

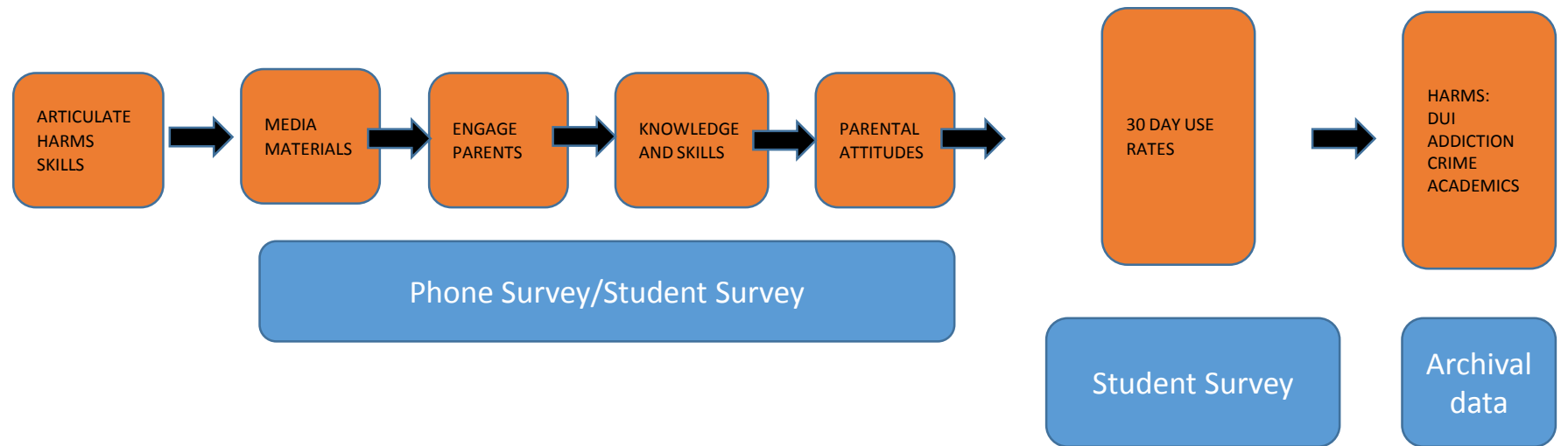


ParentsEmpowered.Org

WHY UTAH REFUSED A “MEDIA CAMPAIGN” AND WHY WE MEASURE IT

FIRST, WE SHARE, But we have no talent

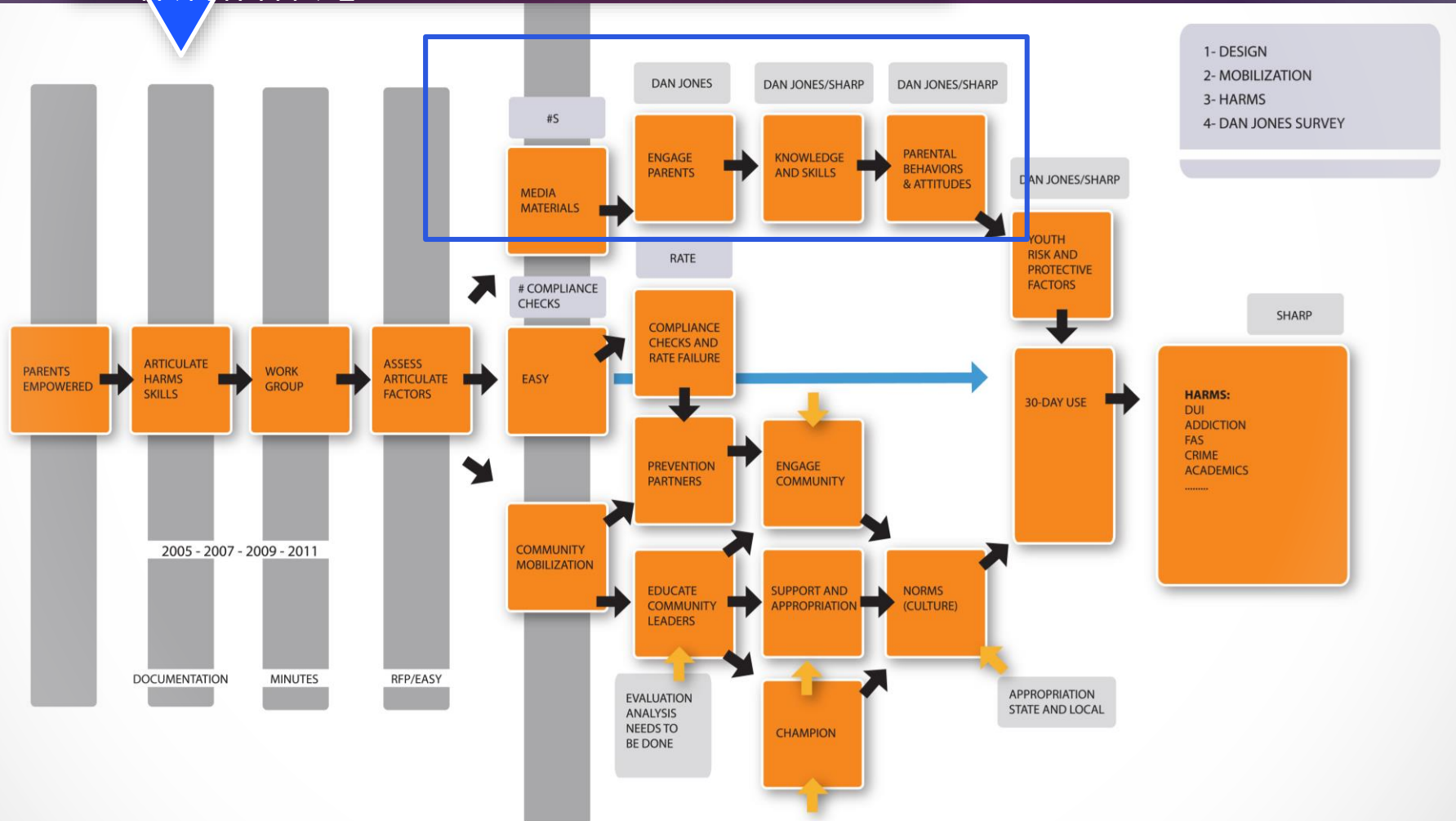
- ▶ Craig PoVey CLPoVey@Utah.gov
- ▶ Parents Empowered WWW.ParentsEmpowered.Org
- ▶ Use Only as Directed WWW.UseOnlyAsDirected.Org



Why Mobilizing?

- ▶ Sustainability
- ▶ “Diversify Your Portfolio”
 - ▶ Federal Grants Come and Go
 - ▶ Federal, State, and LOCAL DOLLARS
- ▶ It works
 - ▶ See NIDA Guiding Principles & Community Youth Development Study
- ▶ No study (ability to predict) showing a media campaign was effective, especially when targeting youth.

MORE THAN JUST A MEDIA
CAMPAIGN, A COMMUNITY
INITIATIVE



COMMUNITY PARTNERS

A PORTION OF THE PUBLIC AND
PRIVATE ORGANIZATIONS THAT
SUPPORT PARENTSEMPOWERED

INTERMOUNTAIN HEALTHCARE
UTAH DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL
ASSOCIATED FOOD STORES
UTAH DEPARTMENT OF PUBLIC SAFETY
ACE DISPOSAL
UTAH DIVISION OF SUBSTANCE ABUSE AND MENTAL HEALTH
LARRY H. MILLER AUTOMOTIVE
UTAH JUVENILE COURT
UTAH STATE OFFICE OF EDUCATION/SAFE AND DRUG-FREE
TIM DAHLE AUTOMOTIVE
UT SUBSTANCE ABUSE & ANTI-VIOLENCE COORDINATING COUNCIL
O.C. TANNER
UTAH PREVENTION
13 COUNTY SUBSTANCE ABUSE COORDINATORS
UTAH STATE OFFICE OF ETHNIC AFFAIRS
UTAH PARENT TEACHER ASSOCIATION
K&J SANITATION
ASSOCIATED RETAIL STORES
WHITE'S SANITATION
CACHE VALLEY SANITATION
BRIGHAM YOUNG UNIVERSITY
R&R PARTNERS: COMMUNICATIONS FIRM
DAN'S MARKET
MACEYS
STAKER PARSON
USSA SKI TEAM
UTAH VALLEY CONFERENCE OF MAYORS

THE UTAH ATTORNEY GENERAL'S OFFICE
UTAH BEHAVIORAL HEALTHCARE NETWORK PREVENTION
UTAH'S CHAPTER OF M.A.D.D.
UTAH DENTAL ASSOCIATION
UTAH DEPARTMENT OF HEALTH
BEAR RIVER HEALTH DEPARTMENT
DAVIS HELPS
MOSTDONT.ORG
SALT LAKE CITY MAYOR'S COALITION
SALT LAKE CITY POLICE DEPARTMENT
SALT LAKE COUNTY SANITATION
SUMMIT VALLEY MENTAL HEALTH
UTAH COUNCIL FOR CRIME PREVENTION
TOOELE VALLEY MENTAL HEALTH
WEBER HUMAN SERVICES
FIFTY STUDIO INTERACTIVE
JERRY SEINER AUTOMOTIVE
THE POWER IN YOU
NORTHEASTERN COUNSELING CENTER
UTAH COUNTY DIVISION OF SUBSTANCE ABUSE
HEBER VALLEY COUNSELING
DAVIS BEHAVIORAL HEALTH
FOUR CORNERS BEHAVIORAL HEALTH
CENTRAL UTAH COUNSELING CENTER
SOUTHWEST CENTER
SALT LAKE COUNTY GOVERNMENT CENTER
SAN JUAN COUNSELING
UTAH STATE GOVERNOR'S OFFICE
DICK'S MARKET
SPRINGVILLE CITY SANITATION
WASTE MANAGEMENT
LIN'S GROCERY STORE
MAVERIK CENTER
UTAH GRIZZLIES' HOCKEY
OLDCASTLE INC.
PARK CITY MTN RESORT
HARMONS GROCERY STORES
DRAPER POLICE DEPARTMENT
UTAH CYCLING LEAGUE



SCULPT AN
ALCOHOL-FREE
FUTURE

STAY
INVOLVED

Kids are constantly
exposed to alcohol.
Parents must remain
committed.

PARENTS
EMPOWERED.org

Sponsored by the Utah Department of Alcoholic Beverage Control and Utah Prevention





**Underage
drinking hurts.**

Alcohol impairs good
judgment and decision
making.



**PARENTS
EMPOWERED.org**

Sponsored by the Utah Department of Alcoholic Beverage Control and Utah Prevention.

US SKI/SNOWBOARD TEAM

JOINED THE US SKI TEAM TO TEACH
THE DANGERS OF TEEN DRINKING IN
PARK CITY AND SUMMIT COUNTY



SANDY CITY POLICE DEPT.

LAW ENFORCEMENT CAMPAIGN
FOCUSED ON REMINDING
PARENTS OF THE LAWS AGAINST
UNDERAGE DRINKING

ASSOCIATED FOOD STORES

EFFORT TO PUSH THE VALUE OF FAMILY MEALS TO PREVENT TEEN DRINKING

How to prevent underage drinking:

- ☒ Buy groceries.
- ☐ Make dinner.
- ☐ Eat together.

Studies show children and teens who eat dinner with their families at least five times per week are 50% less likely to use alcohol. To learn more, visit ParentsEmpowered.org.

Associated Food Stores

PARENTS
EMPOWERED.org

Pizza Prevents Underage Drinking.
(When eaten with your family)

PARENTS
EMPOWERED.org



Utah's Own

STAKER PARSON CO.

MOBILE MESSAGES ABOUT THE
NEED TO INCREASE PARENTAL
INVOLVEMENT



UTAH CYCLING LEAGUE

PARTNERSHIP EFFORT TO
MOBILIZE DRAPER CITY TO
FIGHT UNDERAGE DRINKING



MAVERIK CENTER

TEACH THE PROVEN
STEPS TO PREVENT
UNDERAGE DRINKING

PARENTS
EMPOWERED.org
Eliminating Underage Drinking in Utah

Step 4: Repeat step 1.

Step 3: Repeat step 1.

Step 2: Repeat step 1.

Step 1: Set clear rules about
not drinking alcohol.

The steps to prevent
underage drinking.

Step 4: Review their text
messages.

Step 3: Show what they're
doing online.

Step 2: Check for their
book page.

Set clear rules about
not drinking alcohol.

be involved.
parent.



WASATCH FRONT WASTE

COUNTY AND CITY PARTNERSHIP TO
EMPOWER PARENTS TO SET CLEAR RULES

Evaluation

- ▶ The Science Started It
- ▶ The Evaluation Sustained it
 - ▶ Started as one time money
- ▶ Data is used to show effectiveness
 - ▶ Now it has it's own budget line
- ▶ Indexed to alcohol sales
 - ▶ 1.4 Million to start with, since has gone up every year to 2.3 Million

Evaluation

- ▶ Mobilization
 - ▶ Town Halls
 - ▶ Regional “Swag” is Institutionalized
 - ▶ \$10,000.00 Mini Grants
 - ▶ 13 mobilized efforts to over 40

Intermountain Healthcare & Murray City





UTAH NEEDS A BREAK-UP



There are 7,000 opioid prescriptions filled daily in Utah. Ask your doctor about other effective painkillers.



LEVEL
Evacuation P
In Case Of Fi
Do Not Use E

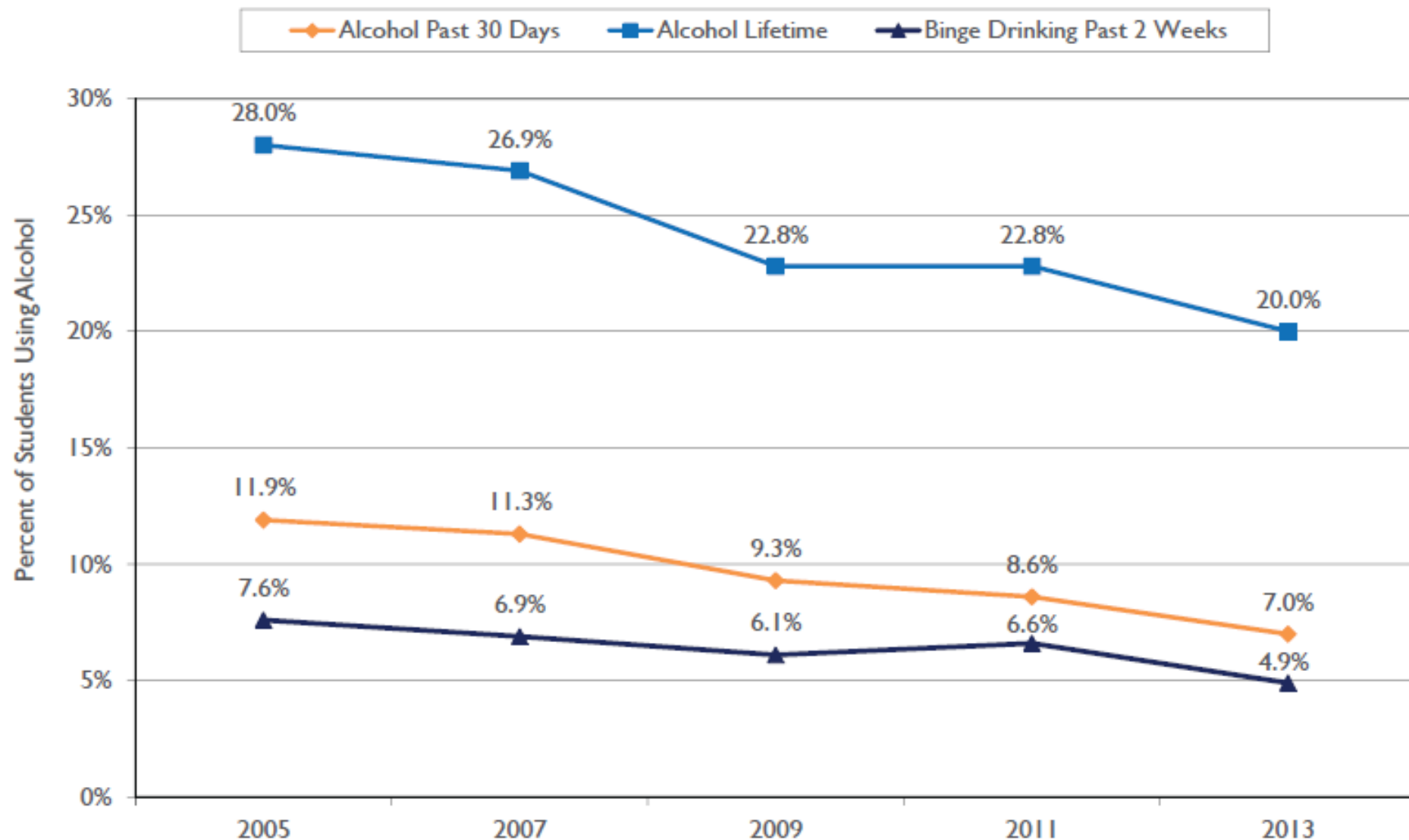
When Done Properly... Key Leaders Own it



Does it Work?

- ▶ State rates have dropped since implementation of Parents Empowered

Youth Alcohol Use Trends - Grades 6, 8, 10 & 12 Combined

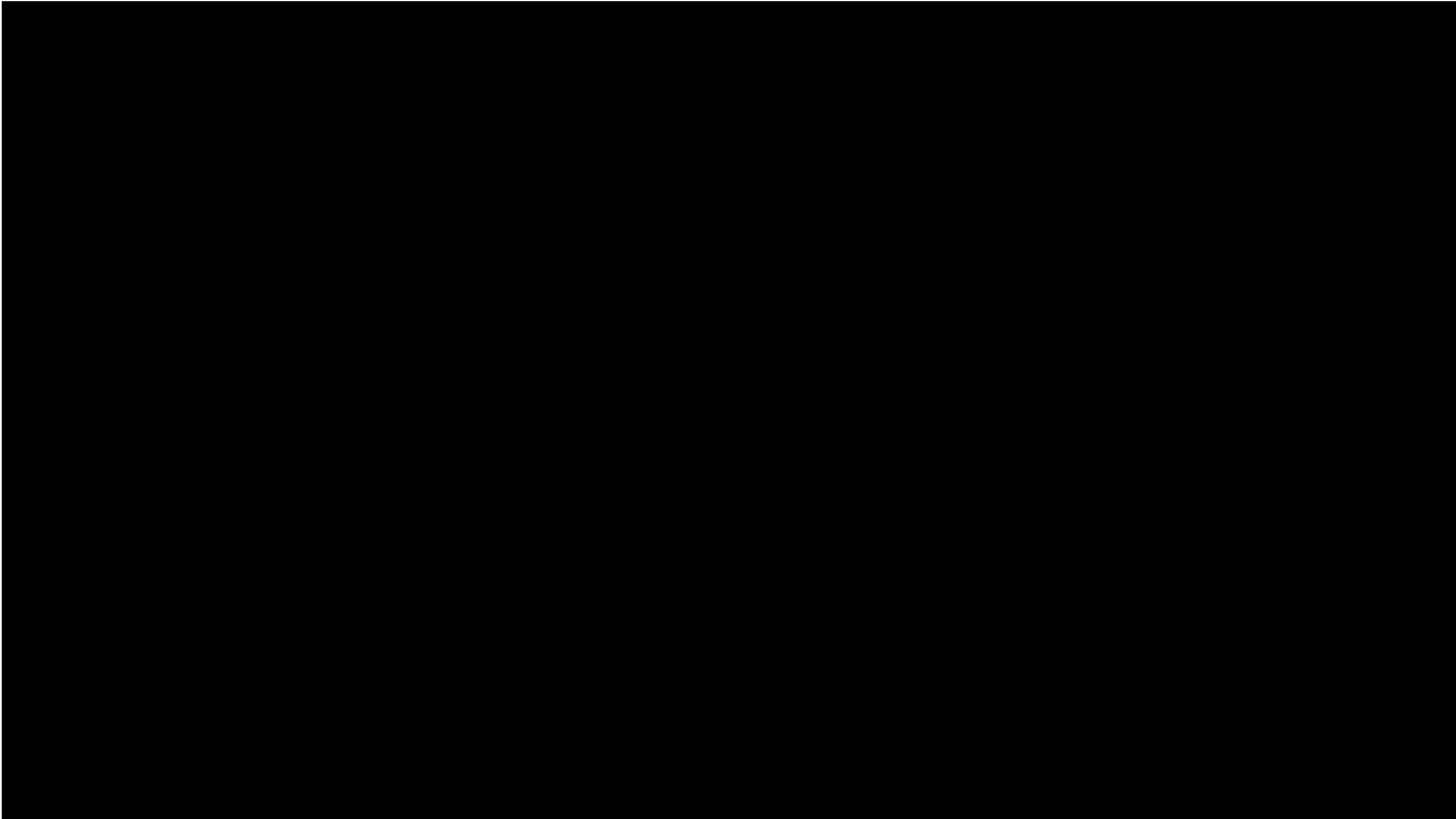


Source: Utah Student Health and Risk Prevention Survey



...But so has the Nation's

- ▶ Nationally, in 2005 – 2013, 30 day alcohol use rates for grades 8,10,12 dropped 23%
- ▶ For Utah, 41%



Lastly, WE SHARE, But we have no talent

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- ▶ R&R Partners – Advertising Firm
- ▶ Bach Harrison LLC- Evaluation Report
- ▶ Dan Jones – Survey