, helping each to maximize the CPP investment. While funding was significantly reduced by COVID-19 budget cuts, Parents Empowered worked with CPP recipients to maximize those monies with significant results. Working in collaboration with the state prevention team, the CPPs will continue to be a staple of Utah's prevention success. The following is a list of the 2020/2021 CPP awardees:

2020/2021 Community Partnership Projects

Bear River Health Department

Gunnison Valley CTC

JUMP, a CTC Coalition

Kearns Evidence2Success Coalition

Magna United, a CTC Coalition

North Davis, Layton and South Davis CTCs

Prevention Advisory Coalition-Uintah and Union

San Juan County Prevention, Action, Collaboration Coalition

Stansbury Prevention Coalition, Tooele CTC, Grantsville CTC and Wendover Prevention Group

Summit County Health Department, Behavioral Health Prevention Team

Utah Valley Drug Prevention Coalition

Weber Human Services, Project Success, Bonneville CTC, Roy CTC, Fremont5 CTC, Weber CTC and Ogden CAN

Of course, this year was far from normal as the COVID-19 pandemic dramatically curtailed the possibility of public gatherings—a mainstay of prevention coordinator's outreach efforts. This had significant effects on the ability of Parents Empowered and coalitions to produce and fulfill plans for the CPP program.

In response to these unprecedented conditions, Parents Empowered retooled the CPPs to conform to social distancing requirements. These limitations resulted in new innovations for the CPP program that will likely be continued in the future, due to their great success.

Featured Community Partnership Projects

The amount of planning and resources required to fulfill twelve Community Partnership Projects—everything from budget distribution, project management, design, and production—is considerable. The most challenging aspect of the program, however, is taking a strategic look at each proposal and tailoring them to ensure community mobilization, maximum media exposure and full delivery of the prevention message. In short, Parents Empowered recreates a full, customized underage drinking prevention campaign in each community. The following are five examples of how this was implemented during the 2020/2021 year.

KEARNS EVIDENCE2SUCCESS COALITION

In response to local SHARP data showing youth alcohol consumption rates that were more than double the state average, Kearns has been actively involved the past several years in addressing community norms that are tolerant of underage drinking. Great progress has been made as the Evidence2Success coalition has reached out to public and private partners to help deliver the underage drinking prevention message to local parents.



Oquirrh Park Fitness Center Diving Board Installation

This year was no exception, with the coalition securing the Kearns Oquirrh Park Fitness Center (KOPFC) as their partner. KOPFC is a fitness and recreation facility offering a wide range of activities for the entire family. However, they are recognized for their premier aquatics facilities, having hosted regional and even national swim tournaments. The outdoor pool features a 30-foot dive tower that became a prime location to prominently display Parents Empowered messages reminding parents (and kids) that there should be “no horsing around” and to set clear no underage drinking rules because alcohol harms the adolescent brain. Large, custom-illustrated signage with an aquatic theme was placed throughout the facility to serve as a conversation starter between parents and their kids about remaining alcohol-free. Messaging was in both English and Spanish to address Kearns’ diverse population, 35% of which identifies as Hispanic. Finally, large vinyl banners were also created that could be moved to different areas of the rec center based upon current events happening that week to maximize exposure for the prevention message.



Oquirrh Park Hot Tub Mural in English and Spanish

To increase engagement among local officials and coalition board members, Evidence2Success opted to launch the initiative in June with a press event and panel discussion. Participants included Kearns Metro Town Mayor Kelly Bush, State Representative Ashlee Matthews, Kearns Community Council Co-Chair Paula Larsen, Kearns Oquirrh Park Fitness Center Executive Director Kevin Schmidt, Utah State Regional Prevention Director Rob Timmerman, and

Youth Council member Adrian Miranda. Each participant engaged in a discussion of the benefits of preventing underage drinking in the community, how each partner planned to assist in the ongoing effort and why parents are the #1 reason kids don't drink. Evidence2Success members in attendance were Becky Guertler, Josh Nielson, and Mercedes Rodriguez, as well as others from the community board.

Coverage for the event resulted in nine stories from Fox 13, ABC4, KSL, KSL.com and Telemundo—with interviews conducted in Spanish. These news reports provided statewide awareness of Kearns' efforts to ensure a bright, alcohol-free future for their youth, with an estimated reach of 93,000 viewers.

The educational signage at the rec center has increased the coalition's visibility in the community with over 61,000 visitors in the month of June alone. Additionally, KOPFC plans to keep the signage up for at least one year so local and out-of-state visitors can continue to receive the Parents Empowered message.

This partnership helped re-engage key leaders at the KOPFC in the local community prevention effort.

NORTH DAVIS, LAYTON AND SOUTH DAVIS CTCs

In 1991, Richard Bowman, Kaysville resident and founder of Bowman's Market, was worried about youth having access to alcohol and tobacco so he met with the Davis County Board of Health to discuss his concerns. To send a clear message to the community, he decided to take a stand against underage drinking and tobacco use by pulling alcohol and tobacco from the shelves of his store.

Another successful result of the partnership with KOPFC was the engagement of the executive director. While the coalition had enjoyed a good working relationship with the previous executive director, upon her retirement the coalition had not had the opportunity to work with the new director.

30th Anniversary Celebration and Press Event



CLICK TO
WATCH
THE FOX13
COVERAGE



CLICK TO
WATCH
THE KSL
COVERAGE



CLICK TO
WATCH
THE
TELEMUNDO
COVERAGE





Free Donuts at Bowman's Market

To commemorate the 30th anniversary of this decision and continue the legacy, local substance use prevention authorities from Davis Behavioral Health partnered with Bowman's Market to host a community celebration and press event in May. The family-friendly event included free Bowman's donuts—for which they're famous among locals, food trucks, prize giveaways, a photo booth, scavenger hunt, and family resources. Wide community support for the underage drinking prevention initiative was shown during the press conference, where elected officials and business leaders gathered in the audience and behind the podium. Press conference speakers

included Sergeant Lacy Turner from the Kaysville Police Department; County Commissioner Lorene Kamalu; Jared Ward, co-owner of Bowman's and former Olympic athlete; Chief Sol Oberg of the Kaysville Police Department; and a teen prevention coalition representative, Adelle Morton, who shared her winning Instagram contest essay on why youth should protect their healthy brains from the harms of alcohol. The press event provided the opportunity to increase key leader engagement by mobilizing them to endorse the Parents Empowered message and the local prevention efforts. The Davis Journal and The Salt Lake Tribune covered the local story, along with interviews on Fox13's 4:30pm news and The Place, and a radio interview on KZHT that provided statewide reach.



News Coverage





Fresh Market-Layton



J&A Bakery-Layton



Dick's Market-Centerville



Kent's Market-Clearfield



Dick's Market-Centerville



Kent's Market-Clearfield



Eccles Ice Center Rink

The CPP in Davis County also included an educational campaign at seven other participating grocery stores: Kent's Market (Clearfield), La Favorita (Clearfield), Winegar's (Clearfield), Dick's (Bountiful), Dick's (Centerville), Fresh Market (Layton), and J&A Bakery (Layton). Signage throughout the stores encouraged parents to Learn the Recipe for Kids' Healthy Futures—like enjoying family meals and spending time together having fun—to keep kids alcohol-free. Studies show that children who eat meals with their family five to seven times a week are 33 percent less likely to drink underage. These educational

messages helped increase the community's knowledge of how to prevent underage drinking by empowering parents to implement the skills of bonding, boundaries and monitoring.

BEAR RIVER HEALTH DEPARTMENT

The Bear River Health Department, serving the close-knit communities of Cache County, has prioritized underage drinking prevention as a main area of focus. This emphasis was prompted by SHARP survey data that indicated an increase in the number of parents who feel it is okay for them to provide alcohol to their kids.

In 2019, 43% of Utah's youth who drank reported receiving their alcohol at home, with their parents' permission. Further, 41% of local students stated their parents did not think it was wrong at all for them to drink beer, wine, or hard liquor regularly. To address these concerning trends, the local prevention coordinator from Bear River Health Department looked to identify community partners who could help educate parents about the prevention skills of bonding, boundaries and monitoring.

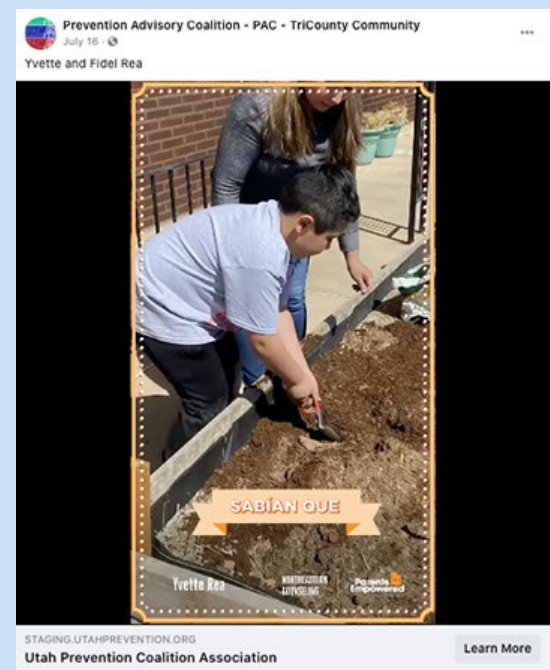
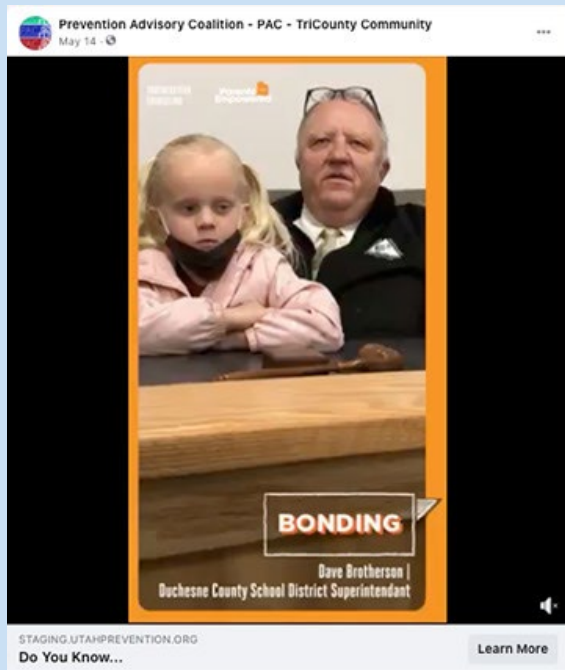


Eccles Ice Center Stairs

As a result, he reached out to the operations manager for the Eccles Ice Center (EIC), Cole Naegle, who enthusiastically agreed to support an underage drinking prevention message at the facility. And then, the COVID-19 pandemic hit. Undeterred, the partnership with the popular family destination moved forward. While the launch event had to be canceled, there were still plenty of opportunities for parents to see prevention messages like “Get daily face-time with your kids” when their children participated in the community hockey leagues that were still running. In addition, the USU club hockey team regularly filled the stadium with each game of the season. As a result, it’s estimated that 50,000 local residents have seen the ice skating-themed messaging that is placed at the main entrances, throughout the lobby, in all the locker rooms, and along the perimeter of the rink that emphasizes the importance of parents being actively involved in their kids’ lives to help prevent underage drinking. And finally, because of the commitment of this community partner to the Parents Empowered message, the large-scale signage throughout the EIC will remain up so the usual 200,000-250,000 annual visitors can learn about the underage drinking prevention skills they can use in their own families.



Eccles Ice Center Lobby Signage



"Do You Know?" Social Videos

UINTAH AND UNION PREVENTION ADVISORY COALITIONS

In partnership with Northeastern Counseling Center, the Uintah and Union Prevention Advisory Coalitions (PACs) created over 50 videos for a "Do You Know?" Facebook campaign. The videos, addressing parents of youth living in Uintah, Duchesne and Daggett counties, featured messages from community partners about the importance of family bonding, setting clear boundaries and monitoring children to help prevent underage drinking. According to 2019 Student Health and Risk Protection (SHARP) survey data, 27% of youth in the Northeastern district have reported experiencing poor family management, which includes

parents not setting clear expectations for alcohol use and parents not knowing where youth are when they are not at home.

Before beginning the video series, the coalition coordinator produced an introductory video announcing the yearlong campaign. With a new video being released each week, the awareness and education campaign sought to increase community leader's understanding of the importance of universal prevention and the part they play in that effort. In turn, it also informed them—and parents—about proven prevention skills.



"Do You Know?" Social Videos

The campaign reached every sector of the community including local politicians, community leaders, school districts, first responders, medical professionals, business owners, community members and parents. Specifically, the following key leaders engaged or re-engaged in the coalition's prevention efforts because of this very successful campaign: Senator Ron Winterton and his wife Lori Winterton, Uintah County Commissioner Brad Horrocks, Uintah Mayor Doug Hammond, Daggett Mayor Sandy Kunkel, Duchesne Mayor Rodney Rowley, Uintah County Sheriff Steve Labrum and Duchesne County Sheriff Travis Tucker, as well as leaders from the local school districts.

To increase the videos' reach across the Tri-County area, each post was boosted with paid dollars. Most of the posts have close to 1,000 views each and will continue to accrue views over time. The effort has not only increased the PAC's Facebook followers but more

importantly, the PAC membership has grown.

One of the strengths of social media is its ability to tell authentic, relatable stories that can inspire others to action. One Duchesne County Commissioner, who was approached to do a video, shared a personal story of his childhood friend who was seriously injured in an alcohol-related driving injury during a high school dance. As he related the story, he noted that at the time no one had the courage to ensure his friend didn't leave the dance when he was visibly intoxicated. The commissioner concluded the video, saying he was thankful for the opportunity to finally speak out against underage drinking. And another participant, Leo Thorsen, a recovered addict and alcoholic who started drinking at a young age, was able to share his story of recovery and giving back. He is now the director of a local in-house recovery home for men, where his life's work now is teaching sobriety and reclaiming broken lives.



Ultimately, the biggest success of the partnership was greater awareness of the Parents Empowered message among parents, increased buy-in for prevention among key leaders and mobilization of new community partners, with each having a greater understanding of and commitment to the mission of the Uintah and Union PACs and Parents Empowered.

UTAH VALLEY DRUG PREVENTION COALITION

Because Utah ranks seventh in the nation for residents who identify as a gender or sexual minority, the 2019 SHARP Survey opted—for the first time—to include questions regarding sexual identity.

The student-reported data showed that one tenth of Utah County students identified as LGBTQ+. Yet when a local prevention coordinator assessed current resources to help address problem behaviors associated with LGBTQ+ youth, the critical gaps in prevention services became apparent. For example, of all 12th grade students surveyed in Utah County who also identified as straight, six percent reported consuming alcohol in the last 30 days. Yet, with the same scenario for those identifying as LGBTQ+, the rate was 13 percent. Further, binge drinking rates among LGBTQ+ twelfth graders almost triples that of their hetero classmates, from 4% for straight peers to 11.4% for LGBTQ+ youth.

Interactive Mural at Provo Towne Center Mall

To address this heightened risk for underage drinking among LGBTQ youth, Utah Valley Drug Prevention Coalition and Parents Empowered partnered with Encircle-Provo to create a public education campaign. Encircle is a youth and family resource dedicated to bringing the family and community together to enable LGBTQ+ youth to thrive. The resulting campaign relied on research that indicates when a child feels close to their parents, they're less likely to drink underage. To bring awareness to the powerful, protective influence parents have in their kids' lives, a large, interactive mural was created with a tandem bike in front and the message, "Whatever your child's journey, go together." Campaign messaging encouraged parents to spend more time with their child to create an open, trusting relationship that would ultimately help keep them healthy and safe.



Healthy Brains	Bonding	Boundaries	Monitoring
Bright Futures	Love	Expectations	Checking in
Close Relationships	Listening	Rules	Following up
Sound Judgement	Togetherness	Clear	Who
Empowerment	Time	Concise	What
Safety	Interests	Consistency	Where
Promise	Planning	Consequences	When



- A child's story is better when a parent is a part of it.
- Alcohol can harm the developing adolescent brain.
- LGBTQ+ youth are at higher risk for underage drinking.
- Your influence can help keep your child's brain healthy and their future bright.

Front and Back of Bookmark for Encircle Houses

The Instagram-trap mural was prominently placed next to the busy food court at Provo Towne Center mall, inviting a parent and child to hop on the bike together and post a picture—thereby validating the messaging and increasing its reach in the community. A social media contest was also launched by the Utah Valley DPC to increase awareness and promote buy-in.

An advance article in the Daily Herald previewed the public/private prevention partnership. Later, in June, a press event to unveil the mural was held, with Stephenie Larsen, the founder and CEO of Encircle, joining Heather Lewis, prevention coordinator for Utah Valley Drug Prevention Coalition (UVDPC) and Rebecca Andreason, a representative from Alpine School District to endorse the communitywide prevention effort. ABC4 opted to dedicate their 30-minute IN FOCUS 7:00pm special on the initiative, with interviews from Stephenie Larsen, Heidi Dutson, a state prevention administrator and Parents Empowered representative, and Heather Lewis from UVDPC.



Mural News Coverage

Daily Herald

NEWS SPORTS ENTERTAINMENT LIFESTYLES OBITUARIES DEALS TODAY'S PH

Home / News / Local News / Tuesday Close-Up: 2019's (continued) at 1:00pm: Advocates hope to curb drinking among LGBTQ youth

Tuesday Close-Up: With tandem bike art display, advocates hope to curb drinking among LGBTQ youth

By: Cameron Richards | Daily Herald | 11/11/2019

Encircle founder Stephenie Larsen, left, waves during a press conference on June 22 to unveil an art display at the Provo Towne Center aimed at raising awareness about the risks drugs and alcohol pose to LGBTQ+ youth.

A handful of Utah County partners have teamed up on an art display at the Provo Towne Centre aimed at raising awareness about the risks drugs and alcohol pose to LGBTQ+ youth.

The art display — a partnership between the Utah Valley Drug Prevention Coalition, Encircle and the Parents Empowered campaign — includes an 8x12 mural, which is pink on the edges but gradually fades into orange, purple and blue hues.

"Whatever your child's journey," the mural reads, "Go Together."

Also included in the art display, and in line with the message on the mural, is a banana-yellow tandem bicycle bolted to the mall floor, representing the invaluable role parents play in helping their kids on their journey.

"The research has shown that parents are the number one reason why kids don't drink alcohol," Heather Lewis, substance use disorder prevention coordinator for the Utah County Health Department, said during an unveiling of the art installation on June 22. "They, the parents, have that influence. Parents are the most important protective factor in our kids' lives."

Every year, health officials get data from Utah school districts about "what's happening in our schools" through the Student Health and Risk Prevention Survey. For the first time, the latest survey included questions addressed specifically to LGBTQ+ youth about the struggles they may be facing, according to Lewis.

"And we found that the use rates for alcohol (for LGBTQ+ youth) were double that of the straight peers. And so that was concerning to me," Lewis said.

It's concerning, she said, because "when we have underage drinking, we are, our kids are literally putting their brains at risk. And the whole point of this partnership is to be able to encourage our kids to have bright, healthy futures."

Lewis referenced the "pillars" of the Parents Empowered campaign, which are: bonding, boundaries and monitoring.

Bonding can be as simple as spending 15 minutes a day with your child and "doing something fun that they enjoy," while boundaries can mean setting "very clear rules" about underage drinking.

Monitoring consists of asking your child the four W's: Where are you going? Who are you going with? What time will you be home? Will there be alcohol?

"We need to ask these questions," Lewis said. "We need to be talking to our kids. We need to know where they're going, when they're getting home, making sure that they're feeling safe."

Stephenie Larsen, founder of Encircle, a Provo-based nonprofit that provides resources to gay, queer and trans youth, spoke about meeting a gay-35 year-old man at a drug rehab clinic who told her he turned to drugs and alcohol as a teen

IN FOCUS Discussion: LGBTQ+ youth and underage drinking



[CLICK TO WATCH THE ABC4 COVERAGE](#)



Mural News Coverage

[CLICK TO WATCH THE FOX13 COVERAGE](#)

Each participant had the rare opportunity to provide more in-depth information about the harms of alcohol to the developing adolescent brain, the increased risk of LGBTQ+ youth to underage drinking, and parents being the #1 influence in a child's decision to drink or not. The seven news stories delivered invaluable, statewide coverage, while also providing third-party validation

of the prevention message from a trusted news source. Encircle's leadership was so thrilled with the collaboration that Parents Empowered is now developing similar murals with Encircle and multiple community partners in St. George and Park City to support Encircle houses located nearby.



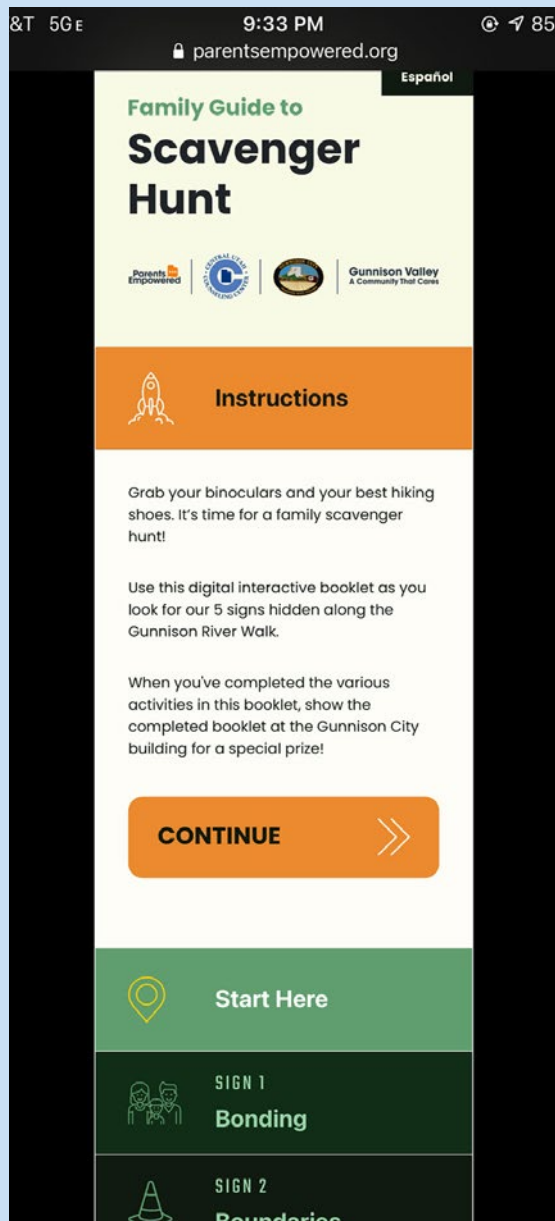
Weber CTC–Lee's Market and Youth Council Event

Other Community Partnership Projects

In all, Parents Empowered developed twelve Community Partnership Projects across the state that leveraged public/private partners to deliver the underage drinking prevention message to local communities. The following are some photos from those efforts.



Weber CTC–Wrap at Snowcrest Jr. High



Gunnison Valley CTC–Interactive Scavenger Hunt Booklet



Gunnison Valley CTC–Riverwalk Scavenger Hunt



Summit County Health Department–Scavenger Hunt



JUMP Coalition–Little Sahara Scavenger Hunt



San Juan County Youth Coalition (SJCYC)–Info Sheet for School District's Prevention Packages for Families

YÁÁ'T'ÉEH!

Parents Empowered



First off, give yourself a big pat on the back. By using this Family Bonding package, provided by SJCAC Coalition, it means you're taking positive steps to keep your child healthy and alcohol-free. And that's what our Stoodis! message is all about.

WE WANT TO WORK TOGETHER TO HELP OUR KIDS



Remain physically active and fit



Enjoy learning and education



Celebrate and embrace their culture



Spend more time with their families



Maintain a happy, healthy brain

So, included in this package are a few things to help you do just that. Kids who feel close to their parents are much more likely to have open conversations with them and to listen when their parents set clear rules to protect their health and safety. When you spend time in your child's world, they'll listen when you speak from yours.

WHAT'S INCLUDED:

Stoodis! T-Shirt for your middle or high school student
Encourage your child to wear it like a badge of honor to show their commitment to the five goals for healthy, well-rounded living.



Chit-Chat card game
A fun way to strengthen your relationship with your children and get to know each other better through family storytelling. To play, parents and children take turns answering the questions. One deck has questions for parents. The other has questions for kids. Start playing to start the conversation!



Other resources
Finally, we've also provided another family game for you to play with your kids, a Family Check-up booklet, tips for managing stress during Covid, and a Creating Safety brochure that we hope will be helpful to you and your family.

SJCYC–T-shirts for School District's Prevention Packages for Families

PRESENTING

THE PARENTS EMPOWERED MESSAGE

Promoting Prevention Science via Public Relations

Public relations plays a fundamental role in supporting the prevention science behind the Parents Empowered campaign. When the application for the new Community Partnership Projects (CPP) was issued, prevention experts emphasized the importance of using the CPPs to engage community leaders in the ongoing prevention effort. When an elected official is able to participate in the launch of a well-developed, professional underage drinking prevention campaign, it can be a powerful “conversion tool” for the elected official. These customized campaigns—which have been designed to meet local needs—can help key leaders catch the vision and create buy-in for the prevention effort. Not unlike our business partners, if we can create that buy-in with key leaders, they’re more likely to offer additional resources to support the initiative. For example, developing policies and funding sources that are supportive of prevention best practices. And if elected officials are advocating for pro-social behaviors and creating environmental supports that reward protective factors and decrease risk factors—the campaign has gone a long way in changing the social norm that tolerates underage drinking.



Public relations plays a fundamental role in supporting the prevention science behind the Parents Empowered campaign.

Identifying the Hook

By using storytelling techniques with an unusual angle, we've been able to get significantly more news coverage for Parents Empowered. For example, in just the first four months of this 2021, the campaign generated 21 stories with a reach of about 1.7M and a total publicity value surpassing \$40,000.

A recent example of identifying the PR hook was our partnership with Little Sahara Recreation Area. Knowing they had a big Easter weekend that would typically generate coverage, we anticipated that coverage and reached out with an additional "add on" angle to the story. Consequently, there were 13 stories about the Parents Empowered Scavenger Hunt that delivered a reach of 1.6M and an estimated publicity value of \$25,300, while also providing community support for local underage drinking prevention. Had we tried to pitch it as a stand-alone story, we likely would not have garnered the same amount of response.

Another was the Associated Food Stores (AFS) press event, where we encouraged parents to eat meals five times a week with their kids to help prevent underage drinking. While the message was familiar, the visual and method for delivering the message was much different. Utah Senate President Stuart Adams, AFS leadership, the executive director of the Utah Department of Alcoholic Beverage Control, and a prevention expert and prevention coalition leader gathered around a dinner table to have a panel discussion about the "Recipe for a Child's Healthy Future" and how family meals and bonding are key ingredients. The Parents Empowered campaign will continue to utilize innovative approaches that capitalize on a strategic twist

News Media Interviews

CLICK TO WATCH THE
KSL COVERAGE



CLICK TO WATCH THE
FOX13 COVERAGE

in the story to increase awareness and publicity for its statewide prevention efforts.

Innovating the Press Event Model

The news industry has gone through quite the revolution in the past several years. With the dominance of online news, broadcast and print have seen dramatic funding cuts that have often left them short-handed. Newsrooms that typically staffed multiple reporters and cameramen have been reduced to a few reporters and one or two cameramen per shift. In fact, cameramen have had to become ad hoc reporters. With the need to keep one cameraman on site in case of breaking news, it has become increasingly difficult to get stations to cover Parents Empowered community partnerships—particularly if they are a significant distance from Salt Lake City. This is not because of lack of interest, but because of limited resources. In response to this challenge, Parents Empowered has proactively developed a new method for covering press events that takes advantage of skilled videographers who have been

trained in journalism and newsroom protocols. Rather than relying on the stations/papers to have the available staff to come to the press event, we have hired our own videographer that knows how to “package” a story with b-roll and face-to-face interviews. That video news release package is then sent to the news outlets so they can create their own story based upon the media advisory and the interview footage. Our roster of freelance journalists and videographers also has the capacity to create audio files for radio, pre-written stories and photos for online media, etc., to ensure that our message is able to be told by third-party validators.

Over the past year, the video news packages have been well received, with stations using the footage to create a story they might not have otherwise covered due to a lack of cameramen/reporters. We believe this innovative approach—something never done before—will greatly enhance Parents Empowered’s ability to share the prevention message with a larger

Parents Empowered has proactively developed a new method for covering press events that takes advantage of skilled videographers who have been trained in journalism and newsroom protocols.

audience across the state. In addition, we have used the video and interviews across our different online and social media platforms to further extend the reach of the community partnership projects.

Cross-promoting Community Partnerships with Earned Media

Because Parents Empowered has developed strong media relationships and partnerships, the campaign often receives opportunities to deliver the underage drinking prevention message via three-minute interviews on TV morning shows, news programs, with radio personalities, etc. Recently, Parents Empowered has been directing those opportunities to local

coalition leaders and prevention coordinators so they can share the Parents Empowered prevention message while also publicizing their upcoming Community Partnership Project. Colleen Oshier, with Wasatch Behavioral Health, participated in an iHeart station radio interview to promote her coalition's Scavenger Hunt at Wasatch Mountain State Park. Susannah Burt was interviewed by anchors for Fox13's morning news and The Place to discuss a partnership with Lee's grocery store and their Youth Coalition to encourage family meals and bonding. Alysa Stuart and Nicole Baxter met Fox 13's Big Budah at the Kaysville Boondocks to talk about spending time having fun with your kids to prevent underage drinking while also letting people know of their upcoming prevention effort at eight grocery stores throughout the area. And finally, Becky Guertler was interviewed on ABC4's 4:00pm news about the upcoming panel discussion and press event at Kearns Oquirrh Park Fitness Center. These earned and added value media interviews have been great opportunities for local substance abuse authorities to gain publicity for local prevention efforts, to speak to risk and protective factors, and to highlight community efforts to prevent underage drinking. Finally, by participating in earned media news interviews, Parents Empowered is able to leverage support from the news teams to provide third-party credibility for the prevention message and increase the total audience reach statewide.

Earned and added value media interviews have been great opportunities for local substance abuse authorities to gain publicity for local prevention efforts, to speak to risk and protective factors, and to highlight community efforts to prevent underage drinking.



Tiffany Clason and Fox13 Anchors

Fox13 30-minute Special

A new partnership with Fox13 this year included the chance to produce a 30-minute Friday night prime-time special dedicated solely to Parents Empowered. Tiffany Clason, executive director of the Utah Department of Alcoholic Beverage Control, was on-set for the live taping of two interviews for the show—one at the beginning and another to conclude the special. She spoke to the mission of Parents Empowered and advocated for the Chit Chat cards as a great way to start the conversation with kids about not drinking alcohol underage.

Content for the special covered the foundational messages of the campaign and the parental skills to prevent kids from experimenting with alcohol. Heidi Dutson, a member of the Parents Empowered Underage Drinking Prevention Workgroup and State prevention administrator, addressed parents' strong disapproval





Pamella Bello-Straus on Fox13



David Watkins with Fox13 Anchor

of underage drinking and the powerful influence it can have on a child's decision to not drink. She emphasized the importance of having a close bond with your kids so you can have those casual, ongoing conversations during everyday activities that remind kids of the family rules against underage drinking.

The harms of alcohol to the healthy, developing adolescent brain was addressed by Dr. Stanley Brewer, a child and adolescent psychiatrist from Primary Children's Hospital. Parents were encouraged to start that conversation with kids as early as age 9.

Because kids who feel close to their parents are less likely to drink underage, the next segment featured a free, local bonding activity where parents and their kids can enjoy an outdoor, interactive scavenger hunt. Additionally, the scavenger hunt provides the opportunity for parents to learn what to do to protect kids' healthy brains from the harms of alcohol. Summit County Councilman Roger Armstrong and prevention officials Pamella Bello-Strauss and Kathy Day showcased the digital scavenger hunt booklet and spoke to the benefits of spending 10-15 minutes per day in your child's world so they'll listen when you speak from yours.

Parents setting clear rules about not drinking until age 21 was highlighted by showing the messaging on display at Kearns' Oquirrh Park Fitness Center. This family-friendly activity of going swimming together also provides a great conversation starter for parents. Regional prevention director Rob Timmerman, and Becky Guertler from Kearns' prevention coalition, Evidence2Success, talked about the clear "no underage drinking" rules that help keep kids healthy and safe—just like sunscreen and floaties help protect kids when they're at a pool.

Finally, David Watkins, also a regional prevention director, summarized the parental skill of monitoring, comparing it to a referee at a basketball game who monitors the players to make sure they're abiding by the rules of the game. The 5 Ws video was shown to educate parents about the monitoring questions they can ask their child when they leave the house so they can stay involved in their child's lives and make sure their social activities remain alcohol-free.

Fox13's in-depth messaging provided a rare opportunity to give detailed information to parents about the easy-to-use skills to keep kids' brains healthy and their futures bright. Short video clips from the special will also be used for future social media posts.

Town Hall Presentation Deck

This year, the Parents Empowered campaign developed a new Town Hall presentation that can be used at community-based forums to educate Utah parents about underage drinking prevention. The PowerPoint presentation allows prevention coordinators to pick and choose the content that best meets the needs of their community, while leveraging the recent Sitcom TV spots and other campaign materials to engage community-wide conversations about underage drinking and help motivate community change. When local leaders and elected officials are included in the presentation, the Town Hall meeting can help engage and mobilize community leaders to take action against underage drinking. These presentations have been presented over the years to state leadership, local managers, city councils, mayors, law enforcement, prevention experts, parents, teachers, educators, and even federal officials.

The graphic is a vertical rectangular poster for a webinar. At the top, it features the logos for the 'utah department of human services' (with 'SUBSTANCE ABUSE AND MENTAL HEALTH' in smaller text below) and 'Parents Empowered' (with an orange speech bubble icon). The main title, 'Tips & Tools for your Next Town Hall: Mobilizing Prevention Post-Pandemic', is centered in white text on a dark blue background with a subtle network pattern. Below the title, the text 'Save the date!' is followed by the date and time: 'On March 11, 2021 at 12:00PM MST join us for our webinar on Tips and Tools for your Next Town Hall: Mobilizing Prevention Post-Pandemic.' A line of text states: 'To register for this event, please click the button below. Once registered, we'll send a separate email with the Zoom Meeting information.' Below this is an orange button with the text 'Register for Webinar'. At the bottom, a blue bar contains contact information: 'If you have any immediate questions, please contact Heidi Peterson Dutsen (hpetersen@utah.gov) or Elise Hardy (elisehardy@utah.gov)'.

Town Hall Webinar E-vite

Parents Empowered Month and Collateral

In 2008 Governor Gary Herbert proclaimed January as Parents Empowered month—a time set aside for parents to establish clear rules against underage drinking. Since that proclamation, Parents Empowered has worked closely with the state prevention coordinators to roll out a community outreach blitz focused on teaching parents how to communicate the harms of alcohol on kids' developing brains and to express their strong disapproval of underage drinking.

In December 2020, Parents Empowered distributed over 130 prevention kits to local county coordinators to help enhance their prevention efforts. During the 2020/2021 year, each coordinator held a minimum of five underage drinking prevention events with each event aimed at educating their communities on the harmful effects of underage drinking and the proven parental skills of prevention. While COVID-19 budget cuts reduced the number of items in each kit, this year's kits contained: campaign collateral, aprons, spatulas and serving spoons to promote family meals, seedling kits for a family bonding activity, parent/child discussion "Chit Chat" cards to support bonding, and other educational items. The coordinators use these materials primarily in January, but also throughout the campaign year to engage parents in one-on-one discussions and further promote the prevention message.



PE Month Kit Items to Promote Family Dinner and Bonding

THE HARMS OF ALCOHOL ON DEVELOPING BRAINS

Parents Empowered

The National Academy of Science presented its report to Congress in 2002, which documented various research studies on how seriously alcohol affects human brain development. We know the peak ages of brain plasticity happen just after birth and between the ages of 12 to 24. These are the most vulnerable times for the brain and the neuronal pathways it develops.

PEAKS OF BRAIN PLASTICITY

Adolescent alcohol use can negatively impact the prefrontal cortex (an area prominent in adolescent development), which is critical for considering the consequences of actions. It can also affect the hippocampus, which is associated with learning and memory. These are key areas of the brain for decision-making, memory, learning ability, and impulse control.

These SPECT images show functional activity levels in the brain of a healthy nondrinker (top) and that of a sober 21-year-old with a four-year history of heavy alcohol use (bottom). The "hotter" indicates areas of reduced brain activity.

HEALTHY UNDERAGE BRAIN

UNDERAGE BRAIN DAMAGED BY ALCOHOL

Source: courtesy of Dr. Daniel Aron, www.parents.org.com copyright 2003 American Clinic Inc., a Medical Corporation. All rights reserved.

THE PREFRONTAL AREA
Responsible for good judgment, reasoning and impulse control. Also plays a role in forming adult personality and behavior. Alcohol damage to this area can be long term.

WHITE MATTER
Pale tissue of the brain, mainly nerves. Transmits signals between cells. White matter damage from alcohol affects attention span and ability to comprehend information.

THE HIPPOCAMPUS
Responsible for memory and learning. Can be 10% smaller among teens who drink.

DOPAMINE
Alcohol tricks the brain's pleasure-reward system into generating dopamine (the feel-good chemical), programming a teen's brain for addiction.

40% OF KIDS WHO DRINK BEFORE AGE 15 WILL BECOME ALCOHOL-DEPENDENT.

67% OF TEENS WHO DRINK BEFORE THE AGE OF 15 WILL ALSO GO ON TO USE ILLEGAL DRUGS.

43% OF TEENS WHO DRANK IN THE LAST YEAR DID SO AT HOME WITH THEIR PARENTS' PERMISSION.

Brain Harms and Prevention Skills Handout

CHITCHAT

A qué personaje famoso te gustaría invitar a cenar?

¿Qué es lo más lindo que alguien ha hecho por ti?

Si pudieras cambiar algo de tu escuela, ¿qué sería y por qué?

¿Qué es lo que te gusta sobre tu programa de televisión favorito?

Spanish and English Chit Chat Cards to Promote Family Conversations



Seedling Kits to Promote Bonding

13 County Coordinators—Local and Rural

Through the dedicated efforts of the 13 county coordinators, the Parents Empowered message is customized and shared across Utah. Representatives from Parents Empowered met with each coordinator one-on-one this year to discuss customized plans that would create sustainable social change for their areas. Parents Empowered understands that a mass media campaign is not a one-size-fits-all program, but rather seeks to customize each plan to the needs and partnership opportunities of the particular community. Consequently, each campaign year Parents Empowered builds a localized outreach plan for each area. Many of these plans had to be adapted to fit within a post-COVID world. Coordinators have shown incredible drive and perseverance as they have worked to reach parents in new and innovative ways.

Several coordinators went above and beyond to help promote the Parents Empowered message by including the campaign within local community efforts. For additional information, please see the Community Partnership Projects summary. The success of Parents Empowered would not be possible without the support and assistance of the 13 local prevention coordinators. Their ongoing dedication to underage drinking prevention among Utah's youth is one of the driving factors that has helped spread the Parents Empowered message in communities across Utah.



ELIMINATING ALCOHOL SALES TO YOUTH (EASY) PROGRAM

15TH ANNUAL EASY REPORT / 2021

**TO THE UTAH SUBSTANCE ABUSE &
MENTAL HEALTH ADVISORY COUNCIL**

*CONTENT FOR THIS REPORT PROVIDED BY THE UTAH DEPARTMENT
OF PUBLIC SAFETY / HIGHWAY SAFETY OFFICE*

*4501 SOUTH 2700 WEST, BUILDING 3, 2ND FLOOR
TAYLORSVILLE, UTAH 84129*

EXECUTIVE FACTS

Compliance Check Results

- Nineteen law enforcement agencies conducted 476 compliance checks during FY 2021.
- Five law enforcement agencies visited with 87 retail locations to educate them about the training requirements for all clerks through the Department of Substance Abuse and Mental Health (DSAMH) and all managers with the Department of Alcoholic Beverage Control (DABC).
- Many agencies that conducted compliance checks in the past were put on hold due to COVID restrictions.
- The statewide compliance (pass) rate was 93.28% in FY 2020 and decreased to 88.45% during FY 2021.
- During FY 2021, agencies received reimbursement for conducting compliance checks, including officer wages, underage buyer wages, mileage, and administrative costs totaling approximately \$24,400.

EASY Retail Clerk Training

The Utah Division of Substance Abuse and Mental Health (DSAMH) is responsible for certifying providers and programs that provide training for people who sell beer and other alcoholic beverages in Utah. All trainers need to recertify every three years. All retail clerks that sell alcohol or oversee the sale of alcohol must be trained within 30 days of hire and recertify at least every five years.

- DSAMH reports 855 retail clerks were trained and 87 training providers were certified or recertified during FY 2021.
- DSAMH has a system established to track retail clerk citation information for all law enforcement and retailers to reference.
- DSAMH reports there were 61 citations/warnings issued during FY 2021.

EASY Retail Management Training

Retail manager training is mandatory through the DABC, with over 600 off-premise consumption managers trained through the DABC program. Law enforcement officers may also attend these training sessions.

EXECUTIVE SUMMARY

The Eliminating Alcohol Sales to Youth (EASY) compliance check program faced many challenges during FY 2021. With restrictions due to COVID, many agencies canceled their compliance check operations.

Law enforcement agencies were short staffed, and officers needed to work mandatory overtime, leaving other overtime opportunities unfulfilled.

Continuation of the EASY compliance check program will demonstrate the success that consistency and a stable funding source can establish.

PROGRAM OVERVIEW

Results from the 2021 Student Health and Risk Prevention (SHARP) Survey show lifetime use of alcohol (youth who have ever tried alcohol) continues to decline overall among all grades, dropping from 16.7% in 2019 to 14.0% in 2021, with the largest drop among 12th graders. Binge drinking among all grades dropped from 4.0% to 2.8%, demonstrating the importance of being vigilant in our efforts to prevent youth from accessing alcohol.

The primary goal of the EASY program is to curtail the retail supply of alcohol to minors at off-premise consumption retail locations through two complementary methods: providing funds to local law enforcement agencies to conduct alcohol compliance checks, and requiring standardized and mandatory retail management and employee training. The retail training

requirement has empowered frontline retail employees with the knowledge and information they need to avoid sales to minors, thereby removing the primary obstacles that frequently prevented law enforcement agencies from conducting compliance checks. Overall, Utah's law enforcement agencies and retailers continue to support the EASY program.

The Utah Department of Public Safety's Highway Safety Office (HSO) administers the compliance check portion of EASY. As required by statute, the HSO records data, analyzes results, and tracks records related to the compliance checks performed by law enforcement as part of EASY.

Challenges

FY 2021 brought another round of challenges. The COVID pandemic put a stop to conducting compliance checks, first with the stay-at-home order and then with the unease of going to public places.

FY 2021 showed a decline in participating agencies, which in turn decreased the number of checks conducted.

FY 2021 also showed a decrease in the compliance rate from 93.28% during FY 2020 to 88.45% in FY 2021.

Compliance Check Statistics

Over half of the participating agencies are concentrated along the Wasatch Front, which directly correlates to the majority of the population in Utah.

A total of 19 agencies conducted 476 compliance checks during FY 2021. The compliance (pass) rate decreased to 88.45%.

Compliance Check Analysis

Anecdotal evidence placed the average compliance rate for off-premise consumption retailers at 60% before the start of the statewide EASY program in July 2006. Since that time, the number of compliance checks steadily increased until FY 2011, when carryover funding was depleted, leading to a decrease of nearly 1,000 checks. FY 2012 showed a strong surge in compliance checks, nearly reaching FY 2010 levels. Since then, the number of compliance checks conducted has averaged between 1,000 and

FY 2021 CHECK RATES

FISCAL YEAR	COMPLIANCE CHECKS CONDUCTED	COMPLIANCE RATE
FY 2007	1,523	88.3%
FY 2008	1,526	84.1%
FY 2009	1,970	87.4%
FY 2010	2,512	90.3%
FY 2011	1,580	90.6%
FY 2012	2,416	92.3%
FY 2013	1,887	91.7%
FY 2014	1,364	91.0%
FY 2015	1,465	89.7%
FY 2016	1,784	91.4%
FY 2017	1,567	92.4%
FY 2018	1,599	92.1%
FY 2019	1,334	90.25%
FY 2020	1,074	93.28%
FY 2021	476	88.45%

1,500 through FY 2020. Due to COVID restrictions during FY 2021, the number of compliance checks conducted plunged to 476.

With participating agencies conducting checks less consistently, retailers have relaxed their guard against properly identifying buyers, which led to a decreased pass rate of 88.45%.

Wasatch Front Compliance Rates

Analyzing the fifteenth year data for the EASY program shows the number of participating agencies has declined, along with the compliance rate.

The HSO will continue to work with law enforcement agencies to initiate or renew their programs so agencies statewide can work toward eliminating alcohol sales to youth.

With funding from a grant received, starting in FY 2022, Salt Lake County Health Department will work to support this program by offering a monthly newsletter for law enforcement, CUB training, a yearly event for officers, quarterly open house training sessions and updated brochures for retailers.

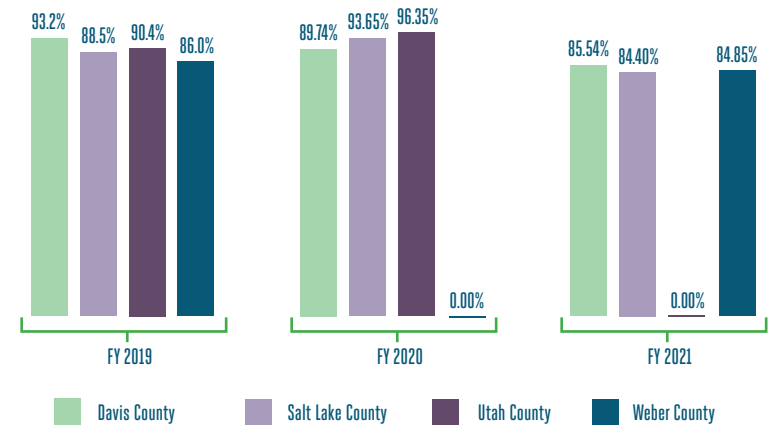
Law Enforcement Training

During FY 2021, training was offered to all law enforcement agencies statewide. Taking advantage of online meetings allowed training to be conducted statewide more easily.

Online training was conducted with Uintah County SO, Vernal City PD, and allowed Juab County SO and Sandy City to attend the meeting.

To increase and encourage law enforcement engagement, the HSO will continue to offer online training in FY 2022, which was found to be an effective tool in reaching more agencies.

An invitational postcard for agencies, offering training and funding for compliance checks was distributed at the Utah



FY 2019–2021 WASATCH FRONT COMPLIANCE

Chiefs of Police Conference in March. The HSO will reach out to all law enforcement agencies making sure they know training opportunities are available and can be scheduled, as needed, in either virtual or live format.

Retail Training

Retail clerks represent the front line of defense in Utah's quest to eliminate alcohol sales to youth. While law enforcement agencies may conduct four random alcohol compliance checks per calendar year at each retailer in their jurisdictions, retail clerks

potentially face minors attempting to purchase alcohol at every hour of every day. To fortify this front line of defense, the EASY law contains a provision mandating standardized, state-approved training for everyone who sells or oversees the sale of alcohol.

DSAMH administers the retail training portion of EASY. The actual training is provided by private companies or individuals using trainers and curricula that are approved by DSAMH.

Training classes must be at least one hour in length and cover the following topics:

- Alcohol as a drug and its effects on the body and behavior.
- Utah's law related to responsible alcoholic beverage sales.
- How to recognize a problem drinker and the signs of intoxication.
- How to check for valid identification.
- Methods for dealing with difficult customers and terminating sales.

The classes incorporate an important element of the 2007 Surgeon General's Call to Action to Prevent and Reduce Underage Drinking: to help retailers "understand why restrictions on adolescent access to alcohol and on alcohol availability need to be in place to prevent and reduce underage alcohol use and its consequences."

Retail management is now expected to complete a management training conducted by the Department of Alcohol Beverage Control (DABC). This training does not expire, it follows the manager wherever they may go in the future. If a licensee gets a second violation in a three-year period, the violator and all operation managers shall take a violation training, according to Utah code 32B-1-7.

DSAMH developed an online payment system during FY 2008 that allows for real-time input of trained employees and streamlined the payment process. Off-premise consumption retail training providers receive a certification that is valid for up to three years. During FY 2021, 87 trainers were either certified or recertified.

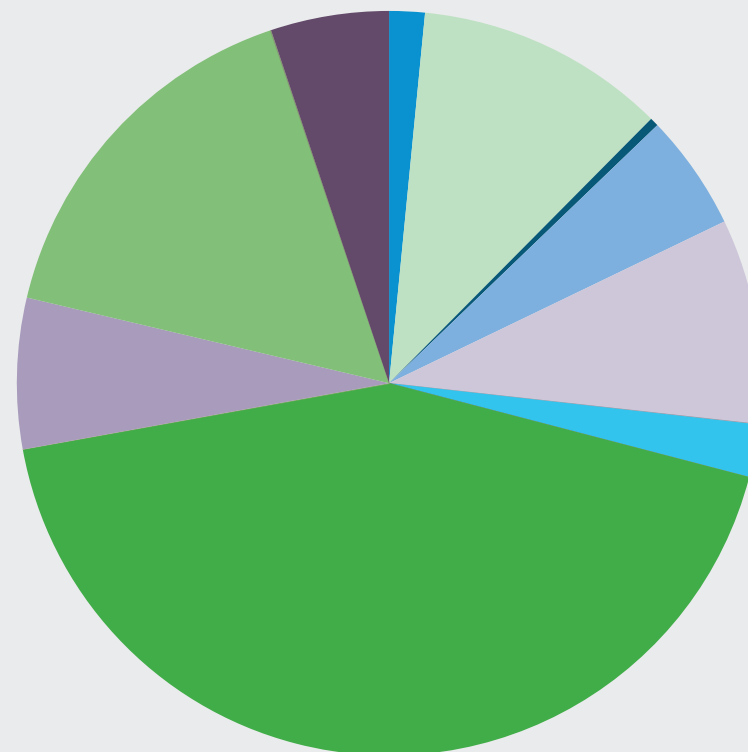
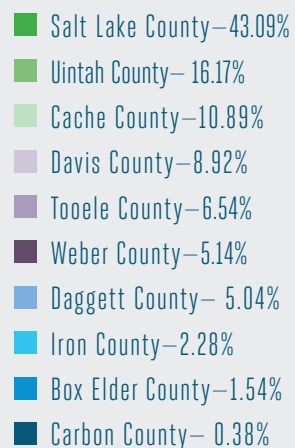
Retail clerks receive a certification of training that is valid for up to five years, as long as the clerk stays compliant. Retailers throughout the state, from small privately-owned stores to large national corporations, have complied with the EASY retail clerk training requirements. Some create their own curriculum, while others have used an online training created by the Utah Food Association.

During FY 2017, the DSAMH created a website to track retail clerk citations and warnings issued as mandated during the legislative session. There have been approximately 600 citations issued and tracked since the database was established.

FY 2021

EASY FUNDS SPENT ON REIMBURSEMENT

COUNTY	PERCENTAGE	REIMBURSEMENT
Beaver County	0.00%	\$-
Box Elder County	1.54%	\$376.52
Cache County	10.89%	\$2,656.98
Carbon County	0.38%	\$92.26
Daggett County	5.04%	\$1,229.74
Davis County	8.92%	\$2,176.94
Duchesne County	0.00%	\$-
Emery County	0.00%	\$-
Iron County	2.28%	\$557.39
Juab County	0.00%	\$-
Morgan County	0.00%	\$-
Rich County	0.00%	\$-
Salt Lake County	43.09%	\$10,514.89
Sevier County	0.00%	\$-
Summit County	0.00%	\$-
Tooele County	6.54%	\$1,596.90
Uintah County	16.17%	\$3,945.00
Utah County	0.00%	\$-
Wasatch County	0.00%	\$-
Washington County	0.00%	\$-
Weber County	5.14%	\$1,253.58
Total	100%	\$24,400.20



FY 2021

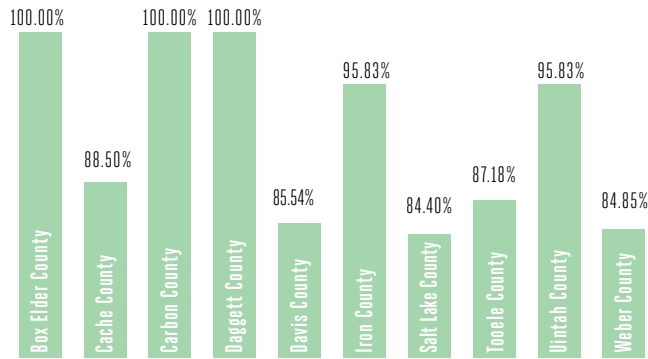
EASY FUNDS SPENT ON REIMBURSEMENT & COMPLIANCE CHECKS

BEAVER COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
-	-	-	-	-	-
BOX ELDER COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
Box Elder County SO	12	12	0	\$257.10	100.00%
Brigham City	4	4	0	\$119.42	100.00%
<i>Subtotal</i>	<i>16</i>	<i>16</i>	<i>0</i>	<i>\$376.52</i>	<i>100.00%</i>
CACHE COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
Cache County SO	56	50	6	\$1,508.22	89.29%
Logan PD	57	50	7	\$1,148.76	87.72%
<i>Subtotal</i>	<i>113</i>	<i>100</i>	<i>13</i>	<i>\$2,656.98</i>	<i>88.50%</i>
CARBON COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
Carbon County SO	2	2	0	\$92.26	100.00%
<i>Subtotal</i>	<i>2</i>	<i>2</i>	<i>0</i>	<i>\$92.26</i>	<i>100.00%</i>
DAGGETT COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
Checked by Uintah County SO	9	9	0	\$1,229.74	100.00%
<i>Subtotal</i>	<i>9</i>	<i>9</i>	<i>0</i>	<i>\$1,229.74</i>	<i>100.00%</i>
DAVIS COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
Bountiful PD	11	9	2	\$868.39	81.82%
Centerville PD	16	14	2	\$162.81	87.50%
Clearfield PD	56	48	8	\$1,145.74	85.71%
<i>Subtotal</i>	<i>83</i>	<i>71</i>	<i>12</i>	<i>\$2,176.94</i>	<i>85.54%</i>
DUCHESE COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
-	-	-	-	-	-
EMERY COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
-	-	-	-	-	-
IRON COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
Cedar City	24	23	1	\$557.39	95.83%
<i>Subtotal</i>	<i>24</i>	<i>23</i>	<i>1</i>	<i>\$557.39</i>	<i>95.83%</i>
JUAB COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
-	-	-	-	-	-
MORGAN COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
-	-	-	-	-	-

RICH COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
-	-	-	-	-	-
SALT LAKE COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
Riverton PD	12	12	0	\$586.52	100.00%
Salt Lake City PD	29	18	11	\$2,115.99	62.07%
South Jordan PD	14	11	3	\$548.38	78.57%
Unified PD - Kearns	54	51	3	\$6,729.70	94.44%
Unified PD - Millcreek	0	0	0	\$534.30	-
<i>Subtotal</i>	<i>109</i>	<i>92</i>	<i>17</i>	<i>\$10,514.89</i>	<i>84.40%</i>
SEVIER COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
-	-	-	-	-	-
SUMMIT COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
-	-	-	-	-	-
TOOELE COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
Tooele City PD	16	14	2	\$278.16	87.50%
Tooele County SO	23	20	3	\$1,318.74	86.96%
<i>Subtotal</i>	<i>39</i>	<i>34</i>	<i>5</i>	<i>\$1,596.90</i>	<i>87.18%</i>
UINTAH COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
Uintah County SO	48	46	2	\$3,945.00	95.83%
<i>Subtotal</i>	<i>48</i>	<i>46</i>	<i>2</i>	<i>\$3,945.00</i>	<i>95.83%</i>
UTAH COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
-	-	-	-	-	-
WASATCH COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
-	-	-	-	-	-
WASHINGTON COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
-	-	-	-	-	-
WEBER COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
Riverdale PD	7	6	1	\$319.63	85.71%
Weber County SO	26	22	4	\$933.95	84.62%
<i>Subtotal</i>	<i>33</i>	<i>28</i>	<i>5</i>	<i>\$1,253.58</i>	<i>84.85%</i>
Grand Total	476	421	55	\$24,400.20	88.45%

FY 2021

ALCOHOL RETAILER COMPLIANCE BY COUNTY



County	Compliance Checks	Passed	Failed	Compliance %
Box Elder County	16	16	0	100.00%
Cache County	113	100	13	88.50%
Carbon County	2	2	0	100.00%
Daggett County	9	9	0	100.00%
Davis County	83	71	12	85.54%
Iron County	24	23	1	95.83%
Salt Lake County	109	92	17	84.40%
Tooele County	39	34	5	87.18%
Uintah County	48	46	2	95.83%
Weber County	33	28	5	84.85%

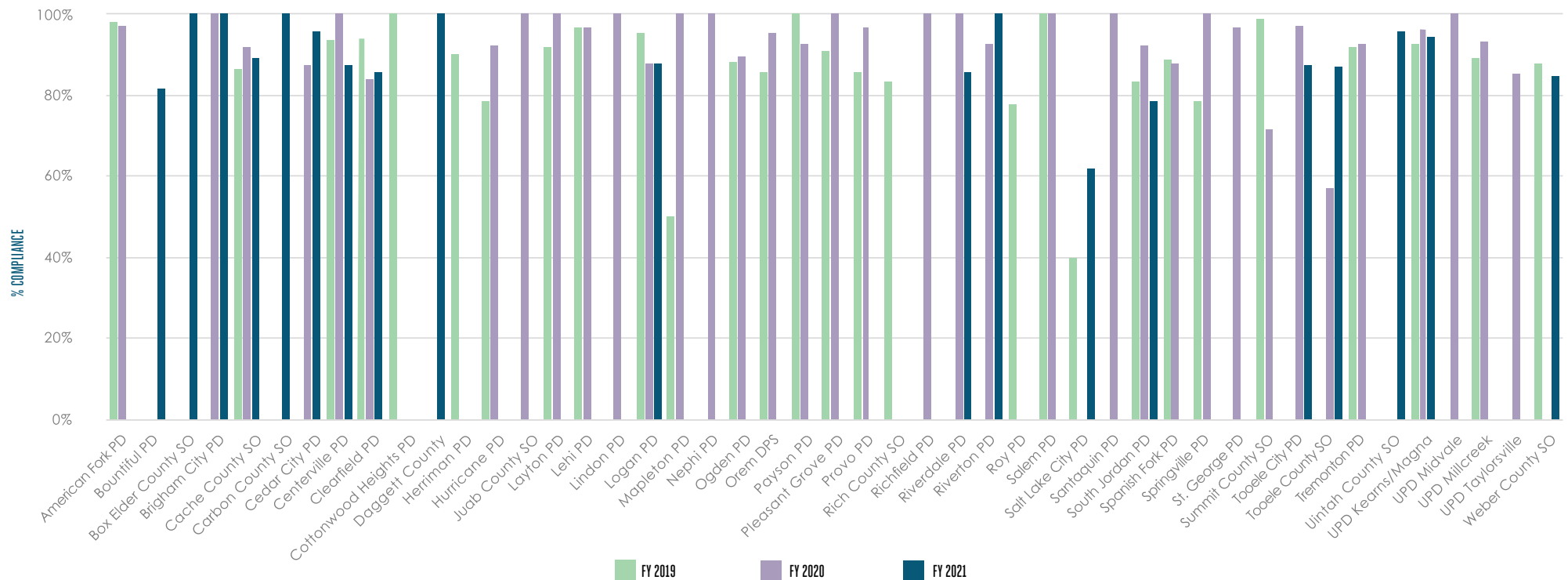
FY 2019–2021

COMPLIANCE RATES & CHANGES BY COUNTY

County	FY 2019	FY 2020	% Change	FY 2020	FY 2021	% Change
Beaver	-	-	-	-	-	-
Box Elder	95.65%	97.73%	2.08%	97.73%	100.00%	2.27%
Cache	91.13%	90.00%	-1.13%	90.00%	88.50%	-1.50%
Carbon	88.24%	-	-	-	100.00%	-
Daggett	-	-	-	-	100.00%	-
Davis	93.16%	89.74%	-3.42%	89.74%	85.54%	-4.20%
Duchesne	-	-	-	-	-	-
Emery	-	-	-	-	-	-
Iron	-	87.50%	-	87.50%	95.83%	8.33%
Juab	86.96%	100.00%	13.04%	100.00%	-	-
Morgan	-	-	-	-	-	-
Rich	83.33%	-	-	-	-	-
Salt Lake	88.46%	93.65%	5.19%	93.65%	84.40%	-9.25%
San Juan	-	-	-	-	-	-
Sevier	92.31%	100.00%	7.69%	100.00%	-	-
Summit	98.70%	71.43%	-27.27%	71.43%	-	-
Tooele	-	90.24%	-	90.24%	87.18%	-3.06%
Uintah	-	-	-	-	95.83%	-
Utah	90.43%	96.35%	5.92%	96.35%	-	-
Wasatch	-	-	-	-	-	-
Washington	78.57%	95.24%	16.67%	95.24%	-	-
Weber	85.96%	91.07%	5.11%	91.07%	84.85%	-6.22%

-No results reported

COMPLIANCE RATES BY LAW ENFORCEMENT AGENCY



AGENCY	FY 2019	FY 2020	FY 2021
American Fork PD	97.78%	97.06%	-
Bountiful PD	-	-	81.82%
Box Elder County SO	-	-	100.00%
Brigham City PD	-	100.00%	100.00%
Cache County SO	86.67%	91.84%	89.29%
Carbon County SO	-	-	100.00%
Cedar City PD	-	87.50%	95.83%
Centerville PD	93.33%	100.00%	87.50%
Clearfield PD	93.94%	84.00%	85.71%
Cottonwood Heights PD	100.00%	-	-
Daggett County	-	-	100.00%

AGENCY	FY 2019	FY 2020	FY 2021
Herriman PD	90.00%	-	-
Hurricane PD	78.57%	92.31%	-
Juab County SO	-	100.00%	-
Layton PD	91.67%	100.00%	-
Lehi PD	96.49%	96.77%	-
Lindon PD	-	100.00%	-
Logan PD	95.31%	87.80%	87.72%
Mapleton PD	50.00%	100.00%	-
Nephi PD	-	100.00%	-
Ogden PD	88.16%	89.80%	-
Orem DPS	85.71%	95.45%	-
Payson PD	100.00%	92.59%	-

AGENCY	FY 2019	FY 2020	FY 2021
Pleasant Grove PD	90.91%	100.00%	-
Provo PD	85.71%	96.67%	-
Rich County SO	83.33%	-	-
Richfield PD	-	100.00%	-
Riverdale PD	-	100.00%	85.71%
Riverton PD	-	92.86%	100.00%
Roy PD	77.78%	-	-
Salem PD	100.00%	100.00%	-
Salt Lake City PD	40.00%	-	62.07%
Santaquin PD	-	100.00%	-
South Jordan PD	83.33%	92.05%	78.57%
Spanish Fork PD	88.89%	88.00%	-

AGENCY	FY 2019	FY 2020	FY 2021
Springville PD	78.57%	100.00%	-
St. George PD	-	96.55%	-
Summit County SO	98.70%	71.43%	-
Tooele City PD	-	97.06%	87.50%
Tooele County SO	-	57.14%	86.96%
Tremonton PD	91.67%	92.86%	-
Utah County SO	-	-	95.83%
UPD Kearns/Magna	92.86%	96.33%	94.44%
UPD Midvale	-	100.00%	-
UPD Millcreek	89.16%	92.98%	-
UPD Taylorsville	-	85.00%	-
Weber County SO	87.86%	-	84.62%

FY 2019–2021

COMPLIANCE RATES & CHANGES BY AGENCY

AGENCY	FY 2019	FY 2020	% Change	FY 2020	FY 2021	% Change	AGENCY	FY 2019	FY 2020	% Change	FY 2020	FY 2021	% Change
American Fork PD	97.78%	97.06%	-0.72%	97.06%	-	-	Provo PD	85.71%	96.67%	10.96%	96.67%	-	-
Bountiful PD	-	-	-	-	81.82%	-	Rich County SO	83.33%	-	-	-	-	-
Box Elder County SO	-	-	-	-	100.00%	-	Richfield PD	-	100.00%	-	100.00%	-	-
Brigham City PD	-	100.00%	-	100.00%	100.00%	0.00%	Riverdale PD	-	100.00%	-	100.00%	85.71%	-14.29%
Cache County SO	86.67%	91.84%	5.17%	91.84%	89.29%	-2.55%	Riverton PD*	-	92.86%	-	92.86%	100.00%	7.14%
Carbon County SO	-	-	-	-	100.00%	-	Roy PD	77.78%	-	-	-	-	-
Cedar City PD	-	87.50%	-	87.50%	95.83%	8.33%	Salem PD	100.00%	100.00%	0.00%	100.00%	-	-
Centerville PD	93.33%	100.00%	6.67%	100.00%	87.50%	-12.50%	Salt Lake City PD	40.00%	-	-	-	62.07%	-
Clearfield PD	93.94%	84.00%	-9.94%	84.00%	85.71%	1.71%	Santaquin PD	-	100.00%	-	100.00%	-	-
Cottonwood Heights PD	100.00%	-	-	-	-	-	South Jordan PD	83.33%	92.05%	8.72%	92.05%	78.57%	-13.48%
*Daggett County	-	-	-	-	100.00%	-	Spanish Fork PD	88.89%	88.00%	-0.89%	88.00%	-	-
Herriman PD	90.00%	-	-	-	-	-	Springville PD	78.57%	100.00%	21.43%	100.00%	-	-
Hurricane PD	78.57%	92.31%	13.74%	92.31%	-	-	St. George PD	-	96.55%	-	96.55%	-	-
Juab County SO	-	100.00%	-	100.00%	-	-	Summit County SO	98.70%	71.43%	-27.27%	71.43%	-	-
Layton PD	91.67%	100.00%	8.33%	100.00%	-	-	Tooele City PD	-	97.06%	-	97.06%	87.50%	-9.56%
Lehi PD	96.49%	96.77%	0.28%	96.77%	-	-	Tooele County SO	-	57.14%	-	57.14%	86.96%	29.82%
Lindon PD	-	100.00%	-	100.00%	-	-	Tremonton PD	91.67%	92.86%	1.19%	92.86%	-	-
Logan PD	95.31%	87.80%	-7.51%	87.80%	87.72%	-0.08%	Uintah County SO	-	-	-	-	95.83%	-
Mapleton PD	50.00%	100.00%	50.00%	100.00%	-	-	UPD Kearns/Magna	92.86%	96.33%	3.47%	96.33%	94.44%	-1.89%
Nephi PD	-	100.00%	-	100.00%	-	-	UPD Midvale	-	100.00%	-	100.00%	-	-
Ogden PD	88.16%	89.80%	1.64%	89.80%	-	-	UPD Millcreek	89.16%	92.98%	3.82%	92.98%	-	-
Orem DPS	85.71%	95.45%	9.74%	95.45%	-	-	UPD Taylorsville	-	85.00%	-	85.00%	-	-
Payson PD	100.00%	92.59%	-7.41%	92.59%	-	-	Weber County SO	87.86%	-	-	-	84.62%	-
Pleasant Grove PD	90.91%	100.00%	9.09%	100.00%	-	-							

*Formerly UPD Riverton

