



# COMMUNITY MOBILIZATION EFFORTS



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*Collaboration has helped the Parents Empowered campaign to accomplish notable things this year. Thanks to the Community Partnership Project Grant program, 11 communities installed prevention messaging promoting risk and protective factors to an estimated 1.1 million Utahns, nearly one-third of our population. Messaging included education on the harms of underage drinking, as well as educating local parents on the skills of bonding, boundaries and monitoring, and the importance of communication to their kids that underage drinking is very wrong*

## Overview

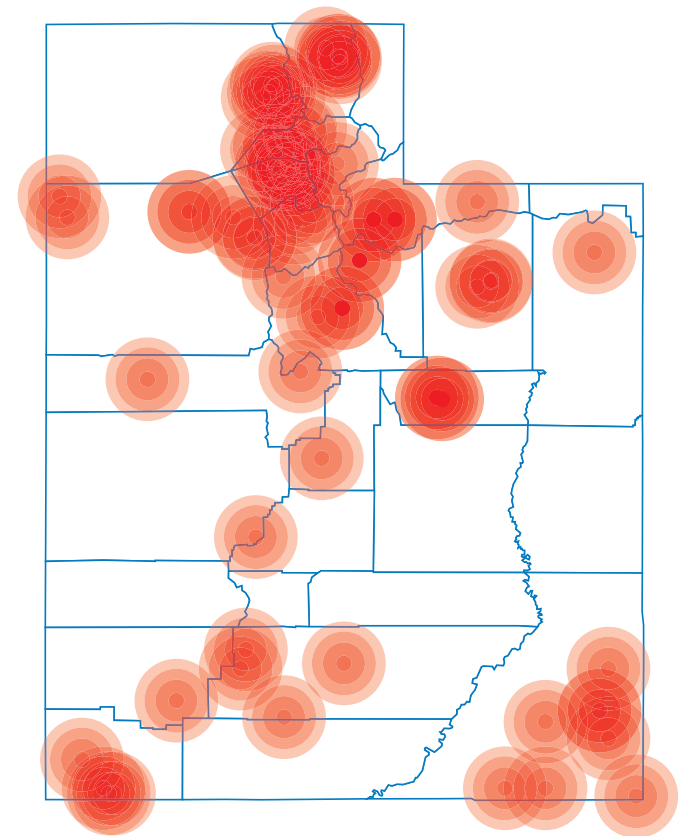
One of the critical benefits of the Community Partnership Project program is the opportunity it provides to create custom messaging, targeting specific Utah audiences that are under-represented. To the right is a heat map showing the widespread reach of the Community Partnership Project program during the past four years. Over 90 projects have been completed, each in collaboration with community partners' and key community leaders' support.

### COMMUNITY INITIATIVES

- Four Corners
- Grantsville
- Juab
- Lehi
- Millard/Fillmore
- Northeastern
- Panguitch
- San Juan
- Wendover

### SELF-FUNDED PARTNERSHIPS

- Beaver
- Iron County
- Parowan



Mt. Harmon Middle School Front Entrance



Carbon High School Hallway Banner

Helper Middle School Windows



## Community Initiatives

### FOUR CORNERS

This year, Four Corners used its community partnership monies to promote the Parents Empowered message in Helper Middle School and Mt. Harmon High School. The coordinator in the area worked closely with the principals of each school to make sure the messaging was in line with their school values — and spoke to the needs of their parents regarding underage drinking.



Grantsville Baseball Fields



Grantsville Day Events

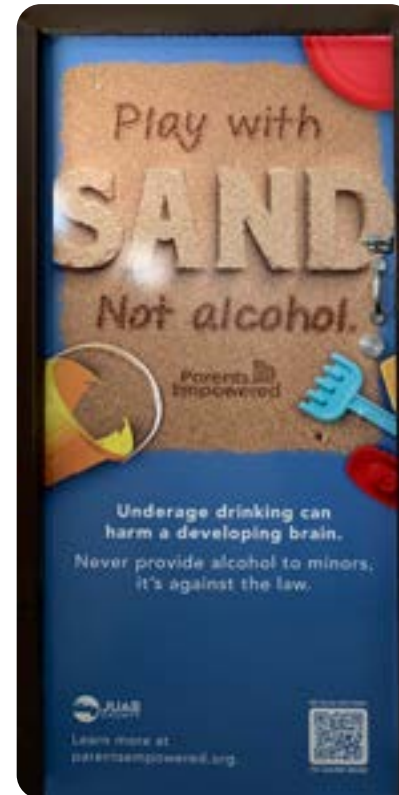
## GRANTSVILLE

Grantsville partnered with its local youth baseball league to install lots of family-bonding messaging around their local baseball field. In addition, Parents Empowered had a strong presence at its Grantsville Day's Parade. This was a tremendous opportunity to showcase the Parents Empowered message and build a strong bond with the community.





Little Sahara Area Restrooms & Doors



## JUAB

Juab has a unique problem with underage drinking. Out in the remote areas of the sand dunes, a lot of underage drinking happens. With that in mind, Juab wanted to target this audience and make sure that parents know they have a strong influence in their kid's decision to drink underage. Parents Empowered partnered with the state park to get the message out there.



*Lehi Family Night at Ashton Gardens at Thanksgiving Point*

## LEHI

The Lehi Cares Coalition is a new coalition in Utah County, but they were ready to get to work their first year. Through various partnerships and key leaders on their board, Lehi was able to host a Lehi Family Night at the Ashton Gardens at Thanksgiving Point. Parents Empowered messaging was displayed on pull-up banners and large yard signs throughout the gardens that encouraged families to work on bonding and relationship building to protect their children. The coalition met each family that attended and offered lots of engaging activities such as a family-bonding idea board, photo booth and messaging items to give away.





Millard/Fillmore Community Center & Pool Installation

## MILLARD/FILLMORE

In the Millard/Fillmore area, there is an old armory that has been turned into a thriving community center. Parents Empowered partnered with this community center and the local pool and parks in the area. These unique locations allowed for smart, well-placed messaging about protecting growing brains and talking early with your kids about not drinking alcohol underage.



Partnership with Petit Pediatrics



## NORTHEASTERN

The Northeastern Communities That Care Coalition endeavored to foster a relationship with a well-known pediatrician in the area. It worked closely with this partner to develop messaging that promotes the Parents Empowered message of keeping a child's brain healthy and safe by avoiding alcohol underage. It staged a big unveiling event and had a great turnout from the community.



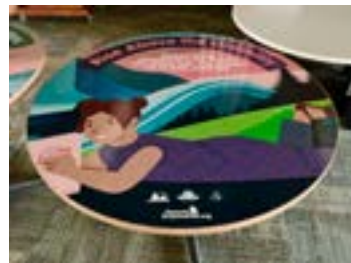


Panguitch Softball Complex

PANGUITCH

Panguitch Prevention Coalition is a repeat community project participant, and this year they were able to deliver messaging in a few locations of their city. Their first location was the city Rodeo Arena where they were able to place messaging in three areas of the arena that focused on family bonding and setting clear family rules against underage drinking. The second location messaging was installed at was the newly built softball complex. The Parents Empowered messaging for the ball fields included the 5 Ws to help monitor children's safety and positive messaging about winning by being alcohol-free.

Blanding Library



Blanding High School



## SAN JUAN COUNTY

San Juan County has a high Native American population, with a unique culture and attitude toward underage drinking. They like to focus on community and being healthy. Of course, respecting their culture is a vital aspect in the types of messaging Parents Empowered uses in the area. Accordingly, we worked closely with the tribal leaders to ensure the messaging met the needs of the campaign while being culturally appropriate to their area.



## Sober New Year's Eve Event



## Ibapah Indian Tribe Bus Stops & Community Center



## WENDOVER

The Wendover Prevention Group split their community project into two events that catered to two different populations within their community. Each year the prevention group hosts a sober New Year's Eve event at the community center. This year they were proud to unveil new Parents Empowered murals in the community center and hosted a lantern launch on the salt flats where they gave out Parents Empowered education materials as well. The second event that Wendover completed was an activation with the Ibapah Indian Tribe in their area. They placed messaging at their community center, a few basketball courts and some bus stops. This creative was done in conjunction with tribe leaders and representatives, so it was meaningful to their tribe members.





Beaver High School Windows



## Self-funded Partnerships

### BEAVER

Beaver High School was highly receptive to a partnership with Parents Empowered. We were able to use carefully selected brand messaging to create beautiful designs using images of real students at the high school. Next, these images were placed on the windows of its weight room building. This building is in a great location and is easily seen by our target audience of parents as they drive their students to and from school, which significantly extended the reach and number impressions.