

2023

PARENTS EMPOWERED

ANNUAL REPORT 2023

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EXECUTIVE **SUMMARY**

EXECUTIVE SUMMARY

Parents Empowered is Utah's underage drinking prevention media and community education campaign. Our goal is to have every Utah child reach the age of 21 alcohol-free so they can have a healthier brain and a brighter future. Because parents play a fundamental role in protecting kids' healthy brains from harmful substances, the campaign is directed at parents and caregivers, who are the number one influence in their child's life. Research also shows that kids are less likely to drink alcohol when parents are actively involved in their lives and communicate their strong disapproval of drinking alcohol 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 skills to help prevent underage drinking.

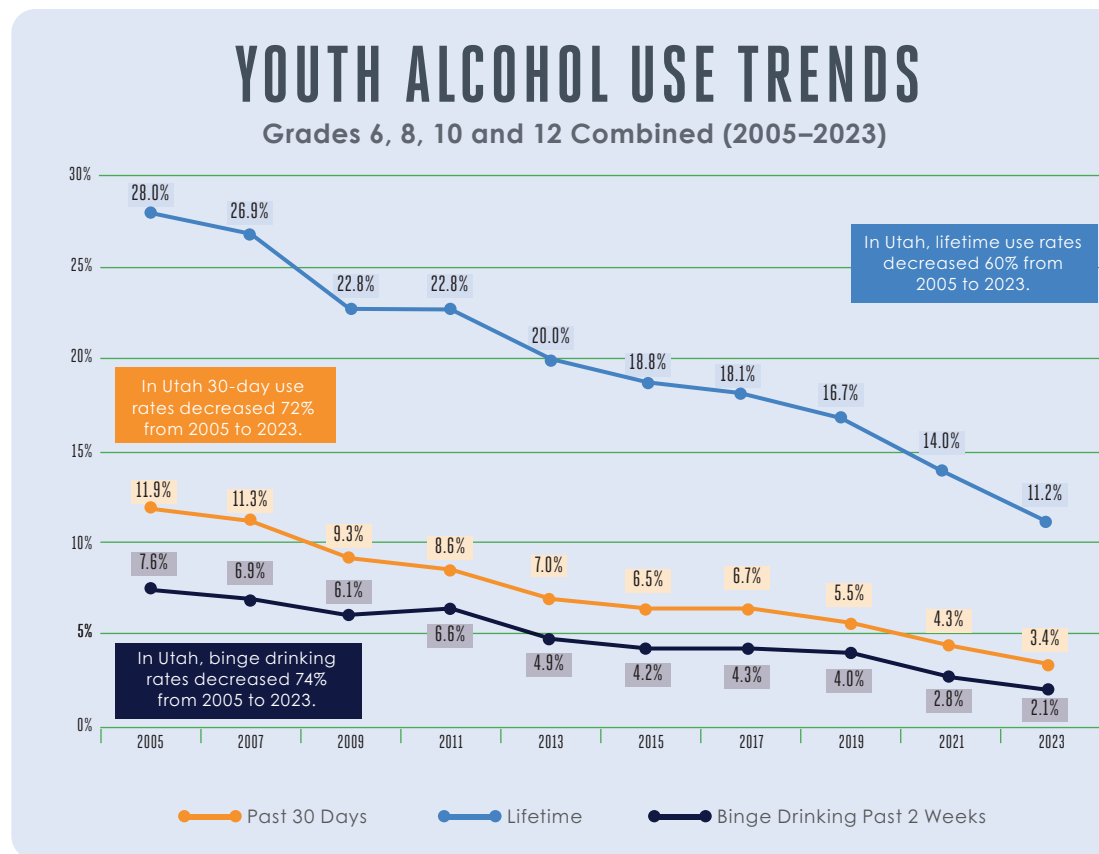
The Parents Empowered campaign is focused on evidence-based strategies and continual evaluation with research and data, and is coordinated between multiple agencies all working toward the common goal of having alcohol-free kids. The Underage Drinking Prevention Workgroup meets weekly to implement local and statewide strategies to achieve this goal. The workgroup seeks to unify and coordinate prevention resources among many stakeholders, including local prevention coordinators, community prevention coalitions, state and local elected officials, law enforcement agencies, school officials and parents.

To help measure our collective progress, we use the Student Health and Risk Prevention (SHARP) Statewide Survey. The 2023 survey shows underage drinking in Utah continues to trend downward from 2005 in lifetime use of 60%, regular 30-day use of 71%, and binge drinking of 72% among Utah youth in sixth, eighth, 10th and 12th grades. See SHARP Survey results in the graph to the right.

Lifetime use: Having used on at least one occasion in their lifetime

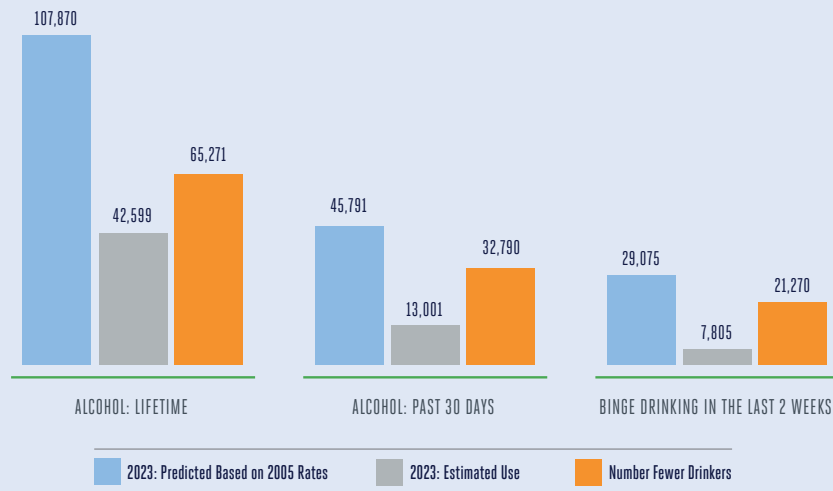
30-day use: Having used on one or more occasions within 30 days of completing the survey

Binge drinking: Having five or more drinks in a row (on one or more occasions) during the two weeks prior to the survey



ESTIMATED NUMBER FEWER DRINKERS

in 2023 as a result of decreasing alcohol
use rates in Utah from 2005–2023



*Estimates based on alcohol use rates obtained through the Student Health and Risk Prevention (SHARP) Survey data, and school enrollment data obtained through the Utah State Office of Education.

ALCOHOL 30-DAY USE

Grades 6–12

LOCATION	RATE
Summit County	14
Four Corners	5.4
Salt Lake County	5
Southwest	4.3
Northeastern	4.3
Weber/Morgan	3.6
Tooele	3.5
State Average	3.4
Wasatch	2.5
Central	2.4
Utah County	1.8
Bear River	1.7
Davis	1.7
San Juan	0.4

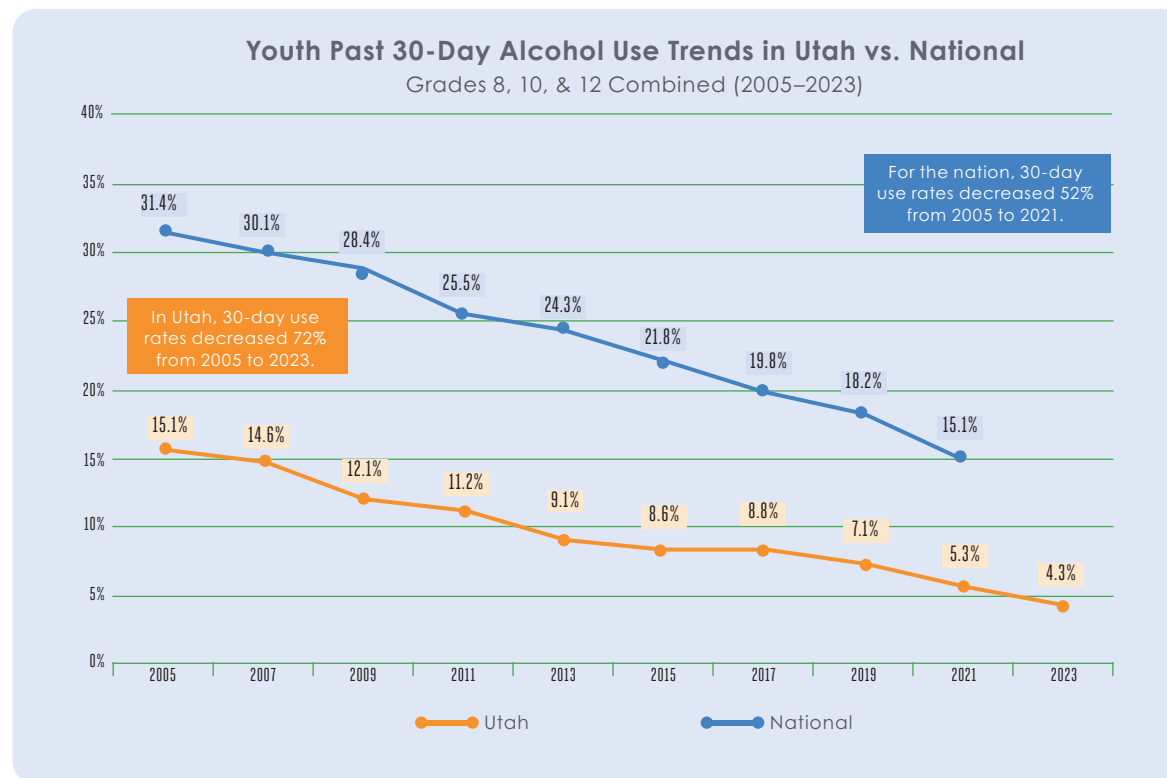
This is a remarkable achievement for Utah, as the state started with one of the lowest drinking rates in the nation already.

Important to note is the number of students that remain alcohol-free. It's estimated that 63,720 fewer Utah youth have ever tried alcohol; 32,134 fewer youth are regular underage drinkers; and 20,861 fewer Utah youth have experienced binge drinking. However, while underage drinking in Utah is at an all-time low, we still have ~13,000 children who need our help and dedication because they report 30-day use of alcohol.

Of additional importance in our prevention efforts is the alcohol-use rate in 13 geographic local substance abuse authority areas, shown in the table above, "Alcohol 30-Day Use." These geographic areas range from 14% in Summit County to 0.4% in San Juan for 30-day alcohol use. Evaluating the alcohol use rate in each area allows Parents Empowered to direct additional resources to areas whose underage alcohol-use rates are above the state average of 3.4% in grades six through 12, while helping those areas below the state average of underage alcohol use keep their prevention efforts effective.

For national comparison, Utah underage drinking rates are declining faster than the national average, which is also a remarkable achievement considering the state started with lower alcohol-use rates to begin with. The eighth- through 12th-grade data is used for comparison because the eighth grade is where the national data from the Monitoring the Future Survey starts measuring. Highlighting 30-day regular use, it shows a decline from 15.1% in 2005 to 4.3% in 2023. This represents a decrease of 72% in Utah, which is greater than the national trend of 52% reduction for grades eight through 12.

We wish to recognize and thank all who have participated in this very large, sustained, joint endeavor, with parents at the center of the prevention effort. We also express our gratitude to the Utah Legislature and the governor for continuing to fund the Parents Empowered campaign and underage drinking prevention efforts. This extensive, collective statewide effort has given the opportunity of a healthier, happier, alcohol-free future to thousands of Utah children.



Utah underage drinking rates are declining faster than the national average, a remarkable achievement considering the state's lower starting alcohol-use rates. In particular, 30-day regular use has declined 72% in Utah, compared to a 54% national reduction.



CAMPAIGN **APPROACH**

CAMPAIGN APPROACH

As noted above, the primary goal of the Parents Empowered campaign is to have all kids in Utah arrive at age 21 alcohol-free, with healthy brains and a bright future.

To help achieve that goal, the campaign's target audience focuses on parents and caregivers with children ages 9 to 16, with a special emphasis this year on ages 9 to 13, when kids are forming their opinions about alcohol. This goal is accomplished by raising awareness of underage drinking as an important and relevant issue for parents and caregivers.

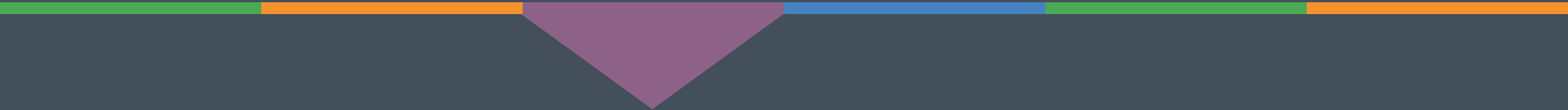
The campaign increases parental beliefs and/or awareness of the powerful influence they have in preventing their kids from drinking alcohol underage. We also educate parents about the risks associated with underage alcohol drinking, including poor academic performance, mental health challenges, and increased risk for addiction. And finally, we encourage and motivate parents to use or increase the use of strategies effective in preventing underage drinking of bonding, boundaries and monitoring.

The published research and our own data from the SHARP Survey show the need to focus attention on younger children who may be at risk of consuming alcohol if not for proper communication and parental disapproval. Therefore, the media messaging for 2022/23 focused on educating parents on the need to start talking to their children about alcohol earlier than they might have assumed was necessary. Specifically, the advertisements communicated that parents should begin conversations about no alcohol use as early as 9 years old. The campaign is following the recommendation of the American Academy of Pediatrics* to begin talking to your children as early as 9 years old, as that is when children start to form opinions on alcohol.

*Source: Lorena Siqueira, Vincent C. Smith, COMMITTEE ON SUBSTANCE ABUSE, Sharon Levy, Seth D. Ammerman, Pamela K. Gonzalez, Sheryl A. Ryan, Lorena M. Siqueira, Vincent C. Smith; Binge Drinking. Pediatrics September 2015; 136 (3): e718–e726. 10.1542/peds.2015-2337



The published research and our own data from the SHARP Survey show the need to focus attention on younger children who may be at risk of consuming alcohol if not for proper communication and parental disapproval.



MEDIA **CAMPAIGN**

MEDIA CAMPAIGN

The Parents Empowered media strategy is based on media channel research that identifies where Utah parents of kids ages 9–16 are typically consuming media. In using this channel strategy for the Parents Empowered media plan, R&R Partners, our communications partner, ensures that every media channel chosen to reach an audience is rooted in research and an understanding of that channel's functions and best practices.



Paid Media

Using a statewide approach of evidence-based strategies and effective communication channels with parents as the focus, Parents Empowered continues to make significant strides in preventing underage drinking in Utah. For the 2022/23 fiscal year, the statewide media campaign produced 122.5 million impressions, over 173,000 website visits and exceeded most industry performance benchmarks across all media.

This year's media plan included the following: broadcast TV and radio, connected TV, pre-roll video, streaming audio, display and native media, rich media, and news channel partnerships. Using an omni-channel approach allows the campaign to reach the largest number of Utah's parents possible while still maintaining an approachable message. Using a fully integrated media plan also allows ease of access to educational materials for parents.

PAID MEDIA SUMMARY PERFORMANCE METRICS

- Purchased broadcast spots: 14,473
- Bonus/added-value spots: 15,793
- Donated spots value: \$2,531,864
- Video completion rates: 87.4%
- Audio completion rates: 97.6%
- Click-through rates: 0.37%
- Total impressions: 122,500,000

VIEW OUR 2023 TV AND RADIO SPOTS BY CLICKING BELOW



Today's Number



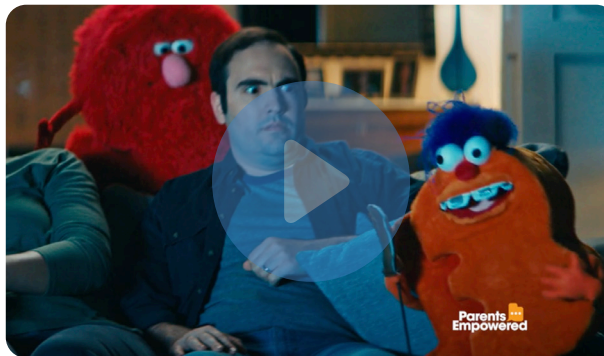
Magic Window



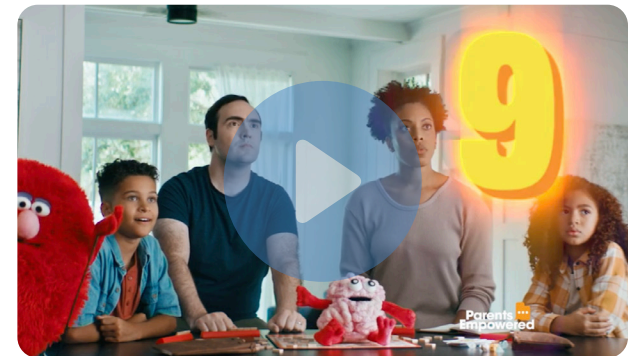
Strong Disapproval



No Spells No



Number 13



Developing Brains



Magic Number Song



Radio Incursion



Dinner Night



Birthday



Word of the Day



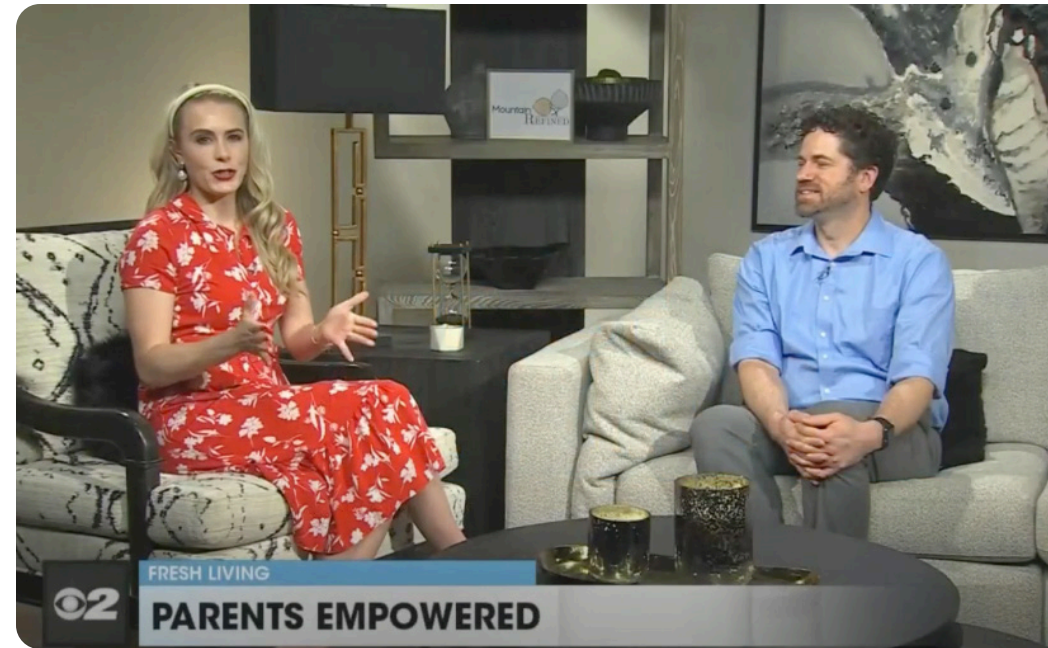
This Message Brought to
You By

Earned Media

Public relations is a pivotal component of our strategy within the Parents Empowered campaign. We focus on leveraging media opportunities to communicate prevention science as it relates to underage drinking. Our approach involves not only delivering a compelling prevention message, but also strategically enlisting the support of community leaders and experts in the field. This multifaceted approach strengthens our campaign and amplifies our credibility and outreach, ultimately contributing to the advocacy of pro-social behaviors and creating environmental supports that reward protective factors and decrease risk factors.

One essential aspect of our public relations strategy is the engagement of credible spokespeople to lend authenticity to our cause, further solidifying our message. This was a focus this year, resulting in significant segments with KUTV and Dr. Stanley Brewer, a child and adolescent psychiatrist with University of Utah Health and Intermountain Health's Primary Children's Hospital.

We also continued to maximize our media opportunities by using these segments as a time for local coalition leaders and prevention coordinators to highlight their upcoming community partnership projects, garnering support and awareness for the local prevention initiatives. We know that when these leaders actively participate in our prevention efforts by attending and speaking at launch events, they become better advocates for ongoing prevention. This can result in furthering and developing policies and funding sources that support prevention-based practices, aiding us in shifting attitudes and behaviors within a community, which is essential for long-term prevention success in keeping our kids alcohol-free.



Banner Ads

Social Media

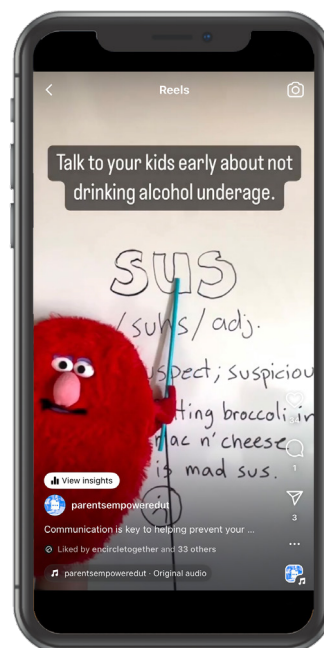
In October 2022, Parents Empowered Instagram was launched and began sharing content aimed at younger parents. Various content types have been tested on this platform, including educational content, community events, original video content and more.

MAGIC NUMBERS VIDEO SERIES

A video series was developed for social media using puppets from the Magic Numbers creative campaign. This content was designed to show parents that even if they don't understand what their kids are saying sometimes, they can still reach and teach them the dangers of underage alcohol use. This content performed well on Instagram, with some of the posts receiving two to three times the engagement of other posts on the page.

CONTENT PERFORMANCE

The highest-performing piece of content on both Facebook and Instagram was a post about the Park City Encircle partnership mural, reflecting the message, "Whatever your child's journey, go together!" Other top-performing content included the Magic Numbers video; heritage month posts, like AAPI Month and Black History Month; and educational content that shared the dangers of underage alcohol use.



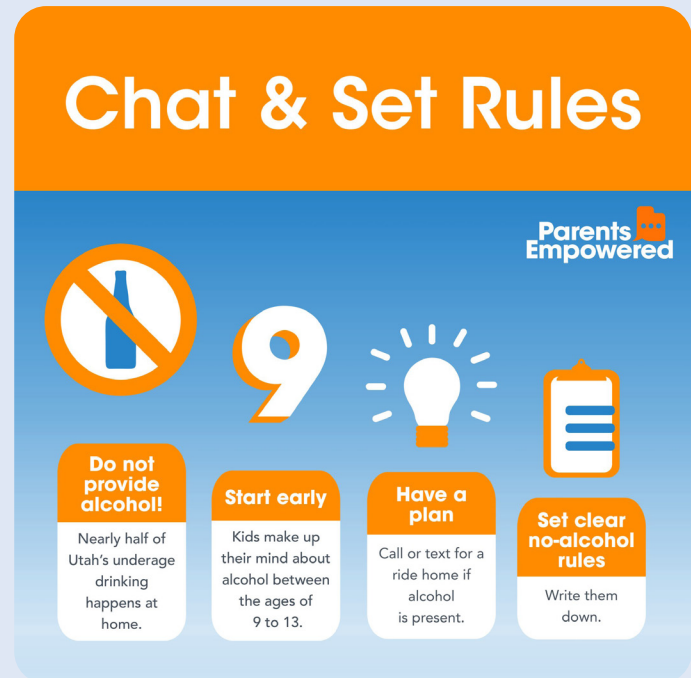
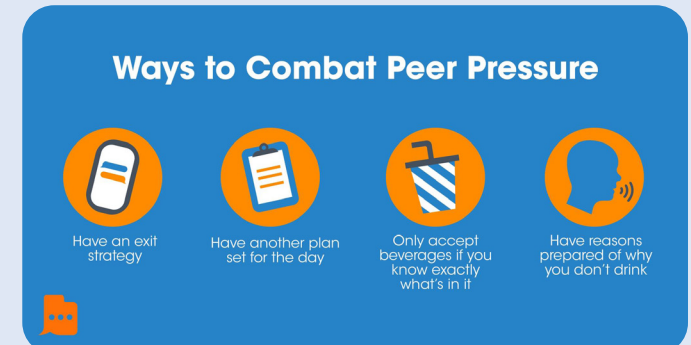
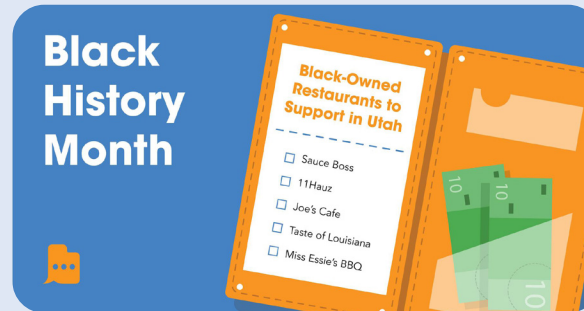
Social Posts

OVERALL SOCIAL PERFORMANCE

- Total impressions: 26,325,964
- Total engagements: 245,635
- Total video views: 14,653,238

WEBSITE

The Parents Empowered website continues to grow and be a resource for partners and parents seeking more support in their mobilization to prevent underage drinking. Compared to the 2021/22 campaign year, traffic to the Parents Empowered website increased by 49.4%, or 57,528 sessions in 2022/23. Paid traffic accounted for 86.8% of visitors and experienced a 42.3% growth from the previous fiscal year. Direct traffic accounted for 13.2% of visitors and experienced a 122.1% increase from the prior campaign year.

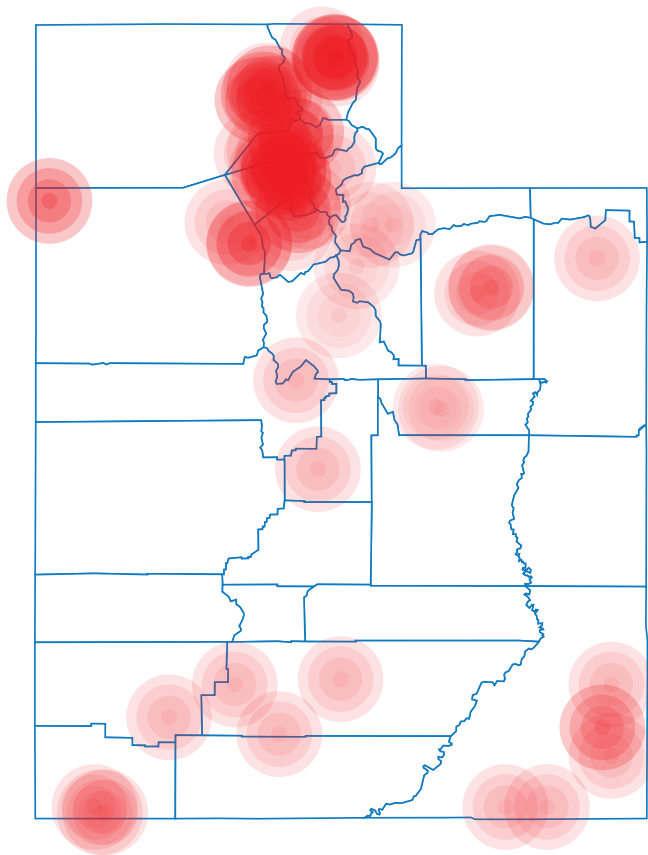




COMMUNITY **MOBILIZATION EFFORTS**

COMMUNITY MOBILIZATION EFFORTS

This year, the Parents Empowered campaign has been able to accomplish great things through collaboration. Through the Community Partnership Project program, 14 communities were able to install 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 education for local parents on the skills of bonding, boundaries and monitoring to help prevent underage drinking.



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 left is a heat map showing the widespread reach of the program during the past four years. More than 80 projects have been completed, each in collaboration with community partners and key community leaders' support.

Community Projects

BOX ELDER SAFE COMMUNITIES COALITION

Box Elder received new library-themed art to display at its local library. This messaging is directed toward keeping kids' brains healthy by reading and not drinking alcohol underage. Placement at the local library reaches both children and their parents in a way that feels familiar and inviting.



Box Elder Library



BRYCE VALLEY COALITION

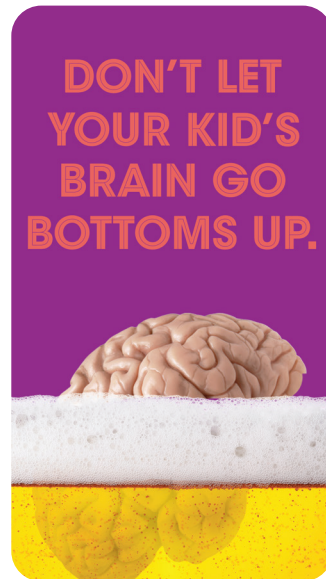
Bryce Valley worked with its local high school to promote the Parents Empowered message around its baseball field and parks around the school. Placing messaging in public-use areas helps reinforce community norms that drinking alcohol underage is unacceptable, as well as reminds parents that bonding with their children makes a huge difference in their effort to stay alcohol-free.

ESCALANTE COALITION

Escalante partnered with its local grocery store, Griffin's Grocery. It covered the store with Parents Empowered messaging that promotes family mealtime to bond with kids and create an environment for conversations about not drinking alcohol underage. Research indicates that families that eat together five to seven times a week have children who are 33% less likely to drink underage.

KEARNS EVIDENCE2SUCCESS COMMUNITY COALITION

Kearns used its funds for a family game night. It used its social channels to promote this family bonding activity and to invite people to view the Parents Empowered website. Custom Jenga®-like sets were passed out at the event to encourage more family bonding at home. Kearns was able to teach more than 60 families about the Parents Empowered message at the single event. It hopes to keep family game night as part of its programming.



Grocery Store Signage



Custom Game Set

LAYTON COMMUNITIES THAT CARE

Layton was able to decorate its local pool and playground. It also hosted a Parents Empowered family swim night that was free to families in the area. Layton's coordinator, Alysa, promoted the event and the Parents Empowered message on KUTV. The aquatic-themed art helps remind parents that something as simple as swimming together can make a large impact.



PANGUITCH PREVENTION COALITION

Panguitch used its funds to put messaging around its local park and splash pad to promote the Parents Empowered message of bonding with your kids to prevent underage drinking.



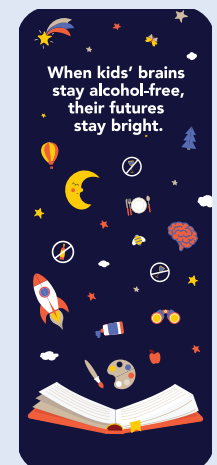
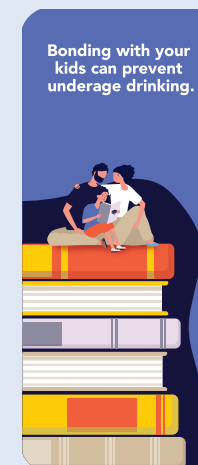
Top: Layton Playground and Pool Installations

Middle: Panguitch Park Signage

Bottom: Parowan Library Signage and Window Decals

PAROWAN PREVENTION COALITION

Parowan partnered with its local library to promote the Parents Empowered message of bonding with your kids through reading. This message also promoted keeping kids' brains healthy by reading and not drinking underage. As recommended by pediatricians, as little as 15 minutes of bonding can lower the risk of underage drinking and encourages trust of children communicating to parents when they have an issue that could lead to substance use. (See source 4 citation at end of document.)





San Juan Posters

SAN JUAN COUNTY PREVENTION ACTION COLLABORATION COALITION

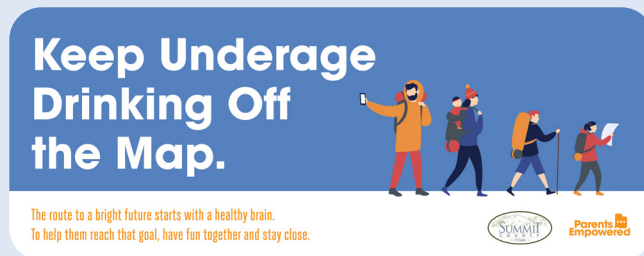
Parents Empowered worked closely with the coordinators and tribal leaders in the San Juan area to create culturally relevant messaging and designs for several schools and parks in their area. Paint-by-number murals were created and installed as a community event to promote awareness of underage drinking prevention, as well as family bonding activities. The paint-by-numbers activity illustrates how underage drinking prevention requires a full community effort, and each person adds their portion of support to build a better picture for the community.



Paint-by-Numbers Mural for Monticello



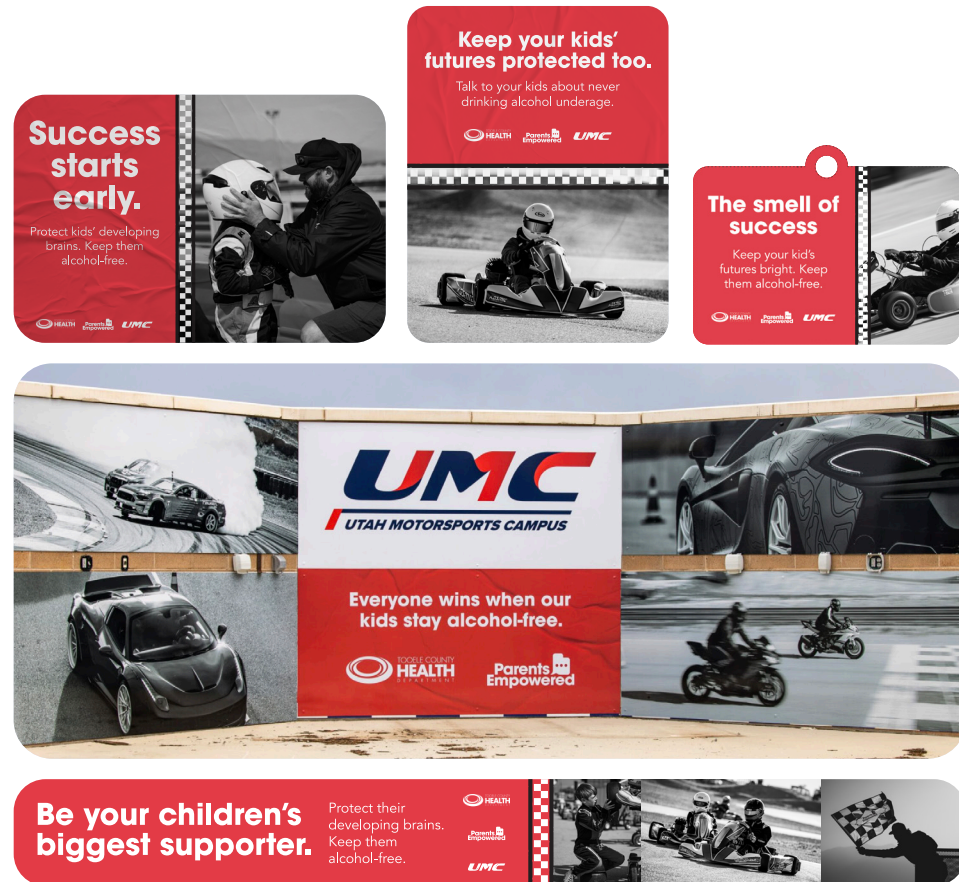
Beacon Hill Park Signage



Summit County Interactive Map Signage

SUMMIT COUNTY COMMUNITIES THAT CARE

Summit County used its funds to create an interactive map that was advertised on local area buses. It encouraged families to spend time bonding through community activities. It also had messaging installed at three local parks featured on the map. By using multiple placements, the community is more familiar with the Parents Empowered message and is incentivized to learn more about the message.



UMC Signage, Air Freshener and Podium

TOOELE CITY COMMUNITIES THAT CARE

Tooele City partnered with the Utah Motorsports Campus to promote Parents Empowered messaging centered around talking with your kids as early as age 9 to set rules about not drinking underage. The partnership with Utah Motorsports Campus speaks directly to a high-risk audience of young kids in the motorsports community as well as community members who come to watch events or participate. Messages are placed at the frequently visited Go-Kart racetrack, winners' photo-op podium and around spectator stands. The partnership had a very well-attended race event where they had several speakers, including the mayor, police chief and CEO of Utah Motorsports Campus.

UINTAH PREVENTION ADVISORY COALITION

The Uintah Coalition used its funds to deck out local Eagle View Elementary. The school had a prevention assembly and surprised the kids with custom basketballs that they could take home as a bonding tool and encouraged them to have a conversation with their parents about their family rules around not drinking alcohol underage. Each child received a pledge card, where they pledged to never drink alcohol underage and their parents pledged to set clear rules and continue conversations about the harms of drinking alcohol underage.

Eagle View Elementary Prevention Assembly



WASATCH CARING COMMUNITY COALITION

The Wasatch coalition partnered with the widely popular Heber Valley Railroad and created its very own scavenger hunt for families that provided education on the risks, harms and facts on underage alcohol use, and promoted family bonding to limit the risk. Railroad management created a skit with three mountain safari animals, where they encouraged parents in a fun, interactive way to chat with their kids about not drinking alcohol underage. A booklet full of activities and facts was used by parents and children while they took their train ride to learn more about the harms of underage drinking. The railroad held a locals' night event that allowed the coalition's community to attend at no or low cost and ran the train from June through September to allow the larger Utah community to experience the educational activity.

A press event was held to launch the effort and featured Celeste Johnson, Midway City mayor and Heber Valley Railroad board member; Trudy Brereton, prevention coordinator for Wasatch Behavioral Health; and Mark Nelson, executive director for Heber Valley Railroad. The prevention effort received eight new stories from statewide media, including FOX13 and KSL.



Heber Valley Railroad Signage

Washington County Indoor Rec Center Mural



WASHINGTON COUNTY PREVENTION COALITION

The Washington County Prevention Coalition partnered with its local recreation center to have a mural placed around the indoor track to reach parents exercising while their children participate in activities. The recreation center is a highly used space that allows the message to reach on-the-go parents.

WEBER COMMUNITIES THAT CARE

Weber Communities That Care (CTC) worked with its parks and recreation management to create a win-win situation. Park management wanted to install mile markers for a popular trail in the area. Weber CTC was able to provide those mile markers and get Parents Empowered messaging on the signs. Families walking or riding bikes along the trail are now greeted with a message on the importance of bonding and regularly communicating no-alcohol rules to their children and to know where they are on the trail.



Weber County Parks Mile Signage

Beaver Mural

Self-Funded Partnerships

BEAVER COUNTY PREVENTION COALITION

The Beaver County Prevention Coalition used some funding to create and install two custom murals in the Milford and Beaver areas. The messaging featured significant landmarks to each town and promoted the Parents Empowered message of family bonding to ensure their child's bright future.

WEBER COMMUNITIES THAT CARE

Weber CTC was able to partner with the Riverdale Recreation Center to feature some sports-themed Parents Empowered messaging in its gyms to promote family bonding.

CENTRAL

The coordinators in the San Pete area created an opportunity to feature the Parents Empowered message at their local high school's baseball field. The messaging centered around the statistic that 44% of underage drinkers report getting alcohol from home with their parents' permission, encouraging parents to protect their kids' developing brains.

SUMMIT COMMUNITIES THAT CARE

Summit CTC was given the opportunity to feature Parents Empowered messaging on a billboard in Kamas this past year. Their relationships within their community continue to grow as they create more partnerships for sharing the importance of parents' ability to create relationships with their kids to help them stay alcohol-free.



Above:
Riverdale Rec
Center Signage

Left: San Pete
Baseball Field
Signage

Seedling Kits

Parents Empowered Month

January 2023 marked the 10-year anniversary of Parents Empowered Month in the state of Utah. Parents Empowered Month, established by Governor Gary Herbert, was celebrated this year with a news conference coordinated by the Utah Department of Alcoholic Beverage Services' Executive Director Tiffany Clason and Michelle Schmitt, Communications Director. The event featured Lieutenant Governor Deidre Henderson, Utah Senate President Stuart Adams, Utah House Speaker Brad Wilson, Director of Behavioral Health Prevention for Summit County Health Pamela Bello, and other community leaders and prevention advocates.

Parents Empowered Month encourages parents to set aside time to establish clear rules against underage drinking. Parents Empowered has worked closely with the state prevention coordinators to roll out a focused, communitywide education effort during January. All activities are aimed at teaching parents how to communicate the harms of alcohol on kids' developing brains and to express their strong disapproval of underage drinking. To help support this effort, Parents Empowered distributes 130 coordinator kits to enhance prevention efforts at a community level.



Chit Chat Cards



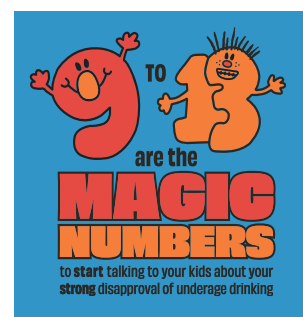
Popcorn Bucket



Dominoes Game



PE Month 10th Anniversary News Conference



T-shirt Art



The Family That Eats Together Apron



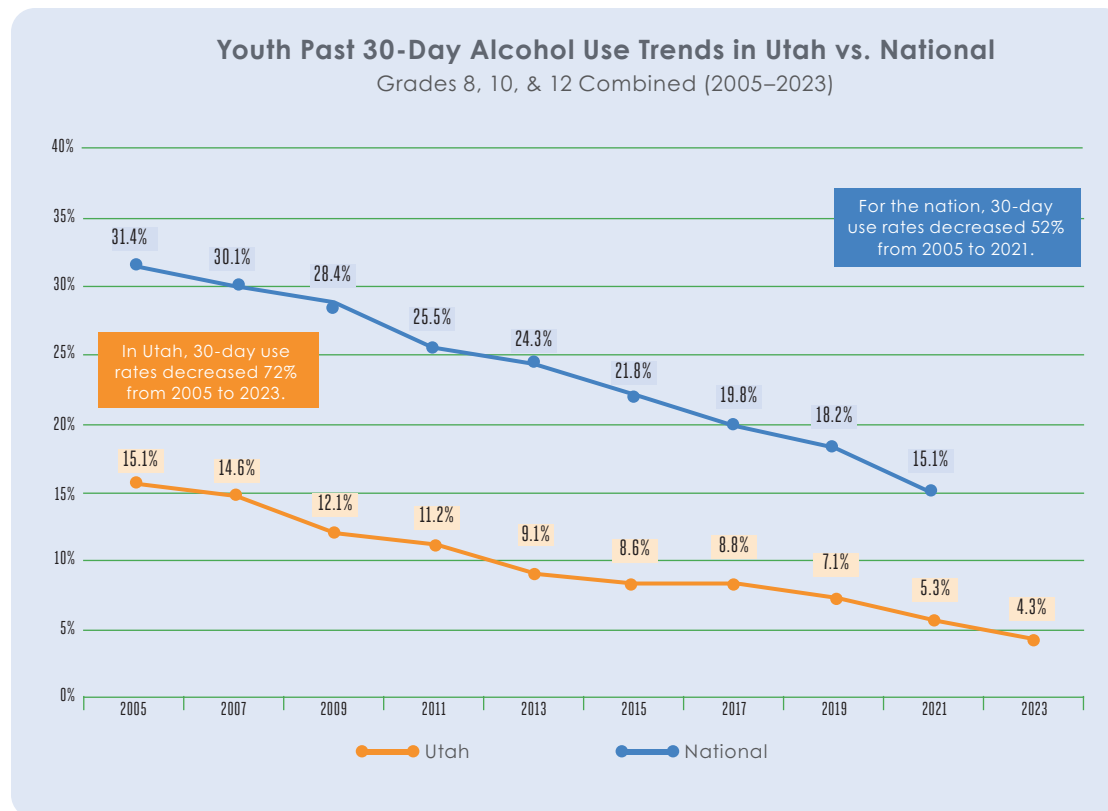
Grocery Bag



DATA AND **EVALUATION**

DATA AND EVALUATION

To ensure that the Parents Empowered campaign is meeting its underage drinking prevention goals, the campaign uses multiple primary data sources: 1) The SHARP survey, which is a student survey of self-reported underage drinking measures with risk and protective factors for substance abuse; 2) the Cicero survey, a semiannual tracking survey of parents with kids ages 9–16; 3) the Media Campaign Outcomes Report, which is an independent evaluation of the campaign's ability to affect parental attitudes and behaviors surrounding underage drinking; and 4) an online community focus group of parents to understand their approach to preventing underage drinking. Below is a brief summary used this last year.



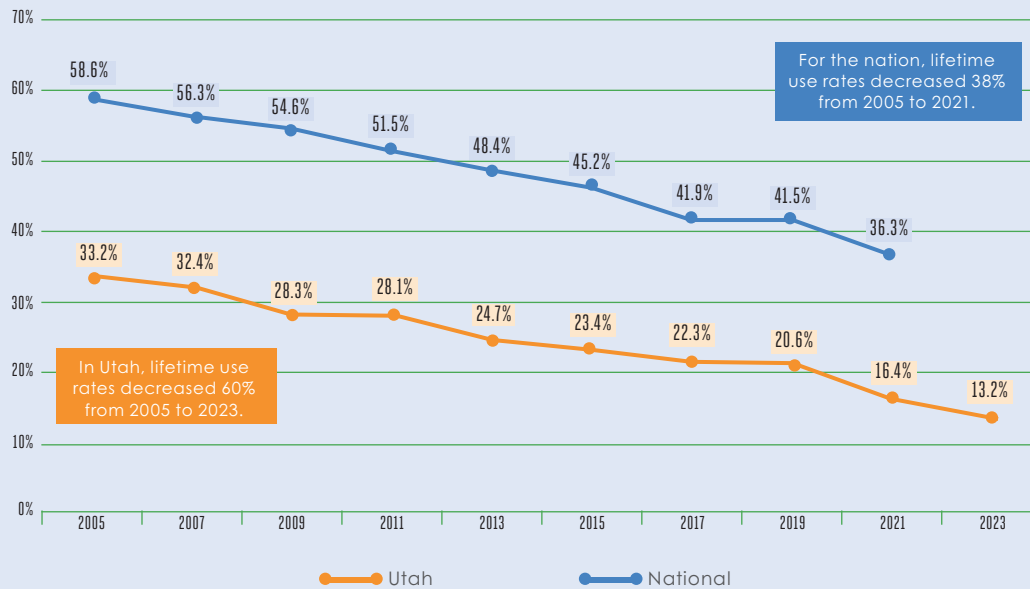
SHARP Survey Highlights

In 2023, a sampling of more than 50,000 students across Utah in the sixth, eighth, 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 relevant to the Parents Empowered initiative include regular alcohol use in the past 30 days (having used on one or more occasions within 30 days of completing the survey); lifetime alcohol use (having used on at least one occasion in their lifetime); and binge drinking (having five or more drinks in a row on one or more occasions during the two weeks prior to the survey).

Youth Lifetime Alcohol Use Trends in Utah vs. National

Grades 8, 10, & 12 Combined (2005–2023)



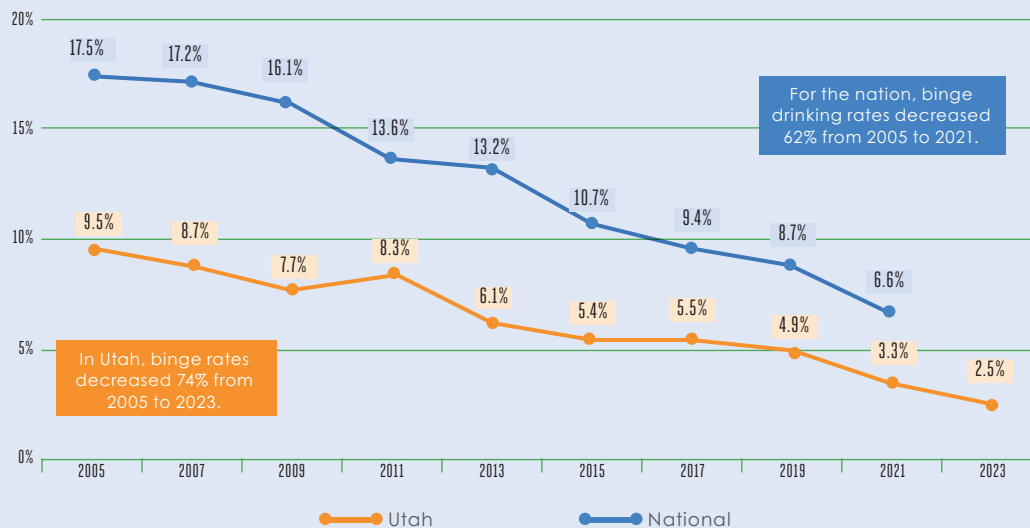
All measures of underage drinking continue to decrease in Utah at significant rates and are now at record lows.

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).

The state of Utah is trending far below national averages due to the collective effort of prevention in our state. Parents who engage in the strategies they learn about through prevention efforts has led to the results for the 2023 survey shown to the left and on the previous page.

Youth Binge Drinking Trends in Utah vs. National

Grades 8, 10, & 12 Combined (2005–2023)



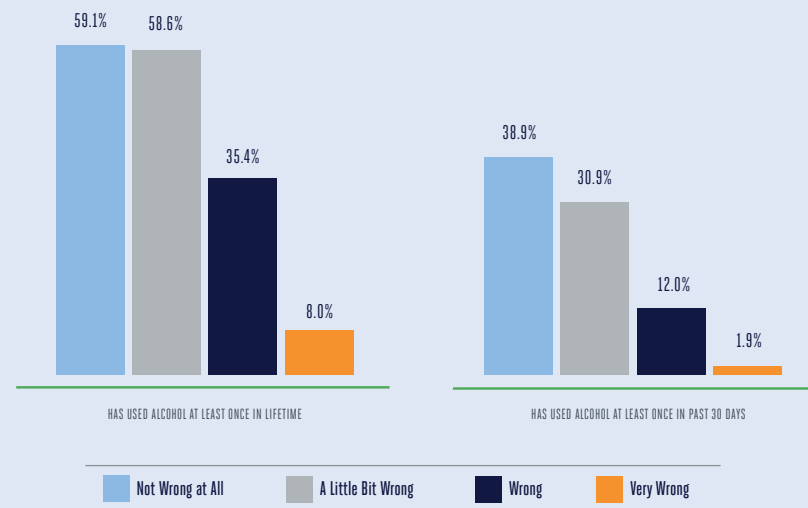
PARENTAL DISAPPROVAL

Strong parental disapproval is the number one reason why children report choosing not to drink. Like previous years, 2023 survey results showed that even a small amount of perceived parental acceptability regarding underage drinking can lead to upticks in alcohol use. In the Utah 2023 SHARP Survey, among the Utah students who reported that their parents felt it was “very wrong” for them “to drink beer, wine or hard liquor regularly,” just 1.9% had used alcohol at least once in the past 30 days, and only 8% had ever used alcohol in their lifetime. Of students who report their parents would feel underage drinking is “a little bit wrong,” 30.9% had used alcohol in the past 30 days, and 58.6% had tried alcohol in their lifetimes.

Like previous years, 2023 survey results showed that even a small amount of perceived parental acceptability regarding underage drinking can lead to upticks in alcohol use.

PARENTAL DISAPPROVAL

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?

Online Community Focus Group

In 2023, qualitative research in the form of an online community was used to speak directly to parents with children in the target range of 9–16 years old. The online community consisted of 31 participants in an online forum spanning three days, completing exercises and answering questions in May 2023. The goal of the research was to hear directly from parents on three main areas of focus: family dynamics, messaging themes and advertising perspectives.

Almost all Utah parents participating in the online community strongly believe in building bonds with their children and value open communication to prevent underage drinking. Parents agreed that an open, yet serious tone was most useful and effective for discussing the topic of underage drinking with their child(ren). Parents today are less interested in using scare tactics or extreme dramatizations about underage drinking and alcohol, instead leaning into more loving and “matter-of-fact” ways of communicating. Some sentiments from parent attendees:

“These types of ads give parents an idea of what questions to ask and remind me that this conversation needs to occur often with my children.”

“It reminds me that I need to be having these conversations earlier than I thought with my children.”

Parents are more likely to respond positively when they are provided with concrete information about the impact of alcohol on brain development and the increased risk of substance addiction.



Overall, 2023 qualitative research proved helpful to learn that: 1) parents relate to visuals depicting family bonding situations; 2) they appreciate being reminded to talk to their child(ren) about underage drinking; and 3) they like when parental figures in advertising show confidence when communicating with their child(ren) about why underage drinking is harmful. This qualitative research will be used to help guide message strategy and approach for the 2023/24 campaign year and beyond.

CICERO SURVEY—UNDERAGE DRINKING STUDY

A semi-annual tracking survey of parents with kids ages 9–16

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 in the survey are measures of parent attitudes and beliefs, as well as parenting behaviors related to underage drinking prevention. 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.

Survey Methodology

Since 2006, the Cicero Underage Drinking Study has used phone surveys. As the technology and behavior landscapes shift, methodologies must change accordingly to meet parent behaviors. Before switching completely, a test of methods was conducted. The June 2023 survey used both phone and online survey respondents. These allow for year-to-year comparisons with existing phone data, as well as to notice significant differences in online responses that may prove to be more accurate of our target audience.

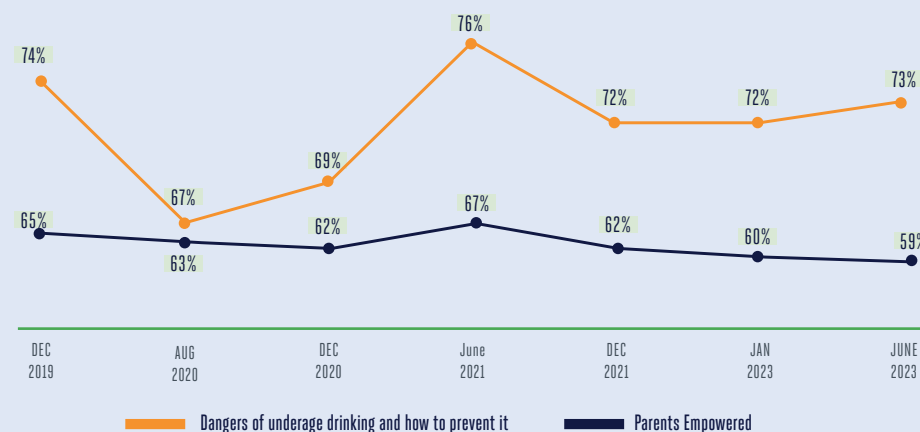
Visibility and Awareness

Overall exposure to messages or advertising about the dangers of underage drinking and how to prevent it remains high, with 7 out of 10 Utah parents (73%) reporting seeing these general messages. Regarding specific media channels, more than half (54%) of Utah parents report seeing or hearing Parents Empowered messaging on radio/streaming audio. There was an increase in awareness of underage drinking messaging on TV news from 6% in 2021 to 14% in 2023.

**Since the baseline for online data is still new and being established, the findings incorporated in this report are from phone data only. Future reports will include online survey data as baselines are established.*

PARENT EXPOSURE TO UNDERAGE DRINKING MESSAGING

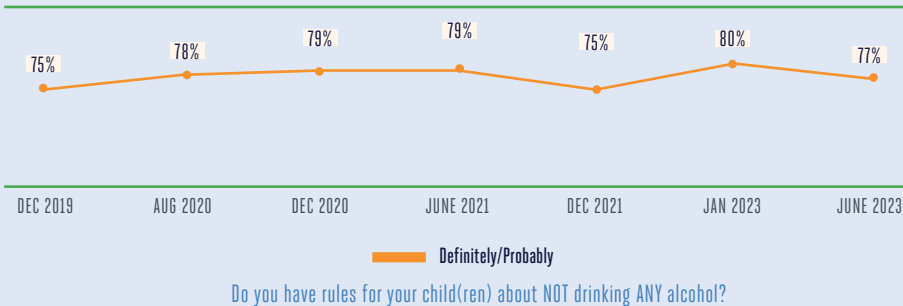
Dangers of Underage Drinking vs. Parents Empowered



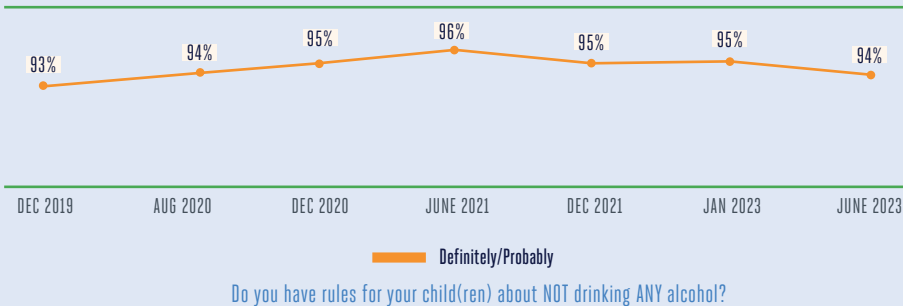
In the last six months, have you seen or heard any messages or advertising talking about the dangers of underage drinking and how to prevent it?

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

PERCEPTION OF CHILD'S COMFORTABILITY IN ASKING FOR HELP



ESTABLISHMENT OF RULES FOR DRINKING



Bonding

Measures of parent/child bonding have stayed relatively steady. Seventy-six percent of Utah parents can easily think of activities they and their kids both enjoy. This has slightly declined from 2021 when it was 80%, suggesting parents may appreciate new inspiration on how to bond with their children; but overall, this decline is not worrisome at this point. In terms of communication and comfortability, 77% feel that if their child had a personal problem, they would feel comfortable asking their parents for help; and 67% report eating family dinner together with their children at least five times per week.

Boundaries

The overwhelming majority of parents, 94%, report having set rules about their children not drinking any alcohol, which is key to preventing underage drinking. This measure has been consistently high over the past five years.

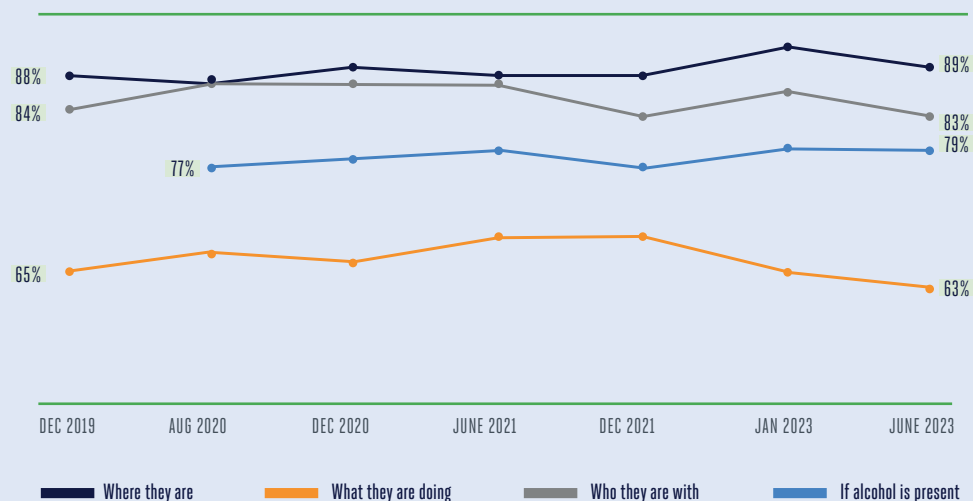
Monitoring

Utah parents also report being highly engaged in their children's lives. Compared to 2021 data, these measures are consistent. When apart from their children, 89% of parents report being very likely to know where their children are (88% in 2021); 83% report knowing who they're with (87% in 2021); 63% report knowing what they're doing (69% in 2021); and 79% report knowing if alcohol is present (a record high and unchanged from 2021). Moreover, 54% of parents report monitoring their child's online and social media activities at least weekly.

The above data is used each year to help plan the strategic direction of the coming media campaign, while also reporting on the performance of the previous messaging. This retrospective analysis is necessary to remain over the target goal of Utah children being alcohol-free until the age of 21. Based on the data evaluation for the 2022/23 campaign year, we are excited to celebrate a successful campaign through the efforts of our valued and appreciated partners. With this collective support, Utah was able to reach the all-time low 30-day-use rate of 3.4%, allowing many more of our children to grow up alcohol-free.

PARENT'S KNOWLEDGE OF CHILD

Where they are, what they are doing, who they are with, if alcohol is present



When your children are not with you, how likely are you to know:
where they are, what they are doing, who they are with, and if alcohol is present?



ELIMINATING ALCOHOL SALES TO YOUTH (EASY) PROGRAM

17TH ANNUAL EASY REPORT / 2023

**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

- Thirty-two law enforcement agencies conducted 1,260 compliance checks during FY 2023, with a compliance rate of 94.68%. The State Bureau of Investigations, Alcohol Enforcement Team (AET), conducted 67 off-premise compliance checks with a compliance rate of 94.03%, totaling 1,327 checks with a compliance (pass) rate of 94.65%.
- Three law enforcement agencies visited 90 retail locations to educate them about the training requirements for all clerks through the Department of Health and Human Services (SUMH) and all managers with the Department of Alcoholic Beverage Services (DABS).
- The statewide compliance (pass) rate was 92.87% during FY 2022 and increased to 94.65% in FY 2023.
- During FY 2023, agencies received reimbursement for conducting compliance checks, including officer wages, underage buyer wages, mileage and administrative costs totaling approximately \$82,000.00.

EXECUTIVE FACTS

The Eliminating Alcohol Sales to Youth (EASY) compliance check program faced challenges with decreased participation with law enforcement agencies and consistency during FY 2023.

Of the 1,687 licensees statewide, there is an opportunity for over 6,700 checks to be conducted. Only a small percentage of retail licensed locations were checked for compliance.

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

Retail Clerk 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 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.

The Utah Department of Health and Human Services (SUMH) 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. At the start of FY 2023, retail clerk certification stated that clerks be trained within 30 days of hire, and the certification was good for five years. As of May 3, 2023, all retail clerks who sell alcohol or oversee the sale of alcohol must be trained prior to selling any alcoholic beverage and recertify at least every three years.

- SUMH reports that 17,442 retail clerks were trained, and 92 training providers were certified or recertified during FY 2023.
- SUMH has a system established to track retail clerk citation information for all law enforcement and retailers to reference.
- SUMH reports there were 61 retail clerk citations issued during FY 2023.

Retail clerk training is provided by private companies or individuals using trainers and curricula approved by SUMH. During FY 2023, ninety-two trainers were either certified or recertified.

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 essential 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."

Retailers throughout the state, from small privately owned stores to large national corporations, have complied with the EASY retail clerk training requirements.

Retail Management Training

Retail management must complete a mandatory retail management training conducted by the Department of Alcohol Beverage Services (DABS). This training does not expire, and it follows the manager wherever they may go in the future.

DABS also holds violation training for licensees that have a 2nd violation within a three-year period. The violator and all operation managers shall take violation training, according to Utah code 32B-1-7. Law enforcement officers are welcome to attend these training sessions.

- DABS reports that 762 off-premise beer license managers were trained.
- 165 people attended violation training during FY 2023.
- During FY 2023, there were approximately 1,687 active off-premise licensees.

PROGRAM OVERVIEW

Results from the 2023 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 14.0% to 11.2%. Binge drinking showed a decrease among 12th graders from 4.9% to 4.1%. Binge drinking among all grades dropped slightly from 2.8% to 2.1%, 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: training and enforcement.

Standardized and mandatory retail employee and management training requirements have empowered frontline retail employees with the knowledge and information they need to avoid sales to minors. Funding is provided to local law enforcement agencies to conduct alcohol compliance checks, thereby removing the primary obstacles that frequently prevent 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.

FY 2023 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%
FY 2022	1,220	92.87%
FY 2023	1327	94.65%

Successes and Challenges

FY 2023 brought another round of challenges as well as successes. As COVID-19 restrictions were lifted, law enforcement agencies slowly restarted conducting compliance checks.

FY 2023 showed a decrease in participating agencies, a slight increase in the number of checks conducted, and an increase in the compliance rate from 92.87% in FY 2022 to 94.65% during FY 2023.

The State Bureau of Investigations Alcohol Enforcement Team (AET) conducts off-premise compliance checks at DABS and package store locations throughout the state. They also conduct checks as requested by law enforcement agencies. FY 2023 was the second year AET submitted the data on the checks they conducted.

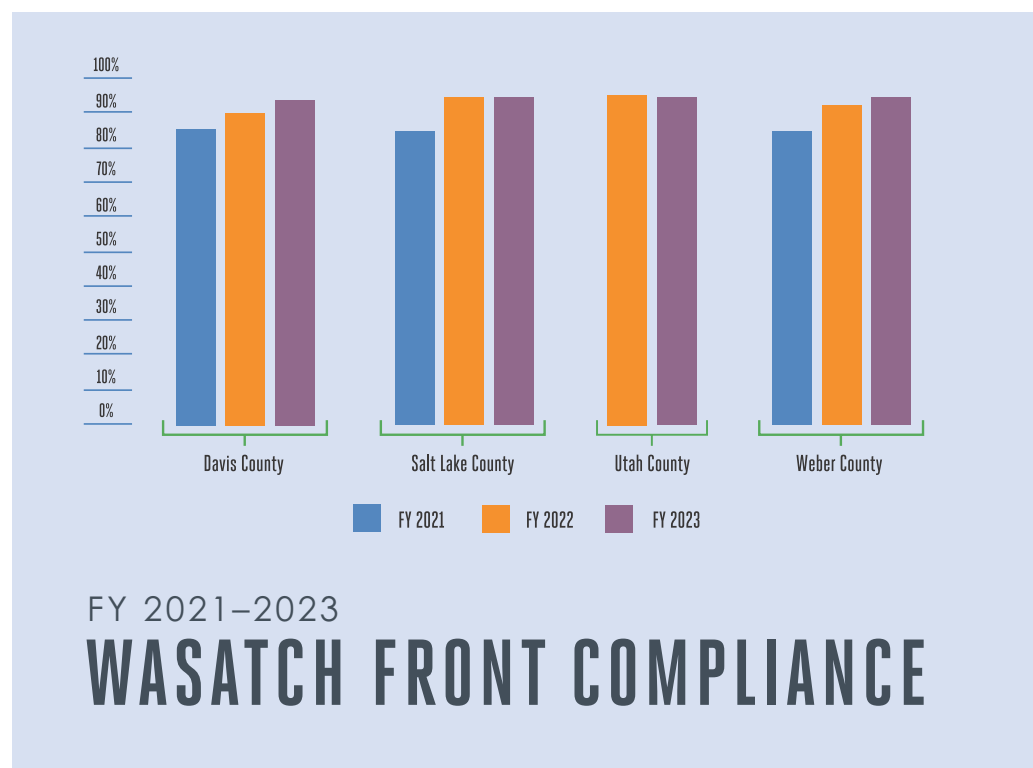
According to Utah Code 77-39-101, law enforcement can check each retail location four times per calendar year. Thirteen agencies conducted checks four times (41.91%). Eight agencies conducted checks two or three times (25.80%), and the remaining ten agencies were only able to conduct one check during the year (32.26%). The goal is to encourage all agencies to conduct four compliance checks per year.

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 32 agencies conducted 1,260 compliance checks during FY 2023. The compliance (pass) rate increased to 94.68%

The AET conducted 67 compliance checks during FY 2023, with a compliance (pass) rate of 94.03%. The statistical goal is to have over 95% compliance.



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 then, the compliance rate has steadily increased to an average of 90.35% until FY2021.

Due to COVID-19 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%.

FY 2022 showed increased participation as COVID-19 restrictions were lifted. The number of compliance checks conducted increased to 1,220, and the compliance rate increased to 92.87%.

Although FY 2023 showed decreased agency participation, the number of compliance checks conducted increased to 1,327, and the compliance rate increased to 94.65%.

Law Enforcement Training

During FY 2023, the Salt Lake County Health Department offered a two-day training. The first day was for law enforcement, and retailers were invited to attend on day two. This training was held on March 7 and 8, 2023, in Taylorsville and included a virtual option. The training was an in-depth look at the basic prevention science, the evidence behind checks, along with the impact of alcohol on the adolescent brain and offered effective ways law enforcement can engage with their local retailers in prevention work and how coalitions can support law enforcement.

Additional training was conducted with Morgan County Sheriff's Office and West Valley City PD. The HSO will reach out to all law enforcement agencies making sure they know training opportunities are available and schedule as requested in either virtual or live format.

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

FY 2023 SUMMARY

FY 2023 represented the EASY alcohol compliance check program's 17th year. During this year, several agencies underwent restructuring. Consequently, law enforcement did not conduct EASY compliance checks consistently throughout the year. The number of participating agencies decreased from 37 to 32. Compliance checks increased from 1,220 in FY 2022 to 1,327. FY 2023 showed an increase in compliance (pass) rates, from 92.87% in FY 2022 to 94.65%.

Since its inception, the success of EASY can be found in the consistency of law enforcement agencies and the officers who conduct compliance checks.

The HSO will continue to seek new ways to increase the priority of the EASY program within local communities and provide training opportunities for all law enforcement agencies.

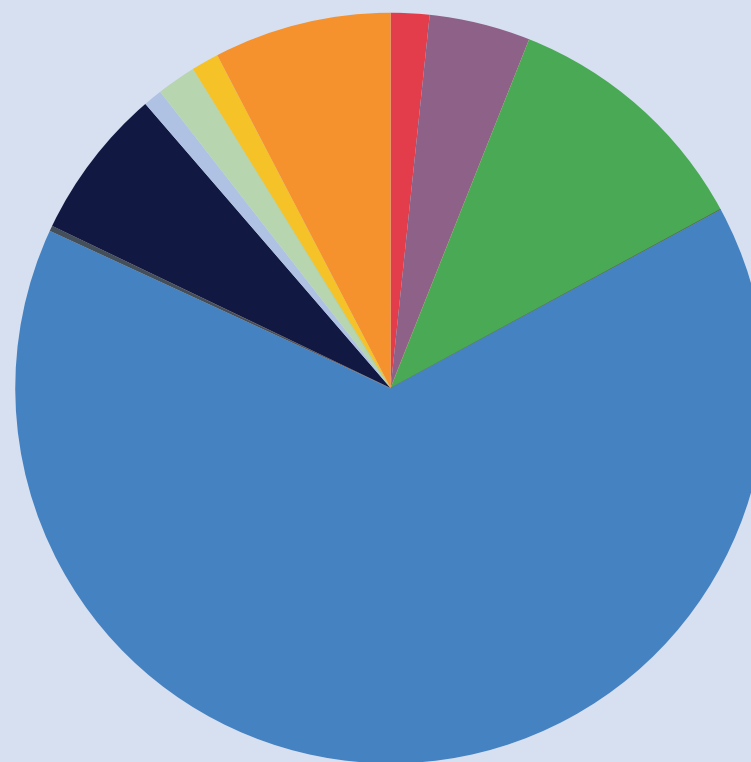
The retail community continues to comply with the training requirements of the EASY program. New and established retailers alike are taking a proactive approach to complying with the EASY retail training requirements, fortifying the front line of defense in the effort to eliminate alcohol sales to youth.

FY 2023

EASY FUNDS SPENT ON REIMBURSEMENT

COUNTY	PERCENTAGE	REIMBURSEMENT
Box Elder County	1.66%	\$1,363.27
Cache County	4.36%	\$3,575.02
Carbon County	0.00%	\$-
Daggett County	0.00%	\$-
Davis County	11.10%	\$9,102.03
Duchesne County	0.00%	\$-
Emery County	0.00%	\$-
Iron County	0.00%	\$-
Juab County	0.00%	\$-
Morgan County	0.00%	\$-
Rich County	0.00%	\$-
Salt Lake County	64.76%	\$53,128.80
San Juan County	0.23%	\$191.34
Summit County	0.00%	\$-
Tooele County	6.56%	\$5,379.97
Uintah County	0.81%	\$666.36
Utah County	1.70%	\$1,391.55
Wasatch County	0.00%	\$-
Washington County	1.18%	\$969.37
Weber County	7.64%	\$6,268.99
Total	100.00%	\$82,036.70

■ Box Elder County—1.66%
■ Cache County—4.36%
■ Davis County—11.10%
■ Salt Lake County—42.91%
■ San Juan County—0.23%
■ Tooele County—6.56%
■ Uintah County—0.81%
■ Utah County—1.70%
■ Washington County—1.18%
■ Weber County—7.64%



FY 2023

EASY FUNDS SPENT ON REIMBURSEMENT & COMPLIANCE CHECKS

BEAVER COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT	EDUCATION
-	-	-	-	-	-	
BOX ELDER COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT	
Box Elder County SO	35	34	1	\$893.80	97.14%	
Brigham City PD	11	10	1	\$186.26	90.91%	
Tremonton PD	14	12	2	\$283.21	85.71%	
Subtotal	60	56	4	\$1,363.27	93.33%	
CACHE COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT	
Cache County SO	70	67	3	\$2,050.13	95.71%	
Logan PD	82	77	5	\$1,524.89	93.90%	
Subtotal	152	144	8	\$3,575.02	94.74%	
CARBON COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT	
-	-	-	-	-	-	
DAGGETT COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT	
-	-	-	-	-	-	
DAVIS COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT	
Bountiful PD	46	46	0	\$2,063.04	100.00%	
Clearfield PD	66	63	3	\$1,710.71	95.45%	
Clinton PD	6	5	1	\$578.29	83.33%	
Layton PD	43	40	3	\$1,503.14	93.02%	
North Salt Lake PD	44	40	4	\$2,499.23	90.91%	
Sunset PD	12	10	2	\$665.54	83.33%	
Syracuse PD			0	\$82.08		6
Subtotal	217	204	13	\$9,102.03	94.01%	6
DUCHESNE 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	
-	-	-	-	-	-	
JUAB 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	
Murray PD	21	21	0	\$-	100.00%	
Unified PD—Holladay	30	29	1	\$3,509.86	96.67%	
Unified PD—Kearns/Magna	121	118	3	\$12,058.58	97.52%	
Unified PD—Millcreek	113	108	5	\$11,849.73	95.58%	
West Valley City PD	116	103	13	\$25,710.63	88.79%	64
Subtotal	401	379	22	\$53,128.80	94.51%	64
SAN JUAN COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT	
San Juan County SO	4	4	0	\$191.34	100.00%	
Subtotal	4	4	0	\$191.34	100.00%	
SUMMIT COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT	
-	-	-	-	-	-	
TOOELE COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT	
Grantville PD	20	19	1	\$286.56	95.00%	
Stockton PD	1	1	0	\$-	100.00%	
Tooele City PD	67	63	4	\$2,460.41	94.03%	
Tooele County SO	50	49	1	\$2,633.00	98.00%	
Subtotal	138	132	6	\$5,379.97	95.65%	
UINTAH COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT	
Uintah County SO		0	0	\$666.36		20
Subtotal	0	0	0	\$666.36		20
UTAH COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT	
American Fork PD	16	16	0	\$92.42	100.00%	
Lehi PD	24	24	0	\$111.71	100.00%	
Orem DPS	32	30	2	\$273.24	93.75%	
Provo PD	27	23	4	\$332.14	85.19%	
Spanish Fork PD	18	17	1	\$225.58	94.44%	
Springville PD	28	27	1	\$356.46	96.43%	
Subtotal	145	137	8	\$1,391.55	94.48%	
WASATCH COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT	
-	-	-	-	-	-	
WASHINGTON COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT	
Hurricane PD	15	12	3	\$969.37	80.00%	
Subtotal	15	12	3	\$969.37	80.00%	
WEBER COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT	
Riverdale PD	8	8	0	\$183.38	100.00%	
Roy PD	67	64	3	\$3,668.25	95.52%	
Weber County SO	53	53	0	\$2,417.36	100.00%	
Subtotal	128	125	3	\$6,268.99	97.66%	
Grand Total	1,260	1,193	67	\$82,036.70	94.68%	90

-No results reported

FY 2023

EASY SBI COMPLIANCE CHECK RESULTS

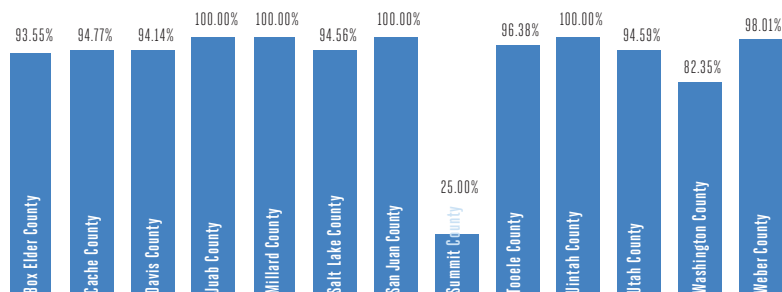
BEAVER COUNTY	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
-	-	-	-	-	-
BOX ELDER COUNTY	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
Brigham City	2	2	0	100.00%	100.00%
<i>Subtotal</i>	<i>2</i>	<i>2</i>	<i>0</i>	<i>100.00%</i>	<i>100.00%</i>
CACHE COUNTY	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
Logan	1	1	0	100.00%	97.22%
<i>Subtotal</i>	<i>1</i>	<i>1</i>	<i>0</i>	<i>100.00%</i>	<i>94.57%</i>
CARBON COUNTY	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
-	-	-	-	-	-
DAGGETT COUNTY	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
-	-	-	-	-	-
DAVIS COUNTY	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
Farmington	2	2	0	100.00%	95.24%
Layton	1	1	0	100.00%	63.64%
Syracuse	2	2	0	100.00%	100.00%
<i>Subtotal</i>	<i>5</i>	<i>5</i>	<i>0</i>	<i>100.00%</i>	<i>89.78%</i>
DUCHESNE COUNTY	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
-	-	-	-	-	-
EMERY COUNTY	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
-	-	-	-	-	-
IRON COUNTY	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
-	-	-	-	-	-
JUAB COUNTY	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
Eureka	1	1	0	100.00%	80.00%
Nephi	1	1	0	100.00%	80.00%
<i>Subtotal</i>	<i>2</i>	<i>2</i>	<i>0</i>	<i>100.00%</i>	<i>80.00%</i>
RICH COUNTY	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
-	-	-	-	-	-
SALT LAKE COUNTY	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
Draper	1	1	0	100.00%	95.24%
Herriman	1	1	0	100.00%	97.67%
Kearns / Magna	4	4	0	100.00%	100.00%
Murray	2	2	0	100.00%	93.97%
Riverton	1	1	0	100.00%	97.67%
Salt Lake City	5	5	0	100.00%	100.00%
Sandy	6	5	1	83.33%	93.97%
Taylorsville	2	2	0	100.00%	92.73%
<i>Subtotal</i>	<i>22</i>	<i>21</i>	<i>1</i>	<i>95.45%</i>	<i>94.65%</i>

SEVIER COUNTY	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
-	-	-	-	-	-
SUMMIT COUNTY	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
Kamas	4	1	3	25.00%	80.00%
<i>Subtotal</i>	<i>4</i>	<i>1</i>	<i>3</i>	<i>25.00%</i>	<i>88.57%</i>
TOOELE COUNTY	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
Tooele County	1	1	0	100.00%	100.00%
<i>Subtotal</i>	<i>1</i>	<i>1</i>	<i>0</i>	<i>100.00%</i>	<i>91.54%</i>
UINTAH COUNTY	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
Vernal	1	1	0	100.00%	91.67%
<i>Subtotal</i>	<i>1</i>	<i>1</i>	<i>0</i>	<i>100.00%</i>	<i>91.67%</i>
UTAH COUNTY	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
Payson	1	1	0	100.00%	100.00%
Pleasant Grove	1	1	0	100.00%	95.74%
Springville	1	1	0	100.00%	96.30%
<i>Subtotal</i>	<i>3</i>	<i>3</i>	<i>0</i>	<i>100.00%</i>	<i>95.12%</i>
WASATCH COUNTY	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
-	-	-	-	-	-
WASHINGTON COUNTY	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
Pleasant Grove	1	1	0	100.00%	95.74%
Springville	1	1	0	100.00%	96.30%
<i>Subtotal</i>	<i>3</i>	<i>3</i>	<i>0</i>	<i>100.00%</i>	<i>95.12%</i>
WEBER COUNTY	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
North Ogden	10	10	0	100.00%	91.67%
Ogden	12	12	0	100.00%	90.91%
Roy	1	1	0	100.00%	91.25%
<i>Subtotal</i>	<i>23</i>	<i>23</i>	<i>0</i>	<i>100.00%</i>	<i>91.82%</i>
Grand Total	67	63	4	94.03%	93.24%

-No results reported

FY 2023

ALCOHOL RETAILER COMPLIANCE BY COUNTY



County	Compliance Checks	Passed	Failed	Compliance %
Box Elder County	62	58	4	93.55%
Cache County	153	145	8	94.77%
Davis County	222	209	13	94.14%
Juab County	2	2	0	100.00%
Millard County	1	1	0	100.00%
Salt Lake County	423	400	23	94.56%
San Juan County	4	4	0	100.00%
Summit County	4	1	3	25.00%
Tooele County	139	133	6	95.68%
Uintah County	1	1	0	100.00%
Utah County	148	140	8	94.59%
Washington County	17	14	3	82.35%
Weber County	151	148	3	98.01%

FY 2021–2023

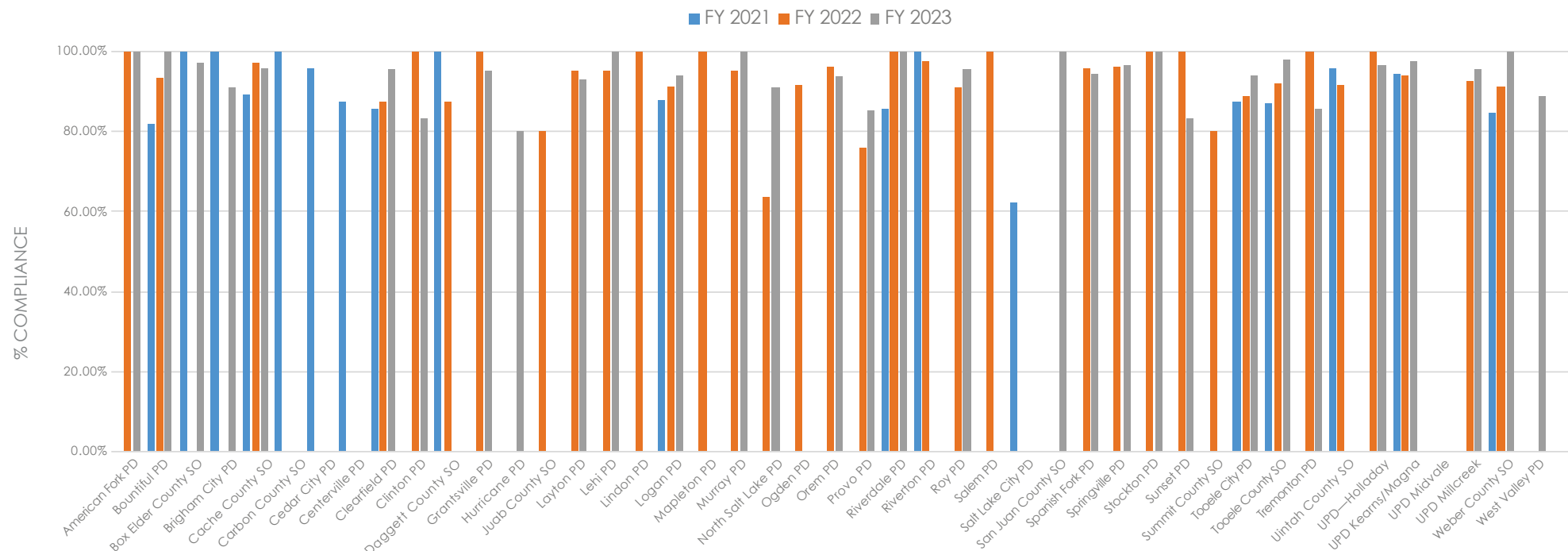
COMPLIANCE RATES & CHANGES BY COUNTY

County	FY 2021	FY 2022	% Change	FY 2022	FY 2023	% Change
Box Elder	100.00%	100.00%	0.00%	100.00%	93.55%	-6.45%
Cache	88.50%	94.57%	6.07%	94.57%	94.77%	0.20%
Carbon	100.00%	-	-	-	-	-
Daggett	100.00%	87.50%	-12.50%	87.50%	-	-
Davis	85.54%	90.21%	4.67%	90.21%	94.14%	3.93%
Garfield	-	76.19%	-	76.19%	-	-
Iron	95.83%	-	-	-	-	-
Juab	-	80.00%	-	80.00%	100.00%	20.00%
Millard	-	-	-	-	100.00%	-
Morgan	-	83.33%	-	83.33%	-	-
Rich	-	-	-	-	-	-
Salt Lake	84.40%	94.62%	10.22%	94.62%	94.56%	-0.06%
San Juan	-	-	-	-	100.00%	100.00%
Sevier	-	-	-	-	-	-
Summit	-	88.57%	-	88.57%	25.00%	-63.57%
Tooele	87.18%	91.54%	4.36%	91.54%	96.38%	4.84%
Uintah	95.83%	91.67%	-4.16%	91.67%	100.00%	8.33%
Utah	-	95.22%	-	95.22%	94.59%	-0.63%
Wasatch	-	88.89%	-	88.89%	-	-
Washington	-	100.00%	-	100.00%	82.35%	-17.65%
Weber	84.85%	92.59%	7.74%	92.59%	98.01%	5.42%

-No results reported

FY 2021–2023

COMPLIANCE RATES BY LAW ENFORCEMENT AGENCY



AGENCY	FY 2021	FY 2022	FY 2023
American Fork PD		100.00%	100.00%
Bountiful PD	81.82%	93.33%	100.00%
Box Elder County SO	100.00%		97.14%
Brigham City PD	100.00%		90.91%
Cache County SO	89.29%	97.22%	95.71%
Carbon County SO	100.00%		
Cedar City PD	95.83%		
Centerville PD	87.50%		
Clearfield PD	85.71%	87.50%	95.45%
Clinton PD		100.00%	83.33%
Daggett County SO	100.00%	87.50%	
Grantsville PD		100.00%	95.00%

AGENCY	FY 2021	FY 2022	FY 2023
Hurricane PD			80.00%
Juab County SO		80.00%	
Layton PD		95.24%	93.02%
Lehi PD		95.24%	100.00%
Lindon PD		100.00%	
Logan PD	87.72%	91.23%	93.90%
Mapleton PD		100.00%	
Murray PD		95.24%	100.00%
North Salt Lake PD		63.64%	90.91%
Ogden PD		91.67%	
Orem PD		96.30%	93.75%
Provo PD		75.86%	85.19%

AGENCY	FY 2021	FY 2022	FY 2023
Riverdale PD	85.71%	100.00%	100.00%
Riverton PD	100.00%	97.67%	
Roy PD		90.91%	95.52%
Salem PD		100.00%	
Salt Lake City PD	62.07%		
San Juan County SO			100.00%
Spanish Fork PD		95.74%	94.44%
Springville PD		96.30%	96.43%
Stockton PD		100.00%	100.00%
Sunset PD		100.00%	83.33%
Summit County SO		80.00%	
Tooele City PD	87.50%	88.73%	94.03%

AGENCY	FY 2021	FY 2022	FY 2023
Tooele County SO	86.96%	91.89%	98.00%
Tremonton PD		100.00%	85.71%
Utah County SO	95.83%	91.67%	
UPD—Holladay		100.00%	96.67%
UPD Kearns/Magna		94.44%	93.97%
UPD Midvale			
UPD Millcreek		92.73%	95.58%
Weber County SO	84.62%	91.25%	100.00%
West Valley PD			88.79%
SBI		89.09%	

FY 2021–2023

COMPLIANCE RATES & CHANGES BY AGENCY

AGENCY	FY 2021	FY 2022	% Change	FY 2021	FY 2023	% Change
American Fork PD	-	100.00%		100.00%	100.00%	
Beaver County SO	-					
Bountiful PD	81.82%	93.33%	11.51%	93.33%	100.00%	6.67%
Box Elder County SO	100.00%				97.14%	
Brigham City PD	100.00%				90.91%	
Cache County SO	89.29%	97.22%	7.93%	97.22%	95.71%	-1.51%
Carbon County SO	100.00%					
Cedar City PD	95.83%					
Centerville PD	87.50%					
Clearfield PD	85.71%	87.50%	1.79%	87.50%	95.45%	7.95%
Clinton PD	-	100.00%		100.00%	83.33%	-16.67%
*Daggett County	100.00%	87.50%	-12.50%	87.50%		
Draper PD	-					
Duchesne County SO	-					
Grantsville PD	-	100.00%		100.00%	95.00%	-5.00%
Herriman PD	-					
Hurricane PD	-				80.00%	
Juab County SO	-	80.00%		80.00%		
Layton PD	-	95.24%		95.24%	93.02%	-2.22%
Lehi PD	-	95.24%		95.24%	100.00%	4.76%
Lindon PD	-	100.00%		100.00%		
Logan PD	87.72%	91.23%	3.51%	91.23%	93.90%	2.67%
Mapleton PD	-	100.00%		100.00%		
Murray PD	-	95.24%		95.24%	100.00%	4.76%
Nephi PD	-					
North Salt Lake PD	-	63.64%		63.64%	90.91%	27.27%
Ogden PD	-	91.67%		91.67%		
Orem DPS	-	96.30%		96.30%	93.75%	-2.55%
Park City PD	-	100.00%		100.00%		
Payson PD	-					
Pleasant Grove PD	-	100.00%		100.00%		

AGENCY	FY 2021	FY 2022	% Change	FY 2021	FY 2023	% Change
Provo PD	-	75.86%		75.86%	85.19%	9.33%
Rich County SO	-					
Richfield PD	-					
Riverdale PD	85.71%	100.00%	14.29%	100.00%	100.00%	0.00%
Riverton	100.00%	97.67%	-2.33%	97.67%		
Roy PD	-	90.91%		90.91%	95.52%	4.61%
Salem PD	-	100.00%		100.00%		
Salt Lake City PD	62.07%					
Sandy PD	-					
Santaquin PD	-					
South Jordan PD	78.57%					
South Salt Lake PD	-					
Spanish Fork PD	-	95.74%		95.74%	94.44%	-1.30%
Springville PD	-	96.30%		96.30%	96.43%	0.13%
St. George PD	-					
Stockton PD	-	100.00%		100.00%	100.00%	0.00%
Summit County SO	-	80.00%		80.00%		
Sunset PD	-	100.00%		100.00%	83.33%	-16.67%
Tooele City PD	87.50%	88.73%	1.23%	88.73%	94.03%	5.30%
Tooele County SO	86.96%	91.89%	4.93%	91.89%	98.00%	6.11%
Tremonton PD	-	100.00%		100.00%	85.71%	-14.29%
Uintah County SO	95.83%	91.67%	-4.16%	91.67%		
UPD Holladay	-	100.00%		100.00%	96.67%	-3.33%
UPD Kearns/Magna	94.44%	93.97%	-0.47%	93.97%	97.52%	3.55%
UPD Midvale	-					
UPD Millcreek	-	92.73%		92.73%	95.58%	2.85%
Weber County SO	84.62%	91.25%	6.63%	91.25%	100.00%	8.75%
West Jordan PD	-					
West Valley City PD	-				88.79%	
SBI	-	89.09%		89.09%	94.03%	4.94%

Sources:

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