

Governor's Office of Families

Aimee Winder Newton, Director of Office of Families
Senior Advisor to Gov. Cox





Goal for the Governor's Office of Families

Strengthen Utah families through upstream, proactive policies to improve outcomes for children and save taxpayer dollars in social services.



2024 areas of focus:

- Marriage Readiness
- Protecting Children
- Supporting Families



Marriage Readiness

- **Work with the Utah Marriage Commission** – free resources for Utahns – podcasts, classes on healthy relationships, discount on marriage licenses.
- **Preparing young adults for marriage/financial success** – integrate this info into existing financial literacy curriculum: If they graduate at least high school, engage full time in the workforce, marry first if having children, they have a 97% chance that they will not be in poverty. (Success Sequence data from Brookings Institute.)
- **Measure family structure in data** – work with state agencies and USBE to include this data point so we understand impact to childhood outcomes.
- **Educate on the population replacement** – help policymakers, Utahns, and the business community understand the concern in dropping below replacement of 2.1 and Utah's rate now at 1.9 for the future of our state.



Protecting Children

- **Social Media legislation and media campaign** – continue to support legislative efforts and educate parents on the harmful effects of social media.
- **Child abuse prevention** – work to ensure more children in schools are receiving the child abuse prevention education, help public to understand the proliferation of this issue, educate public about respite nurseries through The Family Support Center, continue to support parenting classes throughout the state (The Family Support Center and USU Extension programs).
- **Cell phones in schools** – work with school districts to encourage less cell phone usage in classrooms
- **Helping children who have lost caregivers** – work with The Children's Collaborative and DHHS on data to identify kids who have lost caregivers and how to help kids apply for death benefits.
- **Align public service campaigns** - Communicate childhood trauma protective factors, an understanding of why those with trauma may gravitate to substances/addiction, and preventative measures.



Supporting Families

- **Home Visiting expansion for vulnerable families** – RFP for \$15 M pilot program is now out to serve more vulnerable families with babies 0-3.
- **High quality care for children** – cutting down barriers for daycare facilities, getting the word out on CCDF funds for families in need who need childcare help, child tax credit for families with children under 6.
- **Family friendly workforce policies** – put into state employment policy that foster families can qualify for three weeks of parental leave with maximum flexibility on when and how it can be used.
- **Men and Boys Task Force** - concern with connection to the workforce, mental health and willingness to ask for help, educational outcomes, deaths of despair, fathers engaging with children

Work with the legislature to put Office of Families in statute and move under DHHS



Aimee Winder Newton

Senior Advisor to Governor Cox/
Director of the Office of Families

awn@utah.gov
801-808-5103