

MINUTES OF THE MEETING OF THE UTAH
ALCOHOLIC BEVERAGE SERVICES COMMISSION
HELD THURSDAY, OCTOBER 30, 2025.

[A copy of the final agenda was posted on the bulletin board at the DABS Administrative Office, emailed to the Salt Lake Tribune and the Deseret News, and posted on the Utah Public Notice Website by 10:00 a.m. on Wednesday, October 29, 2025.]

Chair Stephen Handy called the meeting to order at 10:00 a.m.

Commissioners Present: Stephen Handy, Jennifer Tarazon, Falyn Owens, Jacquelyn Orton, Tara Thue, Juliette Tennert and Christopher Conabee.

Commissioner Participating Virtually: None

Staff Present: Ericka Evans, Executive Director; Todd Darrington, Deputy Director; Brian Swan, Deputy Director, Jeremy Sommerlath, Managing Director of Operations; Doug Murakami, Alcohol Education Director, and Craig Warr, Compliance Division Administrator

Also Present: Samuel McHenry, Assistant Attorney General.

PLEDGE OF ALLEGIANCE:

Stephne Hanson led the group in the Pledge of Allegiance.

ANNOUNCEMENTS:

Mr. Handy introduced the commissioners and staff members that assist the commission. Mr. Handy made the following announcements:

Mr. Handy made the following announcements:

- a. Proposed Future Meeting Schedule: (subject to change)
 - Thursday, November 20, 2025 - MASOB
 - Thursday, December 18, 2025 - MASOB
- b. Upcoming Holiday Closures
 - Tuesday, November 11, 2025 (Veterans Day)
 - Thursday, November 27, 2025 (Thanksgiving Day)
- c. Public Comments:

- Those present, please complete the form located at the back of the room.
- Those participating virtually, please email your name, city, topic, and affiliation (if applicable) to hotline@utah.gov by 5:00 p.m. on Tuesday, October 28, 2025.
- Comments will be addressed at the end of the meeting.

PARENTS EMPOWERED UPDATE:

Mr. Murakami, Alcohol Education Director, provided an update on the Parents Empowered (PE) campaign. The full Parents Empowered Annual Report was distributed to attendees and commissioners. This report will be formally presented to the Utah Substance Use and Mental Health Advisory Committee, which oversees the Parents Empowered Campaign. Mr. Murakami highlighted key successes documented within the annual report: A local community effort focused on eliminating alcohol sales to youth. He noted that 33 Utah Department of Safety and Utah Highway Safety Office's participated in the law enforcement undercover underage check with the report showing a 96% pass rate for compliance checks. He also shared the new television spot that was launched in October.

FINANCIAL UPDATE:

Mr. Darrington, Deputy Director, presented the financial report covering period three through September 30, 2025. Total revenue: \$21.1 million, this represents a 3% increase in total revenue compared to the same period in the previous year. Expenses for this period were \$7.9 million. The department is currently on pace to return approximately \$8.1 million to the general fund. The department is tracking toward an overall financial outcome of \$13.9 million.

OPERATIONS UPDATE:

Ms. Evans publicly acknowledged the retirement of executive assistant, Ms. Ashby and expressed gratitude for her long-standing commitment and contributions to the success of the DABS. The following official organizational changes to the agency's reporting structure were announced: Mr. Sommerlath has been officially moved to the role Managing Director of Operations; Mr. Warr stepped in as the new Compliance Administrator; and Ms. Schmitt in the role of Managing Director of Communications and External Affairs. Ms. Evans noted the details of this month's drawing for the rare and high-demand products, RHDP. Total entries were over 2,500 for individuals wanting to purchase a bottle of Old Forester Birthday Bourbon. Eighteen individuals were randomly selected and able to purchase for \$200. She noted that outside of Utah, this product goes for about \$1000.

Mr. Sommerlath, Managing Director of Operations, reported that he and Ms. Evans spent several hours at the warehouse distribution center to gain a deeper understanding of the processes related to receiving, warehousing, and shipping. He commended the warehouse distribution staff for their exceptional dedication and hard work.

RULE UPDATES:

Mr. Swan proposed a rule revision to Rule 82-1-105. This revision pertains to label approvals to remove the capital letter requirement on the labels for the alcohol statements, as well as a correction of the numeral codification that follows under those subsections.

Mr. Conabee made a motion to change Rule 82-1-105 for label approvals as written in the staff report. Ms. Owens seconded the motion to approve which passed unanimously.

VIOLATIONS:

*Referral Sources – Cache County Sheriff's Office (CSO), State Bureau of Investigation (SBI), Unified Police Department (UPD), West Valley Police Department (WPD)

a. Consent Calendar:

[The following Consent Calendar items included uncontested letters of admonishment (written warnings) and settlement agreements that were agreed to and accepted by the licensees. They were considered as a block with one vote.]

- | | | |
|------|---|------------|
| (1) | La Selecta Meat Market Inc, West Valley City | *WPD (OP) |
| (2) | Holiday Oil Co #46, Magna and Eugene Montoya (employee) | *UPD (OP) |
| (3) | Miller Smithfield Chevron, Smithfield and Devon Ferlin (employee) | *CSO (OP) |
| (4) | Cultivate Craft Kitchen, Draper and Richard Gutierrez (employee) | *SBI (RF) |
| (5) | Walmart #3568, West Valley City | *WPD (OP) |
| (6) | Olive Garden #1815, South Jordan and Alyssa Cartwright (employee) | *SBI (RF) |
| (7) | Liquid Joe's, Salt Lake City | *SBI (BAR) |
| (8) | Grill Bar, Taylorsville | *SBI (RL) |
| (9) | Repeal, Salt Lake City | *SBI (BAR) |
| (10) | Maria's Mexican Grill, South Jordan and Perla Lozano (employee) | *SBI (RF) |
| (11) | Charlies Market LLC, West Valley City | *WPD (OP) |
| (12) | Ginza Japanese Shabu Shabu, Sandy and Junlin Tian (employee) | *SBI (RL) |
| (13) | Tita's Restaurant, Taylorsville | *SBI (RF) |

Mr. McHenry gave an overview of the items on the consent calendar noting they were complete and ready for action by the commission.

Mr. Conabee moved to approve the settlement agreements for items #1 to #13 on the consent calendar. Ms. Tarazon seconded the motion which passed unanimously.

**LICENSEE RECOGNITIONS: PASSED UTAH PUBLIC SAFETY SBI COVERT (CUB)
INSPECTIONS:**

Ms. Evans reported that since the September meeting, 107 licensees had passed the SBI inspections. She congratulated those that passed and thanked them for following the alcohol safety laws.

NOVEMBER 2025 LICENSE RENEWAL REMINDER:

- a. Renewal Period November 1 to November 30, 2025
 - Local Industry Representative (MR)
 - Brewery Manufacturing (MB)
 - Distillery Manufacturing (MD)
 - Winery Manufacturing (MW)
 - Public Service Permit (PS)
 - Certificate of Approval - Out of State Brewers (COA)
 - Beer Wholesaling (BW)
 - Liquor Warehousing (LW)

Mr. Warr, Compliance Administrator, reminded those in attendance that the renewal period for the above licenses begins November 1, 2025 and runs through November 30, 2025.

CONSENT AGENDA:

Mr. Swan gave an overview of the items on the consent agenda. He noted the items were complete and ready for action by the commission.

- a. Approval of the Minutes
 - (1) September 25, 2025 Commission Meeting
- b. September License Renewal Campaign Results (Effective November 1, 2025)
 - (1) 1,442 license records meet statutory requirements for renewal
 - (2) 53 license records will not be renewed
- c. Off-Premise Beer Retailer State License
License Changes of Ownership:
 - (1) 7-Eleven Store #21858D, Millcreek (purchase agreement August 21, 2025)
 - (2) Hitchin' Post Cafe, Randlett (conditional) (purchase agreement September 11, 2025)

New Applicants:

- (1) Bella's Market, Vineyard City (conditional)
- (2) Golden Gate-Crescent Junction, Grand County (conditional)
- (3) Smith's #290, Tooele (conditional)

d. Hospitality Amenity (Effective November 1, 2025)

New Applicant:

- (1) Black Rock Mountain Resort, Wasatch County (conditional)

e. Add a Hotel Sub-License

New Applicants:

- (1) Snowpine Lodge, Alta (Restaurant Full-Service)
- (2) Montage Deer Valley, Park City (Hospitality Amenity)

f. On-Premise Banquet (Effective November 1, 2025)

New Applicant:

- (1) Zion Lodge, Springdale (conditional)

g. Special Use Permit

New Applicant:

- (1) DMC Water Lab, Cedar City (Industrial and Manufacturing)

h. Restaurant Limited-Service (Effective November 1, 2025)

License Change of Location:

- (1) Bella Marie's Pizzeria & Restaurant, St. George (moving from 720 E 700 S to 757 N Bluff St, St. George)

New Applicants:

- (1) Kitchen Thai Express, St. George (conditional)
- (2) Hug-Hes Cafe, Centerville
- (3) Burger Fusion, Salt Lake City (conditional)
- (4) Empanada Co LLC, Salt Lake City

i. Reception Center (Effective November 1, 2025)

License Change of Ownership:

- (1) Log Haven Restaurant, Salt Lake County (purchase agreement July 31, 2025)

j. Restaurant Beer-Only

New Applicants:

- (1) LD's Cafe, Richmond
- (2) Mad For Chicken, South Salt Lake (conditional)

k. On Premise Beer Retailer - Recreational Amenity

New Applicants:

- (1) Cage Baseball LLC, West Valley City (conditional)
- (2) Salt Lake Game Show Experience, Salt Lake City (conditional)

- (3) Black Rock Mountain Resort, Wasatch County

I. Restaurant Full-Service (Effective November 1, 2025)

License Changes of Ownership:

- (1) Salsa Leedos Mexican Grill, Draper (conditional) (purchase agreement July 27, 2025)
- (2) Cafe Trio, Salt Lake City (conditional) (purchase agreement September 3, 2025)
- (3) Log Haven Restaurant, Salt Lake County (purchase agreement July 31, 2025)

New Applicants:

- (1) Christopher's Prime and Sonoma Wine Bar, Salt Lake City
- (2) Sol Agave Salt Lake City, Salt Lake City
- (3) Applebee's Hurricane, Hurricane (conditional)
- (4) El Cappuccino, Hildale (conditional)
- (5) Harvest Midway LLC, Midway (conditional)
- (6) Galeano's, Heber City (conditional)
- (7) Wolfe's Hotel Moab, Moab (conditional)
- (8) Steiny's Family Sports Grill, South Ogden (conditional)

Mr. Handy reminded the commissioners that there are several items on the agenda that had an effective date of November 1, 2025. Ms. Orton moved to approve the items on the consent agenda. Ms. Thue seconded the motion which passed unanimously.

Ms. Orton commented that both the Delta Sky Club and American Express Centurion Clubs are now open in Terminal B at the Salt Lake City Airport. She noted that this is the second largest Sky Club in the world.

LICENSE APPLICATIONS CONSIDERATION ITEMS:

a. Bar Establishment:

New Applicants:

- (1) The Cave Saloon, Heber City
- (2) Peppers Cantina Inc., St. George (conditional) (violation history)
- (3) Black Rock Mountain Resort, Wasatch County (conditional)

Mr. Hansen, Program Manager, gave an overview of the new applications. He noted that there are 31 full-year and two winter seasonal bar establishment licenses available.

Ms. Thue moved to grant a bar establishment license to #1 The Cave Saloon in Heber City, a conditional bar establishment license to #2 Peppers Cantina Inc. in St. George, and a conditional bar establishment license to #3 Black Rock Mountain Resort in Wasatch County. Ms. Tennert seconded the motion which passed unanimously.

COMMENTS FROM COMMISSIONERS AND PUBLIC:

The commissioners concluded the meeting by extending a personal and public commendation to Ms. Ashby, Executive Assistant, for her numerous years of service and dedication to the State of Utah and her work with the Utah Department of Alcoholic Beverage Services. The commissioners conveyed their collective well wishes for her retirement and noted that her presence and contributions are already missed. Ms. Evans confirmed that Ms. Ashby was able to hear the commissioners' acknowledgement. Mr. Swan read a prepared statement on behalf of Ms. Ashby. Ms. Ashby publicly expressed her sincere gratitude to Ms. Evans, Ms. Schmitt, Mr. Darrington, along with the commissioners for their unwavering support throughout her transition into this next challenging chapter in her life.

There being no further business, the meeting was adjourned at 10:46 a.m.



2025

PARENTS Annual Report EMPOWERED



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TABLE OF CONTENTS

01
EXECUTIVE
SUMMARY

02
CAMPAIGN
APPROACH

03
MEDIA
CAMPAIGN

04
COMMUNITY
MOBILIZATION
EFFORTS

05
DATA AND
EVALUATION

06
2025 EASY
REPORT



EXECUTIVE SUMMARY



The campaign is centered on research-backed strategies, targeted media outreach and community mobilization to drive measurable change.



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.

Overview

Parents Empowered is Utah's underage drinking prevention media and community education campaign. Our goal, with parents and our community partners, is to have every Utah child reach the age of 21 alcohol-free so they can have a healthier brain and a brighter future. The campaign is centered on research-backed strategies, targeted media outreach and community mobilization to drive measurable change in parental attitudes and youth behavior for alcohol-free kids.

This year's campaign was anchored in a bold, evidence-based message: Parental disapproval of underage drinking must be strong and clear. Data from the 2023 SHARP Survey revealed that when children perceive that their parents believe underage drinking is "very wrong," they are significantly less likely to consume alcohol. This insight shaped the tone, content and delivery of all campaign messaging for the 2024–2025 fiscal year.

Strategic Campaign Approach

The campaign's core strategy continues to focus on three key parental behaviors proven to prevent underage drinking:

01 BONDING

Encouraging meaningful parent-child connection through shared activities and open communication.

02 BOUNDARIES

Promoting clear, consistent rules against underage drinking.

03 MONITORING

Supporting active parental engagement in children's lives, including their participation in social activities.

In fiscal year 2025 (FY 2025), as in previous years, the messaging was tailored to parents of children ages 9–16, following the recommendations from the American Academy of Pediatrics to begin alcohol prevention conversations early. In addition, creative content juxtaposed humorous “wrong combinations” (e.g., robot lifeguards) with the “very wrong” combination of kids and alcohol—reinforcing the campaign’s central theme in a lighthearted, memorable way.

Media Campaign Performance

A multi-channel strategy ensured that messaging reached Utah parents wherever they consume media—TV, radio, streaming audio, social platforms and digital display. Paid media was complemented by added value media placements, including interviews on FOX13 and KSL, and strategic social media amplification of community events.

The FY 2025 media campaign delivered exceptional reach and engagement across multiple platforms:

259.4 MILLION
TOTAL IMPRESSIONS

41.3 MILLION
META (FACEBOOK/
INSTAGRAM IMPRESSIONS)

199,000+
WEBSITE VISITS

155,292
PINTEREST CLICKS

27,259
BROADCAST SPOTS

including bonus placements

98.7%
CONNECTED TV COMPLETION RATE

Community Mobilization and Partnerships

The Community Partnership Project Grant program enabled 19 communities to install customized underage drinking prevention messaging, reaching an estimated 2 million Utahns. These activations reflected local culture and leveraged high-traffic community events and venues—from Lagoon amusement park to the Utah State Fairpark.



Highlights

LAGOON

PARK ACTIVATION

A digital family game with over **6,500** sessions and **571** prizes redeemed.

LAYTON

MILITARY OUTREACH

Targeted engagement with Hill Air Force Base families.

SOUTH DAVIS

PARADE FLOAT

A traveling game board installation reinforcing underage drinking prevention messaging.

CAPS

WASATCH CENTER FOR ADVANCED PROFESSIONAL STUDIES (CAPS) PARTNERSHIP

Student-led mural and press event reaching over **1.1 million** Utahns.

These efforts demonstrate the campaign's commitment to culturally relevant, community-driven outreach that resonates with diverse audiences across the state.

Key Findings

all-time lows in each category!

3.4%
30-DAY USE RATE

65,271
FEWER UTAH YOUTH HAVE
EVER TRIED ALCOHOL

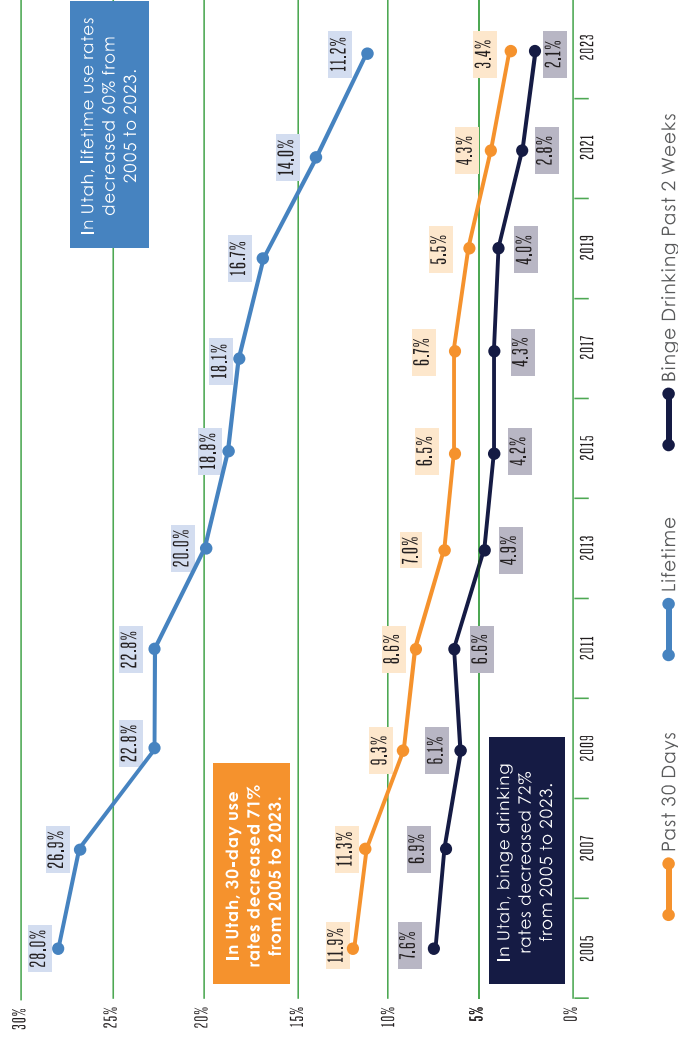
32,790
FEWER UTAH YOUTH ARE
REGULAR UNDERAGE DRINKERS

21,270
FEWER UTAH YOUTH HAVE
EXPERIENCED BINGE DRINKING

2023 Utah youth alcohol use continues to trend far below national averages.

YOUTH ALCOHOL USE TRENDS

Grades 6, 8, 10 and 12 Combined (2005–2023)



TERMS TO KNOW

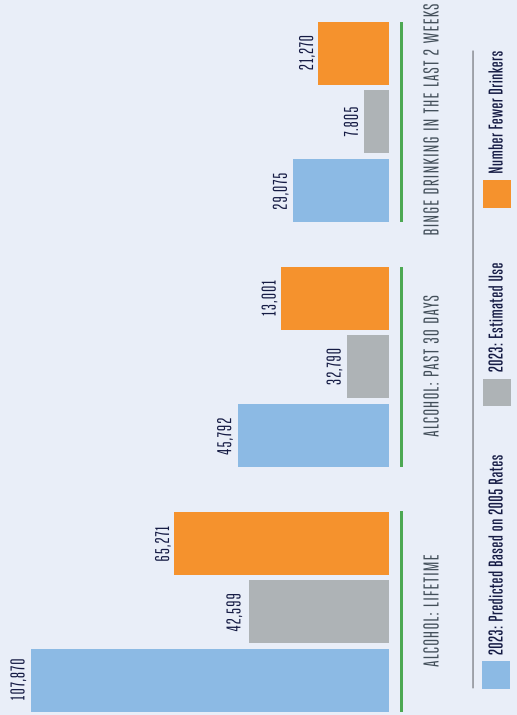
Lifetime use: Having used on at least one occasion in their lifetime

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.

When youth believe their parents strongly disapprove of underage drinking, they are much less likely to drink.

Alcohol use in relation to PERCEIVED PARENTAL ACCEPTABILITY

HOW WRONG DO YOUR PARENTS FEEL IT WOULD BE FOR YOU TO:		STUDENT HAS USED
Drink beer, wine or hard liquor regularly?		ALCOHOL (LIFETIME USE) (PAST 30 DAYS)
VERY WRONG	8.0%	1.9%
WRONG	35.4%	12.0%
A LITTLE BIT WRONG	58.6%	30.9%
NOT WRONG AT ALL	59.1%	38.9%

Source: Utah Student Health and Risk Prevention Survey (SHARP) 2023

The Impact of Parental Disapproval

- Only **1.9%** of students who perceived their parents feel underage drinking was very wrong reported drinking in the past 30 days.
- In contrast, **30.9%** of students who perceived their parents felt underage drinking was “a little bit wrong” reported drinking.

Cicero Parent Survey Trends

- Parents and friends are perceived as the highest influence on the decision to drink: **parents (52%) and friends (33%)**.
- Parents who acknowledge their role in the likelihood of underage drinking: **71%** of parents agree that their child's decision to experiment with alcohol primarily depends on what they do as a parent, up **6%** from 2024.
- Most parents have rules regarding underage drinking: **90%** of parents indicated having rules for their children about not drinking any alcohol.
- Of those who do have rules, only **68%** believe their children understand them well, which is a **22%** decrease from 2024.
- These findings underscore the campaign's effectiveness in influencing parental attitudes and behaviors around alcohol, but key findings also indicate there's work to be done.



The survey's findings underscore the campaign's effectiveness in influencing parental attitudes and behaviors around alcohol while also indicating there's still work to be done.

Conclusion

The FY 2025 Parents Empowered campaign exemplifies Utah's commitment to research community-centered prevention focused on parents. Through strategic messaging, expansive media outreach and deep local partnerships, the campaign continues to empower parents with the tools and knowledge to protect their children from the harms of underage drinking.

As Utah youth alcohol-use rates reach historic lows, the campaign's impact is clear: When parents set strong boundaries, stay engaged and communicate their disapproval, children are far more likely to grow up alcohol-free—with healthy brains and bright futures. The Parents Empowered campaign is coordinated between multiple agencies all working toward the common goal of helping parents to have alcohol-free kids. The Underage Drinking Prevention Workgroup that runs the Parents Empowered media and education campaign meets weekly to implement and integrate local and statewide strategies to achieve this goal. To make these goals happen, the workgroup seeks to unify and coordinate prevention resources among many stakeholders, including parents, local prevention coordinators, community prevention coalitions, state and local leaders, community stakeholders, law enforcement agencies and school officials. As a result of these collective efforts, Utah has been able to reduce underage drinking over the last 19 years.

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. One of the most important elements of helping kids reach this goal is to educate parents and caregivers on research-backed approaches to preventing underage drinking.

TALK TO THE PARENTS

Parents Empowered exists to prevent underage drinking in Utah. We work toward this goal by talking directly to parents of kids 9–16 years old because research suggests parents are the strongest influence on their child. Therefore, it makes sense that research also notes that parental attitudes against underage drinking are the strongest association with no underage alcohol use.

MODEL POSITIVE PARENTING

Encouraging the right parental attitudes means we advise parents not to be ambivalent toward underage drinking and to set the right tone within their household. Our job is to influence parents to have these attitudes and set positive household norms by educating them and modeling positive behaviors in our advertising – in hopes they will see the value of these behaviors and adopt them.

TEACH THE RISKS OF UNDERAGE DRINKING

At the root is an understanding of why underage drinking is harmful. The key to prevent and reduce underage drinking is educating parents about the risks associated with underage drinking, including long-term health and brain impairment, increased risk for addiction, as well as anxiety, depression and mental health challenges. From there, parents understand that underage drinking is more than a safety issue, it's a health and development concern.

We can then remind and reinforce parents that their attitudes and actions matter. They have a strong influence over their child—whether they realize it or not. We spend a lot of effort encouraging parents to use or increase the use of strategies effective in preventing underage drinking. We categorize these messaging pillars as bonding, boundaries and monitoring. There's a lot to educate and communicate to parents, and we recognize that every parent will then communicate with their children in different ways. But the most important guiding light for our campaign is to help parents see that as long as kids clearly understand that you, their parent or caregiver feel underage drinking is VERY wrong, only a small percentage drink alcohol underage.



*In the 2023 SHARP report of Utah students self-reporting behavior, when a student believes their parents feel that underage drinking is “very wrong,” only 1.9% of these students used alcohol in the past 30 days. In contrast, when a child believes their parents feel it’s only “wrong” to drink underage, 12% said they used alcohol in the past 30 days. And the risk of drinking escalates from there when kids believe their parents think it’s a “little bit wrong” and “not wrong at all.”**

*Source: 2023 Utah Student Health And Risk Prevention (SHARP) Survey Prevention Needs Assessment. P.61

**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. 10.11542/peds.2015-2337

This communication of clear no underage drinking rules without ambivalence is central to the entire campaign. Campaign messaging for 2024–2025 was one of the most direct and research-backed campaigns in recent history. We were clear in communicating to parents that parental attitudes matter and, therefore, parents need to communicate to their kids that underage drinking is very wrong—not just wrong. This specific language came directly from prevention research, which shows that when parents communicate their strong disapproval of underage drinking, specifically, when a child knows it’s “very wrong” to drink underage, they are less likely to use alcohol.

When a student believes their parents feel that underage drinking is “very wrong,” only 1.9% of these students used alcohol in the past 30 days.

The strategy was to be clear and intentional in our language about the importance of “very wrong vs. just wrong,” while the creative played off of silly, eye-catching scenarios that compared wrong combinations (like a robot lifeguard) to the very wrong combination of kids and alcohol. The content of the ads also tied into reasons why underage drinking is “very wrong” with things like not harming the brain’s problem-solving abilities and avoiding wiring the brain for addiction.

Additionally, our ads follow the recommendations of the American Academy of Pediatrics** to begin talking to your children as early as 9 years old, which is why we intentionally cast a younger demographic of children. It’s an important signal to parents that it’s key to begin conversations as early as age 9. Lastly, our ads consistently feature scenarios in which child and parent are doing an activity together or spending time with each other to reinforce the importance of bonding. For decades, every Parents Empowered campaign has sought to reinforce the importance of parents having a conversation with their child that underage drinking is harmful. Each year we must decide which core elements of our messaging to lean into, and based on the prevention data from SHARP, this year we saw the opportunity to communicate to parents that their attitudes matter.



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 based in research and an understanding of that channel's functions and best practices.

Using a statewide approach of evidence-based strategies and effective communication channels, with the parents as the focus, we continue to make significant strides in preventing underage drinking in Utah. For the 2024–2025 fiscal year, the statewide media campaign delivered more than 259 million impressions, over 199,000 website visits, and exceeded most industry performance benchmarks across all media. Please view our 2025 radio and TV spots and digital media on the following pages.

Paid Media Summary Performance Metrics

- Purchased broadcast spots: **12,637**
- Broadcast bonus/added-value spots: **14,622**
- Total added value received: **\$1,921,403**
- Connected TV (CTV) video completion rate: **98.7%**
- Pre-roll video completion rate: **85.9%**
- Pre-roll click-through rate: **0.13%**
- Google Paid Search clicks: **2,814**
- Google Demand Gen clicks: **197,713**
- YouTube :06 bumper ads video completion rate: **93.29%**
- YouTube :06 bumper ad clicks: **3,795**
- YouTube :15 pre-roll video completion rate: **19.75%**
- YouTube :15 pre-roll clicks: **6,434**
- Audio completion rates: **98.1%**
- High-impact display click-through rates: **0.74%**
- Standard/retargeting display click-through rate: **0.09%**
- Meta impressions: **41,313,837**
- Meta clicks: **116,983**
- Nextdoor impressions: **3,190,700**
- Nextdoor clicks: **10,185**
- Pinterest impressions: **4,774,361**
- Pinterest clicks: **15,5292**
- Total impressions: **259,390,850**

Static
banner ad



VIEW OUR 2025 TV AND RADIO SPOTS BY CLICKING BELOW:



Clown Rideshare



Auctioneer



Tin Man



Haunted Parrot



Robot Lifeguard



Robot Lifeguard
Spanish



Seafood Ice Cream



Seafood Ice Cream
Spanish



Ancient Curse



Motivational Meme

Omnichannel: A coordinated media approach that delivers a seamless, consistent message across multiple platforms and touchpoints.

OMNICHANNEL APPROACH

Using an omnichannel approach enables us to reach the broadest possible audience of Utah parents while maintaining a message that feels approachable and relevant. By implementing a fully integrated media plan, we ensure that educational materials are easily accessible across all touchpoints, empowering parents with the information they need—when and where they need it.



This year's media plan included the following: broadcast TV and radio, connected TV, pre-roll video, streaming audio, display, native media, rich media, Facebook/Instagram, Pinterest, Nextdoor, Google and news channel partnerships.



Animated banner ad

Earned Media

Public relations plays a crucial role in our Parents Empowered campaign strategy. We aim to utilize media opportunities to convey underage drinking prevention science.

Our strategy encompasses delivering a persuasive prevention message and strategically engaging community leaders and field experts. This comprehensive approach enhances our campaign, boosts our credibility and broadens our reach. It also supports the promotion of prosocial behaviors and establishes environmental supports that reinforce protective factors while reducing risk factors associated with underage alcohol use.

One essential aspect of our public relations strategy is leveraging local media at key moments throughout the year, including back-to-school, holidays and spring break. We engage our prevention experts to share campaign messages at these times on local programs like FOX13's The Place and KSL's Studio 5.

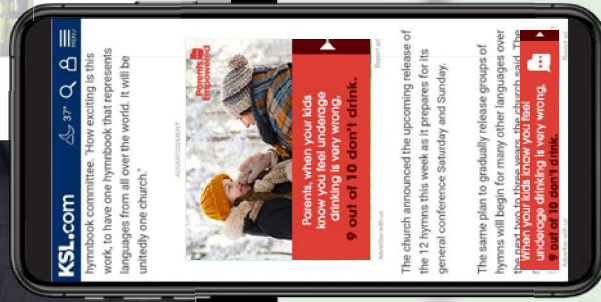
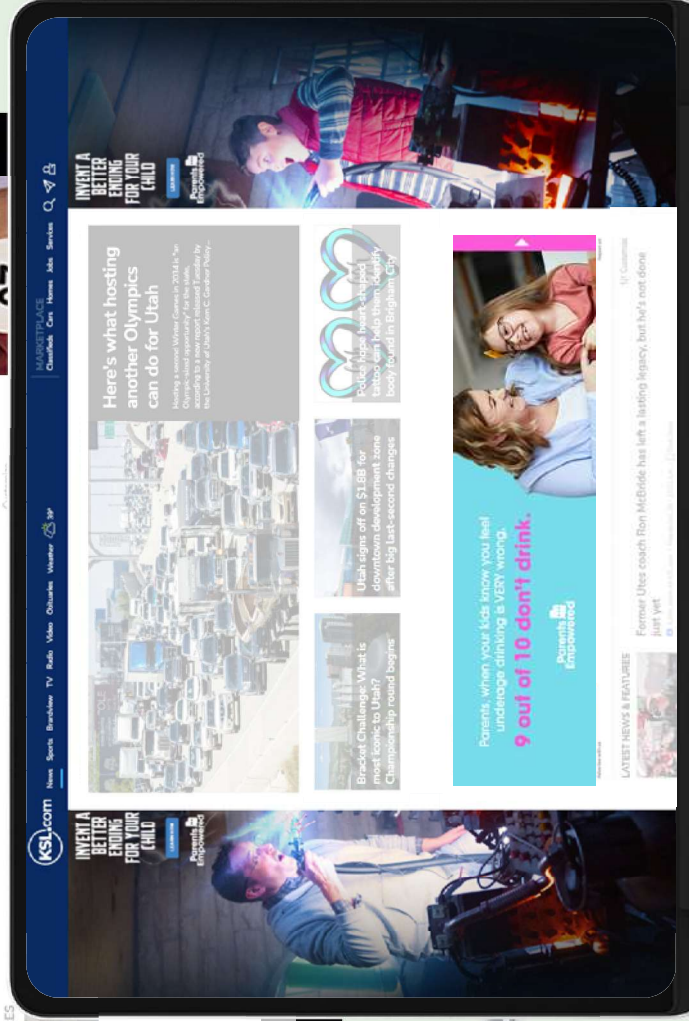
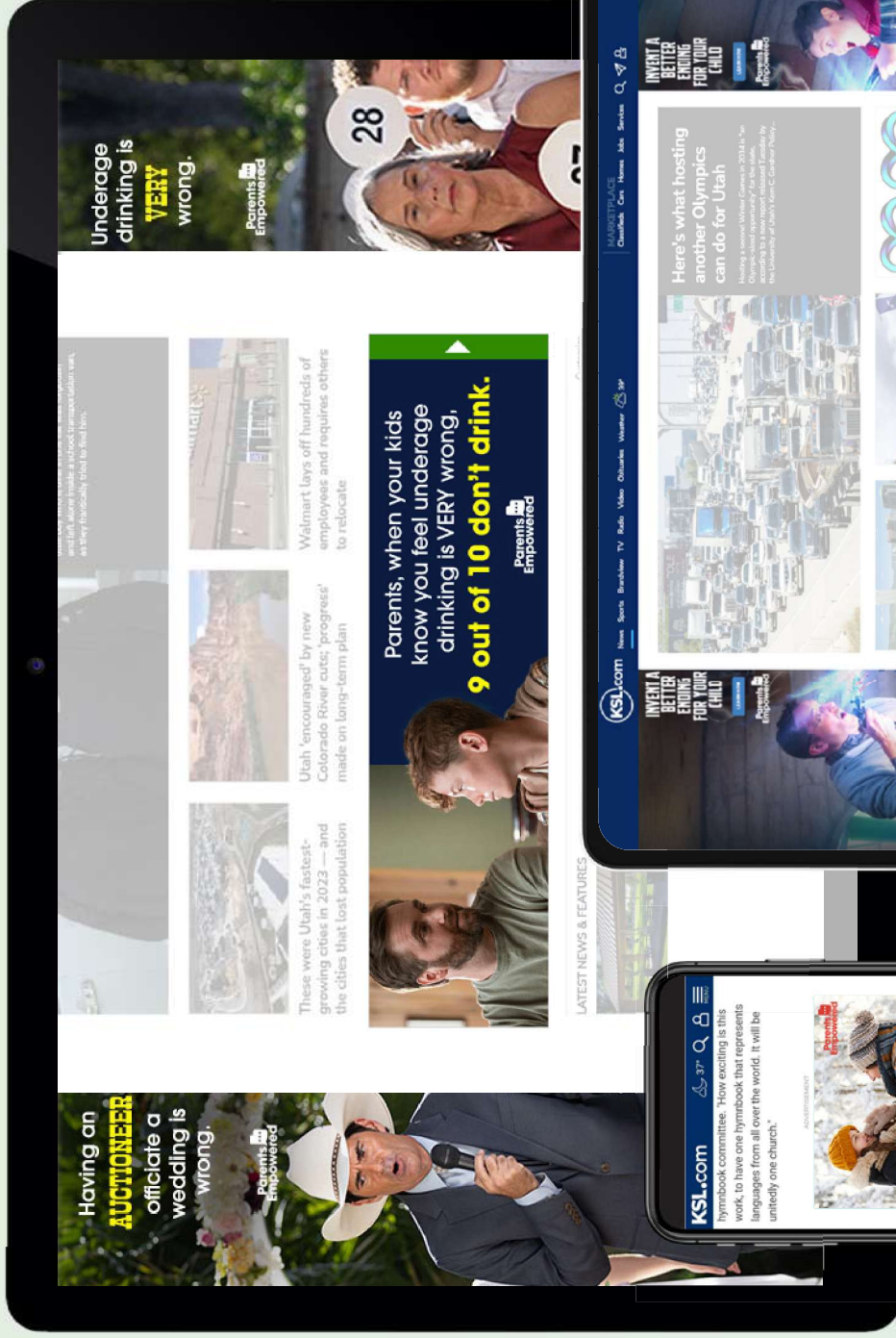
Our PR strategy encompasses delivering a persuasive prevention message by strategically engaging community leaders and field experts to boost the credibility of our message and broaden our reach.

Click here to watch some of our earned media coverage.





Homepage
takeovers



Social Media

Throughout 2025, Parents Empowered has used Instagram and Facebook to share a variety of content for different parent groups. We've experimented with many types of posts, like educational content, event highlights and original videos.

social media posts

EVENT AMPLIFICATION

We've been sharing moments from our community events on social media to highlight Parents Empowered's work and to increase our reach. This approach has been effective because we tag the people and organizations involved, which encourages them to engage with the content and helps us connect with a wider audience.

CONTENT PERFORMANCE

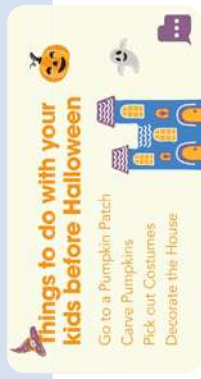
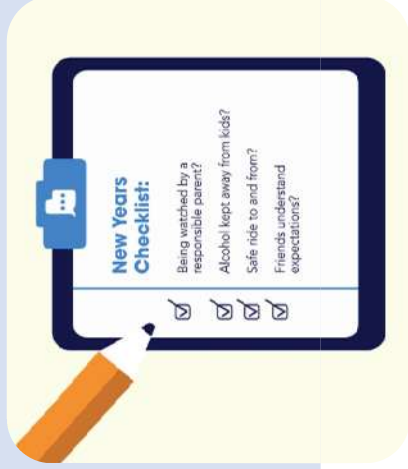
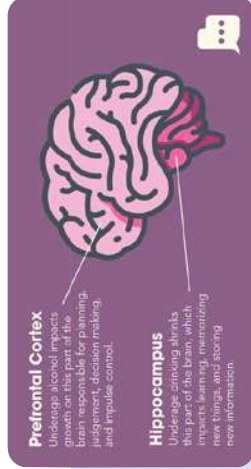
Our top-performing post came from our post going over our work done at Lagoon Amusement Park. It showed that when we call out our allies in a post, it increases the shareability of the post from our allies and their followers. Event amplification, in general, performs very well compared to our other content batches. One other high-performing piece of content was for whenever we made posts themed around major holidays.

22,140
TOTAL IMPRESSIONS

936
TOTAL ENGAGEMENTS

4.2%
ENGAGEMENT RATE

overall social performance

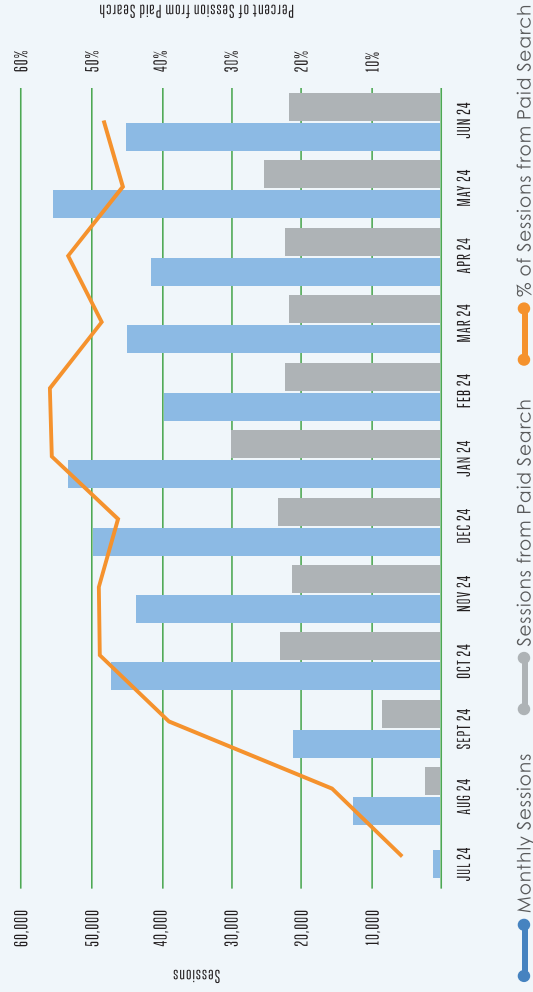


Website

During FY 2024–2025, the Parents Empowered website generated just over 457k sessions from approximately 398k users, for a frequency (sessions/user) of just over 1.5. Traffic did not meaningfully pick up until October 2024, a function of a paid Google Search campaign. From approximately October onward, half of all traffic to the website was attributable to paid Google Search (see graph below).

PARENTEMPowered.ORG

Traffic, Previous Fiscal Year



While Google Search provided the plurality (and in most cases, outright majority) of traffic, several other media tactics also served to provide traffic to the site. The Trade Desk (both via Kargo and Display) combined to provide about 12% of overall site traffic. Facebook and Instagram provided another 7%, with a Facebook VIP email campaign providing a further 4%. KSL.com, between display and pre-roll ads, provided roughly 10%, with modestly better engagement than the other paid tactics.

That said, while these tactics were successful at driving traffic to the website, they were relatively less successful in getting traffic to engage once on the site. Engagement rates varied from the single digits to the low 20% level, with most somewhere in the mid-teens. Average engagement time per session was almost uniformly < 5 seconds. Contrast this with direct traffic—the audience who comes directly to the site organically—where engagement time is 48 seconds with an engagement rate of 45%. In almost all cases, direct traffic is the most engaged of all sources, but the differences are not typically this stark. See the table on the next page for comparison.



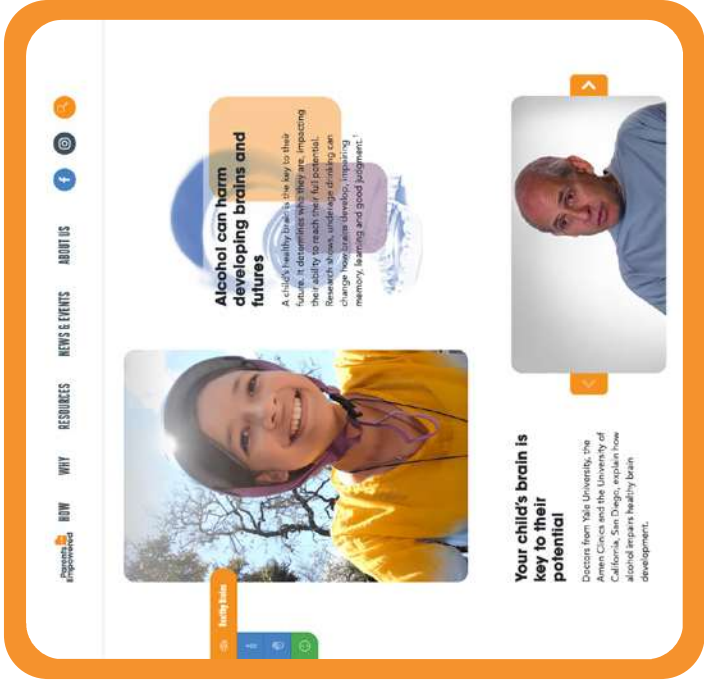
TERMS TO KNOW

**Engagement rate refers to the percentage of sessions in which a user spends at least 10s onsite, navigates to two or more pages, or completes a web action such as an external link click or file download.*

TRAFFIC TYPE

SESSION SOURCE	SESSIONS	ENGAGEMENT RATE	AV. ENGAGEMENT TIME (SECONDS)/SESSION
Google	229,233	13.90%	3
The Trade Desk	64,321	17.60%	5
KSL	43,981	24.40%	4
Facebook/Instagram	32,981	16.10%	3
Facebook VIP Email	17,281	8.50%	1
Direct	8,897	45.30%	48
Overall	457,025	16.50%	6

Click here to view the website's "Healthy Brains" page.



By a healthy margin, the “Healthy Brains” page was the most trafficked on the site last year, garnering 392k page views—over three-quarters of all views on the entire site. This is a function of it being the landing page for paid campaigns. As one might expect, the homepage also was in the top pages last year, though its 78k PVs are less than one-fifth of the top generator. Again, given the differing audiences (Healthy Brains was a function of paid; homepage a function of organic), the engagement stats are strikingly different: four seconds average engagement for Healthy Brains, contrasted with 14 seconds for the homepage.

In total, one can summarize the traffic pattern of FY 2025 relative to its predecessor as a year of extreme growth in audience, though in most cases at the expense of engagement. The audience that paid traffic brought into the site engaged at a notably lesser rate than the core audience. While that’s virtually always true of a paid campaign, the splits between engagement of organic/paid are more dramatic on ParentsEmpowered.org than on many other sites running paid media. It is likely worth looking at ways to better engage the paid audience (opportunities to email capture, fly-ins, retargeting, etc.) so subsequent campaigns are successful not only at increasing audience, but keeping that audience onsite.



OPPORTUNITY FOR GROWTH

Next year’s paid media campaign has the chance to build on this year’s impressive audience growth by focusing more on engagement. Strategies like email capture, retargeting and onsite interactive elements can help ensure that new visitors not only arrive, but also spend more time exploring and connecting with the content.

COMMUNITY MOBILIZATION EFFORTS

COMMUNITY MOBILIZATION EFFORTS

Collaboration has helped the Parents Empowered campaign accomplish notable things this year. Thanks to the Community Partnership Project program, 19 communities installed prevention messaging promoting risk and protective factors to an estimated 2 million Utahns, nearly two-thirds 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 communicating to their kids that underage drinking is very wrong.



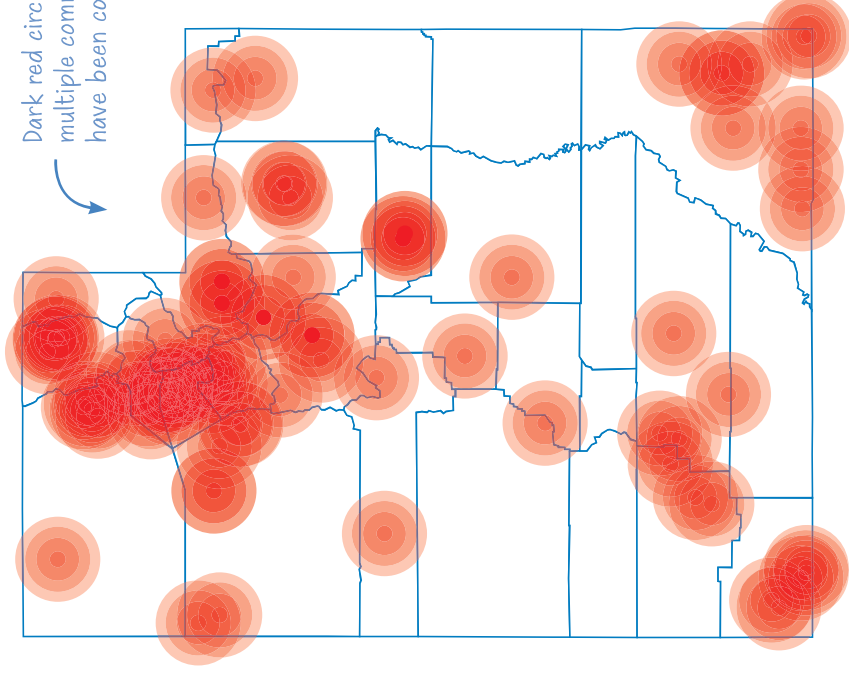
OVERVIEW

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 may be underrepresented. To the right is a heat map showing the widespread reach of the program during the past five years. Over 109 projects have been completed, each in collaboration with community partners' and key community leaders' support. We could not accomplish what we do each year without their help.

Dark red circles indicate areas where multiple community partnership projects have been completed in the past five years.

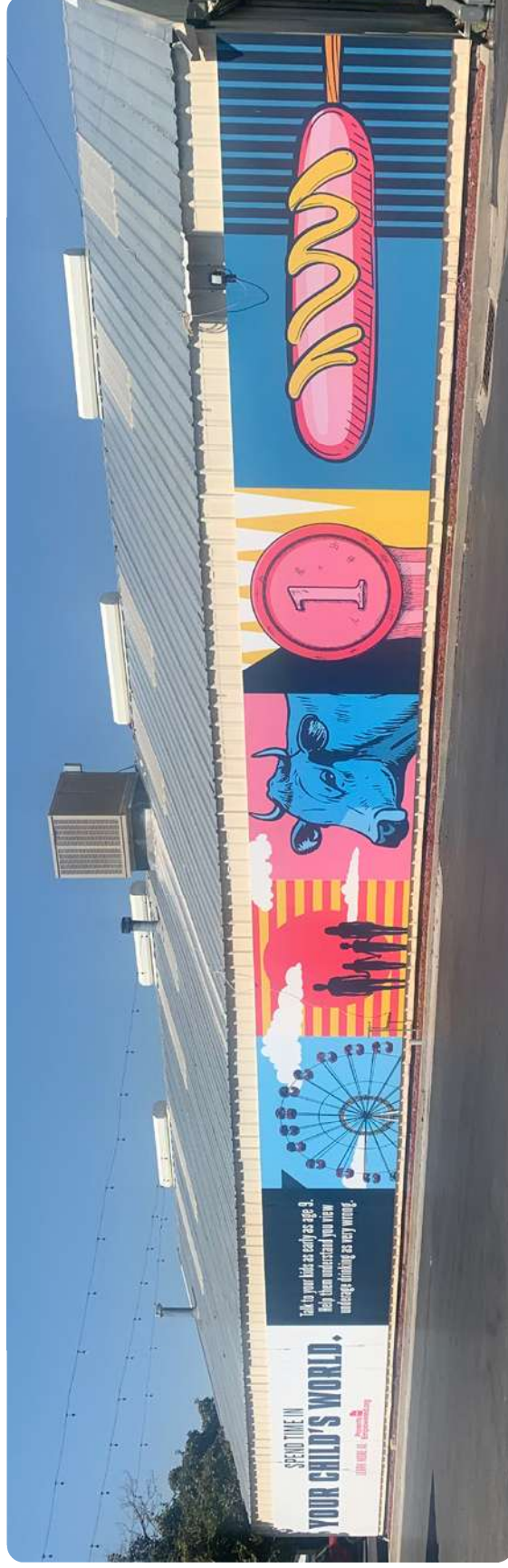
2024/2025 Community Project Areas

Parowan
Layton
Southwest
Four Corners
Cedar
Central3/Lagoon
Emery
Green River
South Davis
Wasatch
Box Elder
Holladay
Northeastern
Monument Valley



COMMUNITY INITIATIVES

Most visible, long-term placement of the year



Utah State Fairpark

The state fair presented a major opportunity this year to reach tens of thousands of parents. Parents Empowered murals were created with illustrations inspired by the fair itself, such as first-prize ribbons, Ferris wheels and corn dogs. Each piece carried simple, memorable messages about bonding and the importance of starting conversations with your kids as early as age 9. With its high-visibility placement, this project became one of the most prominent and creative Parents Empowered activations of the year. This long-term placement also helped reach full state visibility with the visitation that Fairpark gets throughout the year and for years to come.



Gave out over 300 bags

Big futures have STRONG ROOTS.

Spend time with your kids for ideal growth and set clear rules about no underage alcohol use.

Learn more at ParentsEmpowered.org

Parents Empowered.org
Communities that Care
Layton

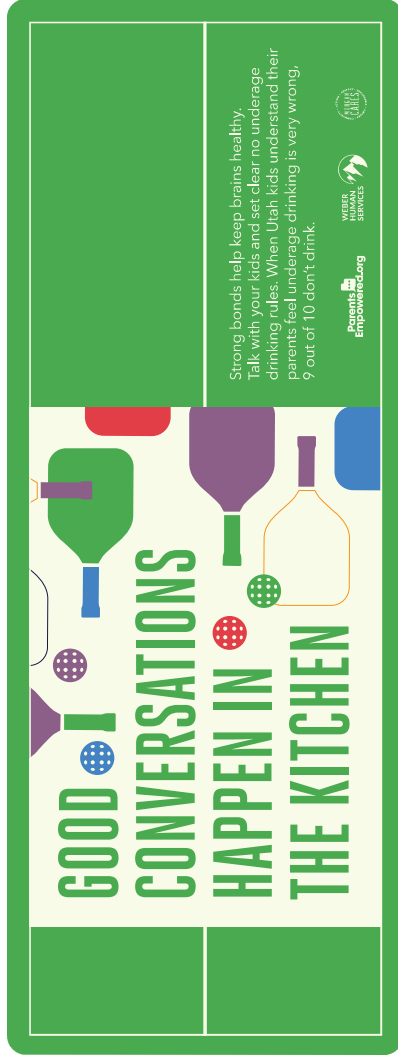
Healthy Brains start with Family Mealtme

Kids who have family meals 5 times a week are 33% less likely to drink alcohol underage.

Parents Empowered.org
Communities that Care
Layton

Layton

Military youth and families face heightened risk of substance abuse. To combat this, the Layton Prevention Coalition partnered with Hill Air Force Base for a Back-to-School Night. The primary target audience were military families, as well as the broader Layton community and service members at the base. To achieve this, we created a booth at this key community gathering. Our table focused on promoting Parents Empowered materials, swag with military-specific language, and an interactive spin-to-win game. We distributed over 300 bags containing these items, fliers and other resources. With an estimated 2,000 attendees, we were successfully able to reach many community members, parents and military families. The event also strengthened the coalition's relationship with key local stakeholders, leading to potential future collaborations.



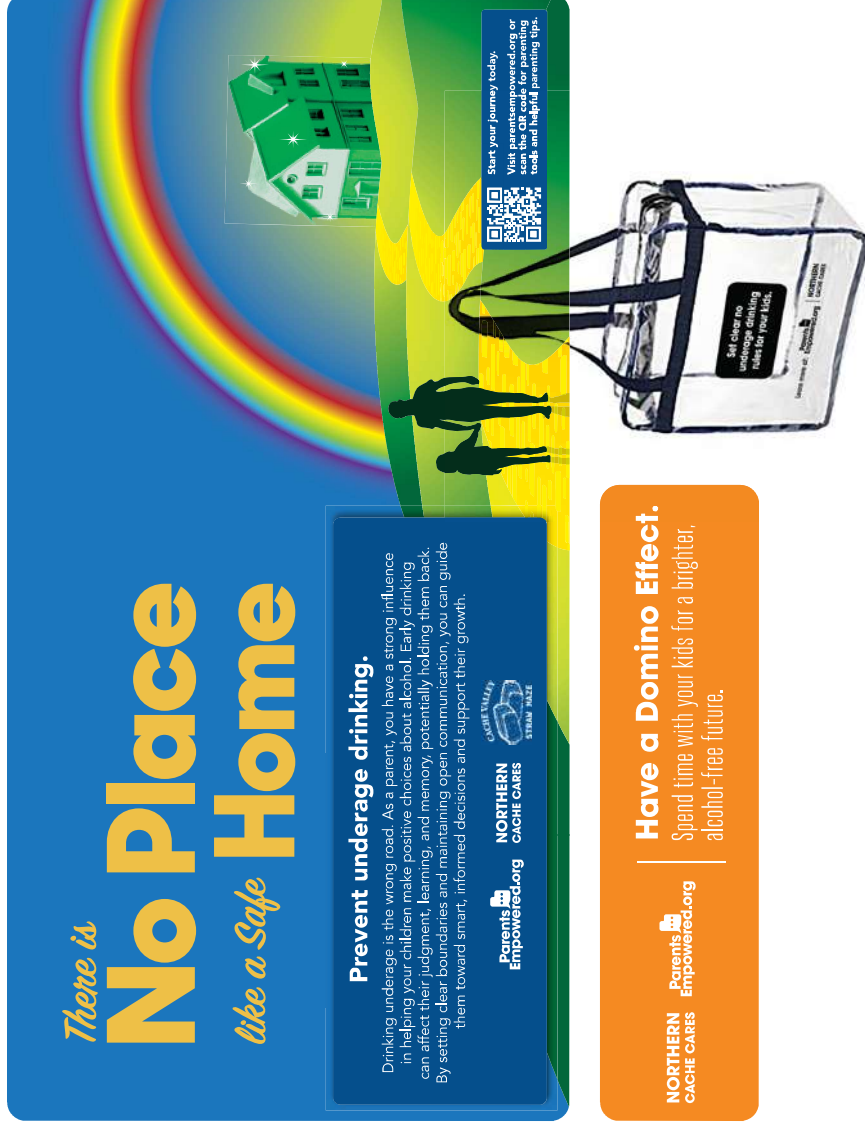
Engaged with hundreds of families

Morgan

This year, the Morgan CARES Coalition partnered with Weber Human Services to host a Family Dinner Night at Kent Smith Park. The event included a Chick-fil-A dinner, pickleball games, a raffle with prizes, and participation from many local businesses. With pickleball being so popular, we leaned into that subject with our booth, banners and custom pickleball paddles featuring Parents Empowered messaging. The playful theme connected with families and created a fun environment while reinforcing prevention messaging in a natural way. Hundreds of families were able to engage with the coalition and take away both tangible resources and a memorable experience.



Gave families a list of fun, local bonding activities



Northern Cache

Northern Cache took advantage of the fall season's most popular traditions—corn mazes and pumpkin festivals—to deliver prevention messaging in a fun way. Large, custom banners were created with a “Wizard of Oz” concept, emphasizing “there’s no place like a safe home” and highlighting the importance of parents guiding their kids down the right path. To provide families with ongoing activities, we created a comprehensive fall bucket list of bonding ideas, featuring local traditions like the Giant Pumpkin Festival, the North Logan Pumpkin Walk, and the Nibley City Scarecrow Fun Run. Parents also received a clear bag with prevention messaging, giving them a practical and lasting reminder of their powerful influence.

“Parents, let your kids know that underage drinking is scary wrong.”



Message reached 7,500 attendees

Murray

Murray Partners 4 Prevention teamed up with Murray Haunted Woods to expand a well-loved community tradition into a three-day event aimed at confronting the scary issue of underage drinking. With two trails, one for younger families and a second, scarier trail for older participants, the event drew over 7,500 attendees from across the region. Parents and children were able to interact with Parents Empowered messaging woven throughout the experience. In addition to the in-person reach, the coalition expanded impact through coverage in newspapers, radio, press releases and social media, turning a single event into a multichannel campaign with widespread visibility.



Gaze for new ways to learn together.

Try to spend at least 15 minutes a day of one-on-one time with your kids.

Spending more time together can prevent underage drinking. Learn about their interests and do things they like to do. Ask about their hopes and dreams, as well as their fears and concerns.






Go on an adventure with your kids.

Try to spend at least 15 minutes a day of one-on-one time with your kids.

Spending more time together can prevent underage drinking. Learn about their interests and do things they like to do. Ask about their hopes and dreams, as well as their fears and concerns.



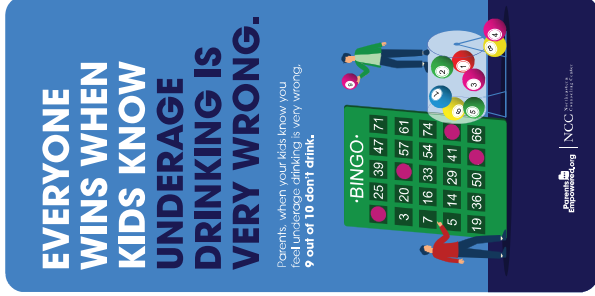
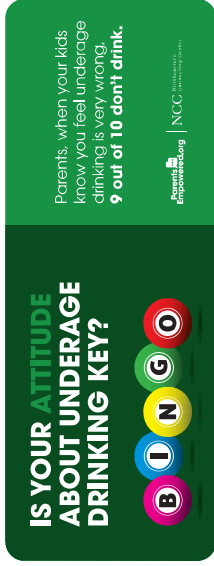

“Adventure with your family. Spending time together can prevent underage drinking.”



“Futures glow bright when parents set clear no alcohol rules.”

Magna

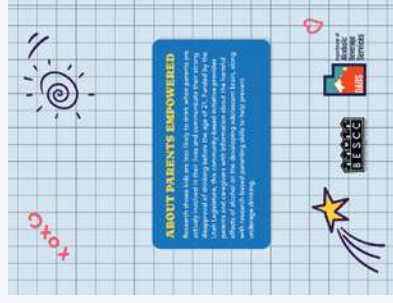
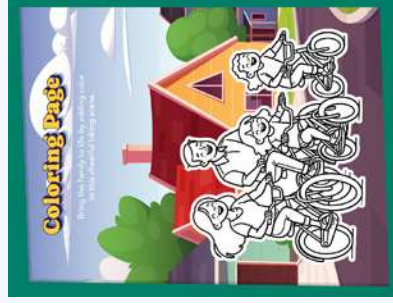
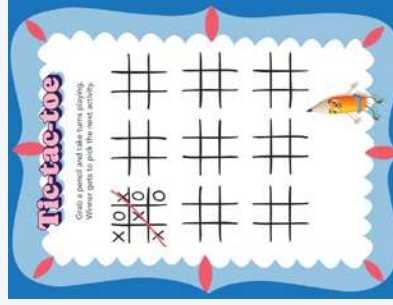
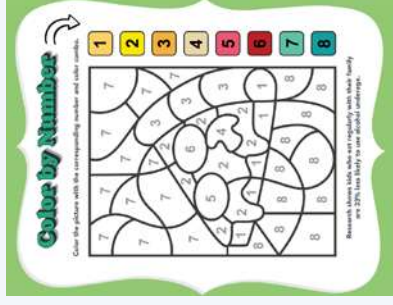
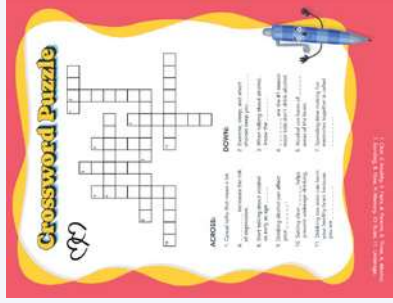
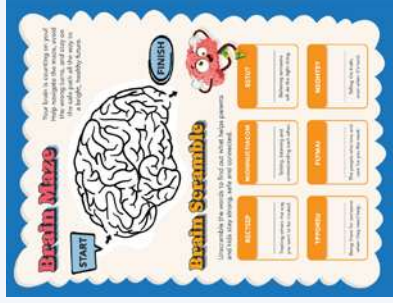
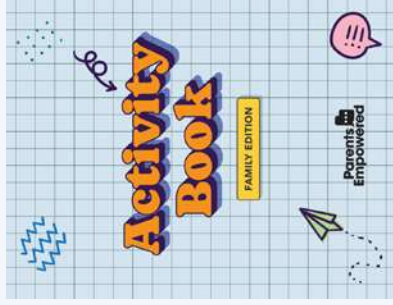
The Magna United Communities That Care Coalition wanted to raise awareness among parents in Magna City about underage drinking prevention. To do so, they leveraged a popular and highly attended community event, Trick-or-Treating on Magna's Main Street. As a beloved annual tradition, it was both the perfect place and opportunity. 750 custom designed slap bracelets, LED bracelets and glow sticks featuring Parents Empowered messaging were given out to parents and children. Families were able to choose which item they wanted for their bag of goodies, which made the interaction fun, interactive and memorable. Parents responded immediately and positively to the campaign, and awareness of the coalition's prevention efforts grew significantly as a result of our efforts.



Prevention swag bags were a hit with parents

Northeastern

Northeastern partnered with the Northeastern Counseling Center to host a special bingo night event. Bingo and gaming became the basis for the creative concept, which was used to develop a series of colorful vinyl banners with clever messaging that incorporated game terms into prevention headlines. Banners educated parents on bonding, boundaries, monitoring and emphasizing the need to tell kids that drinking is very wrong. Parents received orange swag bags full of Parents Empowered takeaways. All in all, it was a night full of games and family fun that helped foster strong community engagement. Bingo.



Box Elder

Box Elder Safe Communities Coalition used their funding to help them have a year-round presence in their community. We created an interactive activity book for the coalition to hand out at various community events. The book features a variety of games for children and parents to play together. Additionally, we created a series of A-frames with a variety of seasonal Parents Empowered messages that work for all four seasons. Over a dozen unique designs were created, each with unique copy that connected it to a different season.

PARENTS

Snowy days are perfect for slowing down, reconnecting and setting clear no underage drinking rules.



Parents Empowered.org

PARENTS

Make this winter one to remember. Keep underage drinking out of the picture.



Parents Empowered.org

PARENTS

Winter is for building memories that last. Underage drinking can only get in the way.



Parents Empowered.org

PARENTS

Family activities bring more warmth to winter. Spend time with your kids and make sure they know your rules about no underage drinking.



Parents Empowered.org

PARENTS

Holiday gatherings are fun. But partying with a kid doubles their risk of binge drinking when unsupervised. But remember no amount of alcohol is safe for your kid. It can harm their developing brains.



Parents Empowered.org

PARENTS

Winter is the perfect time for heartfelt conversations. Use this season to revisit your family rules about not drinking alcohol underage.



Parents Empowered.org

PARENTS

Make this spring one to remember. Keep underage drinking out of the picture by setting clear no underage drinking rules.



Parents Empowered.org

PARENTS

Underage drinking stunts healthy growth. Help their minds bloom this season by setting clear no underage drinking rules.



Parents Empowered.org

PARENTS

Plant seeds of connection this spring. Spend time together and set clear no underage drinking rules.



Parents Empowered.org

PARENTS

When your kids know you feel underage drinking is wrong, 9 out of 10 don't drink.



Parents Empowered.org

PARENTS

Spring is a season of growth. Don't let underage drinking hold them back. Set clear rules about no underage drinking for growing healthy brains.



Parents Empowered.org

PARENTS

Providing alcohol to your kids doesn't protect them—it doubles their chance of binge drinking when unsupervised.



Parents Empowered.org

PARENTS

Make this summer one to remember. Keep underage drinking out of the picture by setting clear no underage drinking rules.



Parents Empowered.org

PARENTS

Parents, when your kids know you feel underage drinking is very wrong, 9 out of 10 don't drink.



Parents Empowered.org

PARENTS

Long summer days offer more time for meaningful conversations. Ask what your kids are learning or exploring. Set clear no underage drinking rules along the way.



Parents Empowered.org

PARENTS

Summer break is a perfect time to reset. Revisit your family rules about not drinking alcohol underage.



Parents Empowered.org

PARENTS

Summer offers plenty of ways to bond—whether it's a walk, a picnic, or ice cream at the park. Spend time in their world and set clear rules about not drinking underage.



Parents Empowered.org

PARENTS

Set clear rules about no underage drinking to keep their minds healthy for more sunny days ahead.



Parents Empowered.org

PARENTS

Make this fall one to remember. Keep underage drinking out of the picture.



Parents Empowered.org

PARENTS

When you express your strong disapproval of underage drinking your kids listen, reducing the risk to their developing brains.



Parents Empowered.org

PARENTS

Don't fall complacent. Bond with your kids and have ongoing conversations about the harms of underage drinking.



Parents Empowered.org

PARENTS

Like leaves, young minds change. Bonding helps kids grow in healthy ways. Help their minds stay healthy by expressing strong disapproval of underage drinking.



Parents Empowered.org

PARENTS

Fall is about learning. Ask your kids what excites them at school and offer to help with homework. Also make sure your family learns your no underage drinking rules.



Parents Empowered.org

PARENTS

Parents, when your kids know you feel underage drinking is very wrong, 9 out of 10 don't drink.



Parents Empowered.org

Holladay

POOL PARTY! DIVE INTO FAMILY FUN

Spending time together helps keep kids alcohol-free.

August 1st, 2025
4:00 PM—7:00 PM
Holladay Lions Recreation Center





POOL PARTY! DIVE INTO FAMILY FUN.

Spending time together helps keep kids alcohol-free.

August 1st, 2025
4:00 PM—7:00 PM
Holladay Lions Recreation Center





POOL PARTY! DIVE INTO FAMILY FUN.

Spending time together helps keep kids alcohol-free.

August 1st, 2025
4:00 PM—7:00 PM
Holladay Lions Recreation Center





The Holladay Coalition wanted to create something to give to parents that would allow them to see our messaging for weeks, months or years to come. To accomplish this, we created a summer bag for outdoor family adventures and a portable outdoor mat that can also work as a bag with a convenient carrying handle. Both featured simple and clear messaging that tied into the bag itself, telling parents to lay down some rules against underage drinking.

"Go on an adventure. Spending time with your kids helps keep them alcohol-free."

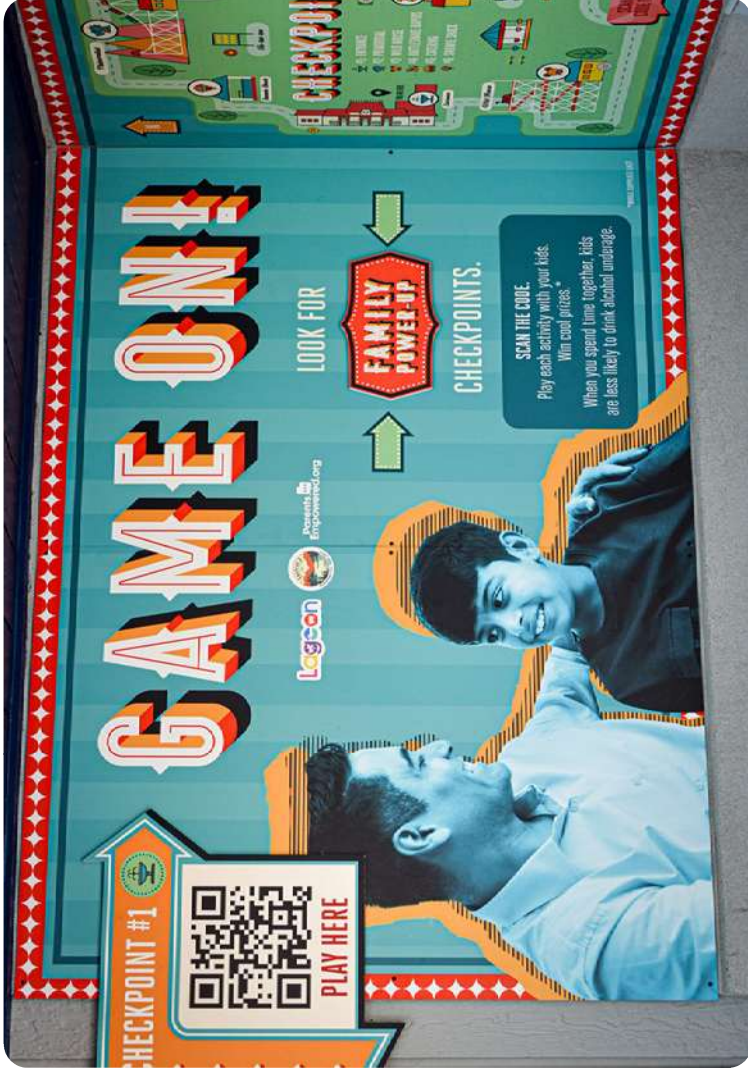


Messaging covered windows in multiple locations throughout the facility.



Emery

Emery partnered with the local aquatic center to make a powerful splash against underage drinking. On the large east-facing windows of the facility, we were able to place a gigantic mural with a message directed at parents about the power of bonding in preventing underage drinking. Other window takeovers gave parents clear directions on what to do, such as how to dive into the details by asking the "5 W's." Smart, well-placed messages in each location allowed Parents Empowered to send the right message to the right audience in a memorable, creative way.



Central 3

The Central 3 Communities that Care Coalition made a big splash this summer by partnering with Lagoon, Utah's largest family entertainment destination with over a million paid admissions each year. With so many opportunities to reach families, we designed messaging and installations specific to each area of the park. To add an interactive layer, we created both practical and digital interactive games to be played together with their kids, encouraging them to turn time in line into conversation opportunities. Some offer immediate Insta story appeal, like our giant, blue, hand-sculpted rattlesnake. But the centerpiece of our partnership was a new digital game that we created from the ground up. With their phones, parents could learn and play by exploring the park to find all our signs and answer prevention-focused questions. If they complete them all, they win the big prize. We even created charging stations for parents to recharge their phones, promoting even more chances for chit-chat moments. Our partnership was a screaming success and put Parents Empowered in the spotlight on one of Utah's biggest platforms. Lagoon is looking to continue the partnership in the 2026 season.

FOR KEEPING KIDS
FAMILY POWER-UP
ALCOHOL-FREE.

TIP → **TALK BEFORE YOU SCREAM!**

While you wait for Camibul, spend time talking with your kids. Ask if your rules against underage drinking are clear.

Lagoon
Parents Empowered.org



FOR KEEPING KIDS
FAMILY POWER-UP
ALCOHOL-FREE.

DIVE INTO → **FAMILY TIME**

Whether you're riding roller coasters or chilling into adventure, the time you spend with your kids helps prevent them from drinking alcohol underage.

Lagoon
Parents Empowered.org



FOR KEEPING KIDS
FAMILY POWER-UP
ALCOHOL-FREE.

LET A BRIGHT FUTURE TAKE CENTER STAGE

For a healthy brain and bright future, talk to your kids about the harms of alcohol as early as 9.

Lagoon
Parents Empowered.org

FOR KEEPING KIDS
FAMILY POWER-UP
ALCOHOL-FREE.

EVERY SLICE CLOSER

Sharing meals means sharing values. Make sure your kids know drinking alcohol underage is never okay.

Lagoon
Parents Empowered.org



With this partnership being a landmark activation for Parents Empowered, together with Lagoon we hosted a press conference to mark the launch of the creative in the park that earned 11 stories across 5 news outlets, with approximately 137,473 Utahns reached.

PLEASE CLICK HERE TO VIEW SOME OF THE LAGOON PRESS COVERAGE.

FOR KEEPING KIDS
FAMILY POWER-UP
ALCOHOL-FREE.

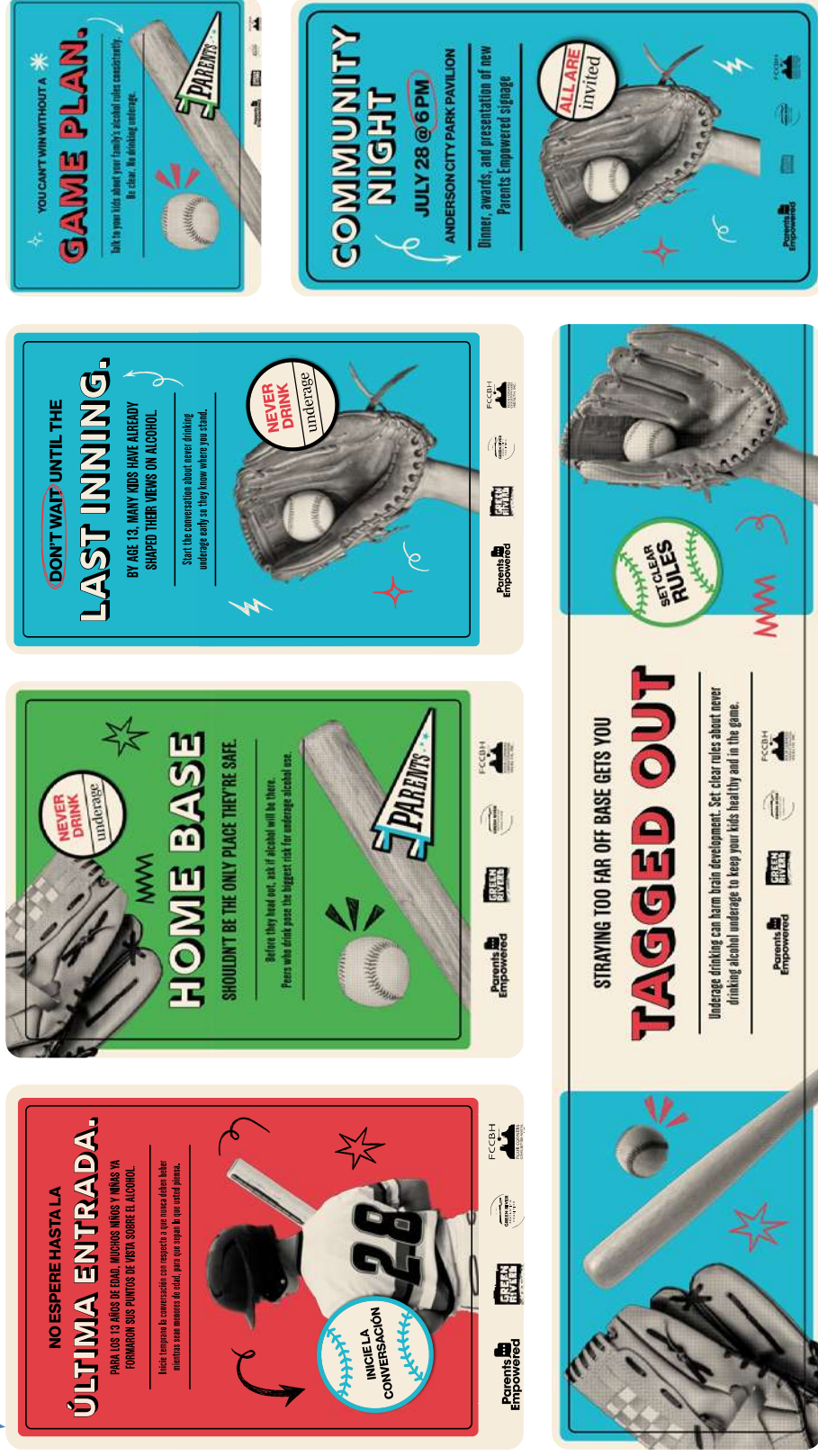
CHARGE UP POWER UP

SHARING ALCOHOL UNDERAGE WHO'S A CHARGE? BANNED FOR ABUSION. KEEP YOUR PHONE CHARGED, AND YOUR MESSAGE CLEAR. NO BOTTLEAGE DRINKING.

Lagoon
Parents Empowered.org



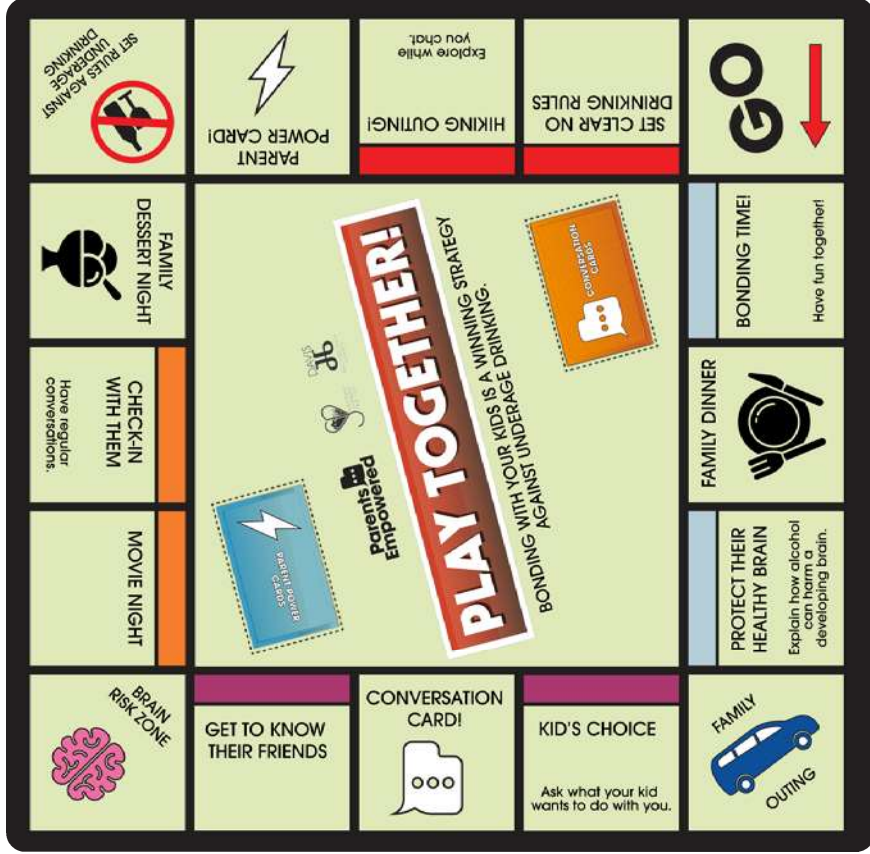

Spanish messaging was co-created alongside English versions



Green River

This year, the Green River Prevention Coalition partnered with multiple community locations, including Green River City Ball Field, the city park, Babe Ruth Field, and Green River High School. Each of our messages was strategically placed for maximum visibility and reinforced Parents Empowered themes such as healthy brain development, setting clear rules, and the importance of talking to kids before they turn 13. By customizing messaging to take advantage of each setting, we were able to create placements that felt authentic to their environment and expanded our reach with parents across the community. Green River also has a large Hispanic/Latino population, which we were able to support with in-language creative for the install as well.

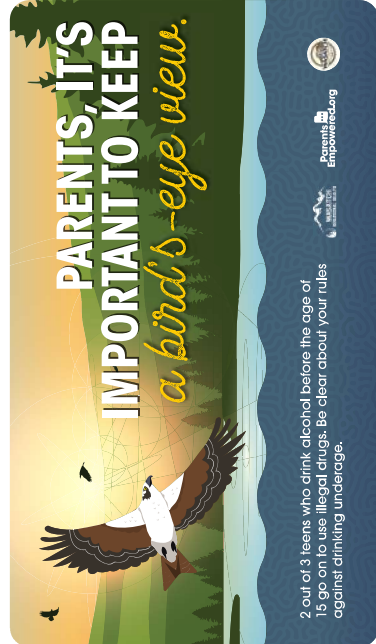
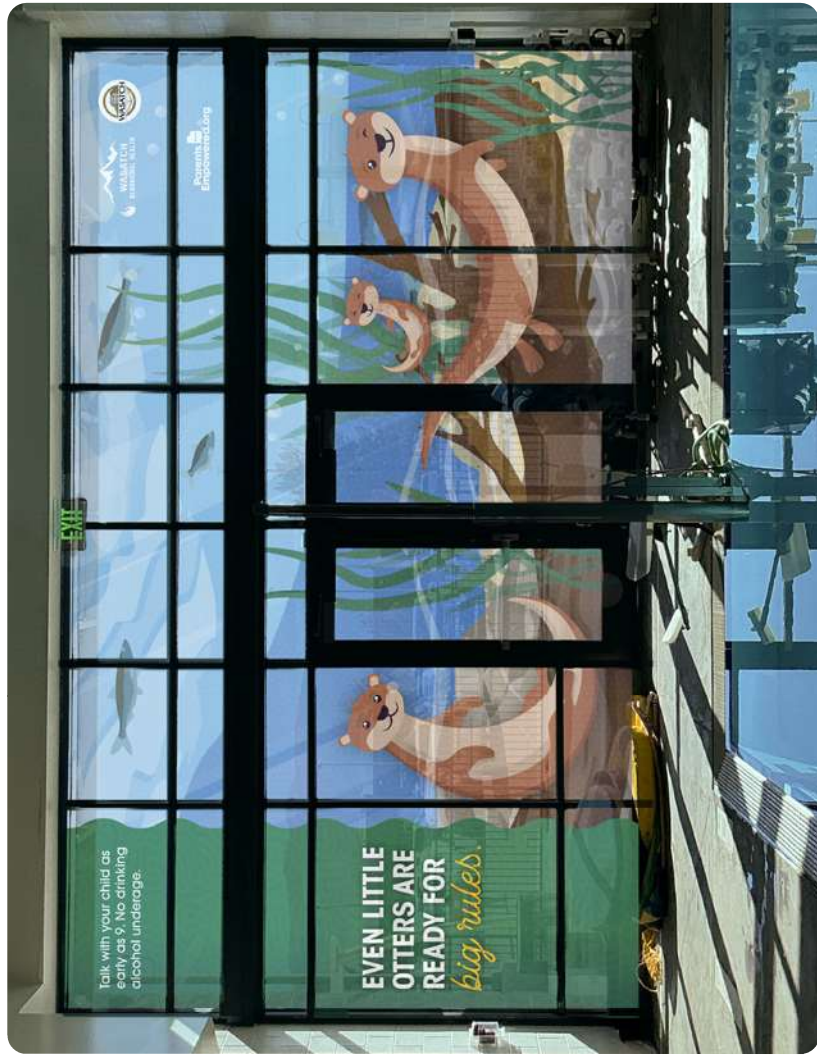
Part of the second-largest parade in Utah



South Davis

South Davis was given the unique chance to create a custom float for the Utah Handcart Days Parade, the second-largest parade in Utah. Working with a local installation artist, we built a massive game board and oversized 3D game pieces, including brains, parents, kids and speech bubbles. Each square of the game board included unique copy that tied directly into prevention messaging. The float also featured banners along the sides and the tow vehicle to maximize visibility. Designed to be modular, the board and game pieces were also able to travel throughout the county after the parade, extending the campaign's life and reach.

News coverage generated an estimated reach of over 1.18 million



Wasatch

Wasatch partnered with the Wasatch Aquatic Center and Wasatch High Schools Center for Advanced Professional Studies (CAPS) students to take advantage of its large, family-centered facility. Messaging was developed in conjunction with current CAPS students to ensure that their community was reflected in the creative. Messaging was placed throughout the building, including walls, windows and areas overlooking the pool, all to maximize exposure to parents. Using a nature-inspired creative theme, we crafted copy that gave parents specific ways to connect with their kids and that emphasized the importance of setting clear rules. Each headline was adapted to its location, ensuring that the message felt tailored and relevant no matter where parents encountered it. CAPS students also helped plan and execute a launch event for the messaging at the aquatic center. Included was a press event that the students were able to speak at and share their experience. The press event produced five stories, with an estimated reach of 1,182,647 and a PR value of \$10,119.



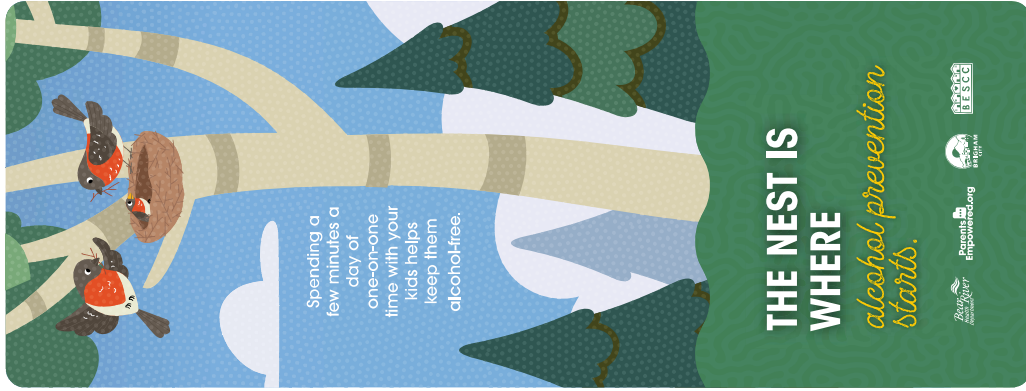
Students from the Center for Advanced Professional Studies spoke at the press conference.



PLEASE CLICK HERE TO VIEW PRESS COVERAGE OF THE WASATCH EVENT

The press event produced five news stories and a PR value of over \$10k

SELF-FUNDED PARTNERSHIPS



Brigham City

As a follow-up to an install done in 2018, Brigham City Recreation Center and Bear River Health Department partnered together to bring refreshed creative to their outdoor pool, just in time for the summer! Utilizing artwork that paired picturesque Utah mountains with water scenes and messaging — we were able to reach many families through the Brigham City area. The pool hopes to keep messaging up for many seasons to come.

The semipermanent, weatherproof placements will keep prevention messaging visible for families season after season.

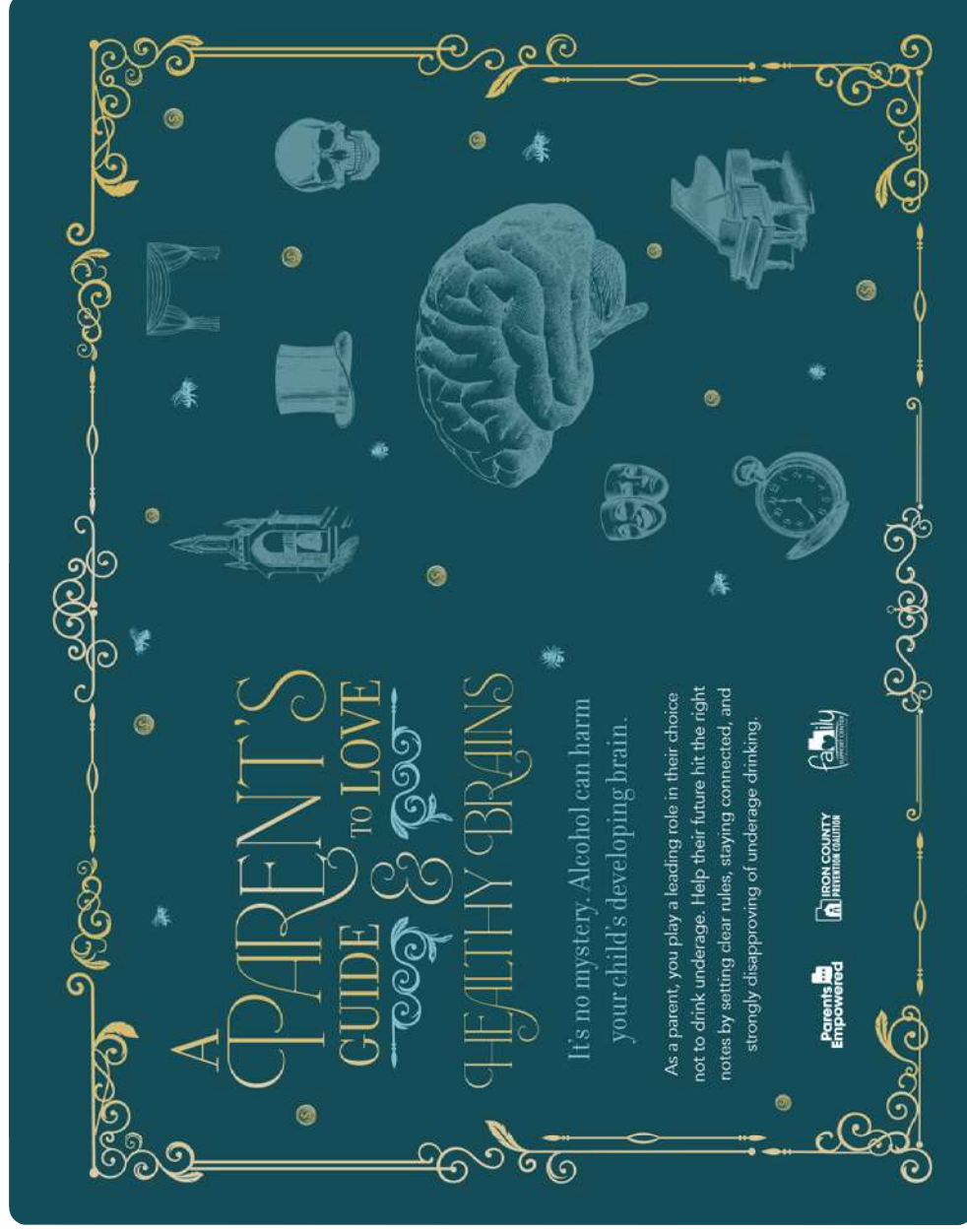
This new partnership reaches a fresh audience at the race track.



Four Corners

For the Four Corners, we found an exciting new partner based on four off-road tires—a dirt car. It's an example of how we can adapt our message to best suit the environment. We wrapped the rugged dirt car with messaging about underage drinking using the car's own color scheme so our creative blended naturally while still standing out. By putting the message on both sides and the back of the car, we ensured that parents at the racetrack could see our message no matter how fast the vehicle was moving. This highly visual activation made a quick and lasting impact with the right audience. The coordinator at Four Corners has access to the car and provides materials such as fact sheets and additional swag to hand out at race events!

This playbill ad was a fun parody of one of the festival's shows this season.



Iron County

For the fourth year, Iron County was able to secure a spot in the annual Cedar City Shakespeare Festival playbill. Parents Empowered continued its tradition of fun, Shakespeare-inspired messaging that reinforced our own messaging of a parent's influence in their child's decision to not drink alcohol underage. The placement took a creative spin on the poster for one of the actual shows in the festival, but using our own messaging to create something memorable and educational.

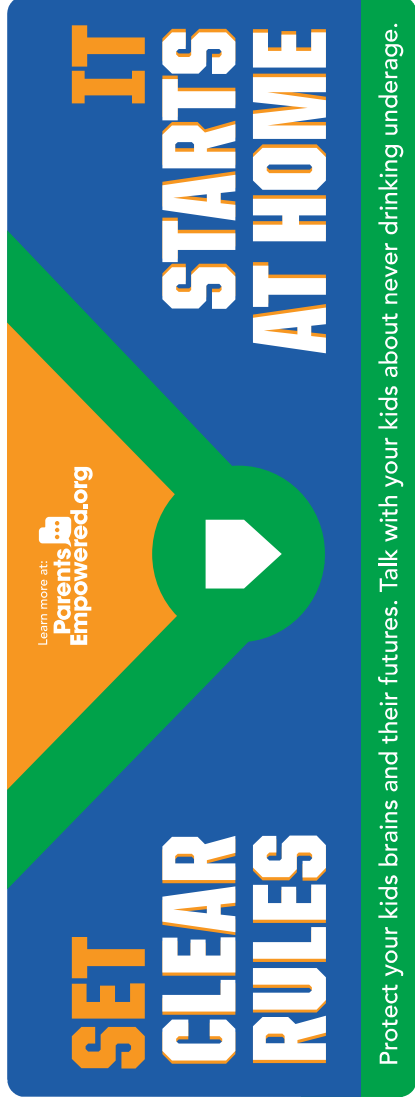


Partnering with local businesses with the right messages in the right place

Parowan

In Parowan, we forged an exciting partnership with an iconic local business. On the exterior wall of a bike shop, we installed a custom mural with high traffic visibility for parents, passersby, and biking adventure seekers alike. The shop's central location was a perfect place for contextual Parents Empowered messaging. So, we created a colorful, bike-themed mural that depicted parents and kids riding together and tied the imagery to the importance of bonding and doing activities your kids love. With its striking design and prime location, the mural became a powerful way to remind parents of the role they play in preventing underage drinking.

Capturing parents' attention statewide

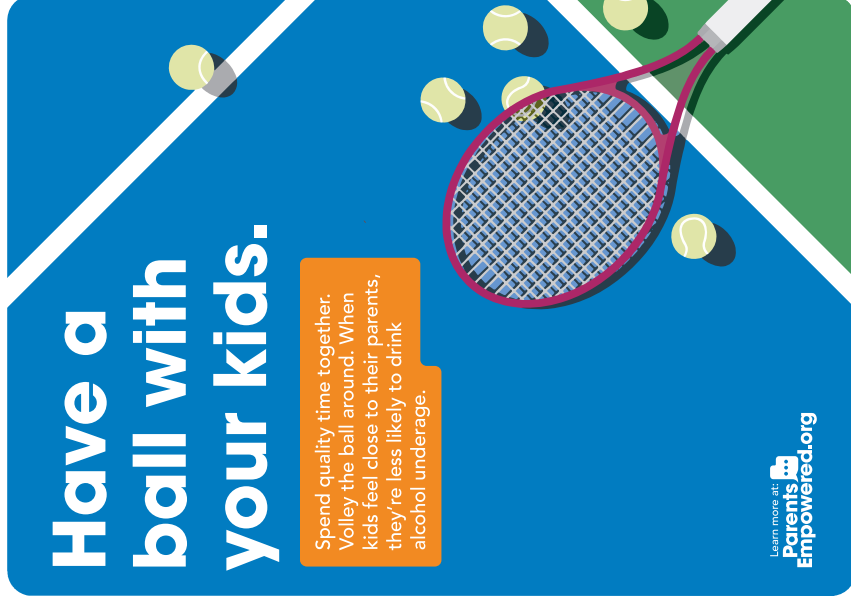


SET CLEAR RULES

IT STARTS AT HOME

Learn more at: [Parents Empowered.org](https://ParentsEmpowered.org)

Protect your kids brains and their futures. Talk with your kids about never drinking underage.



Have a ball with your kids.

Spend quality time together. Volley the ball around. When kids feel close to their parents, they're less likely to drink alcohol underage.

Learn more at: [Parents Empowered.org](https://ParentsEmpowered.org)



Swing for success.

Set clear "no-alcohol" rules to keep kids' brains healthy and their futures bright.

Learn more at: [Parents Empowered.org](https://ParentsEmpowered.org)

Southwest

This year, Southwest Behavioral Health partnered with the Utah State High School Athletic Association to place ads in programs and arenas for state-level playoffs and championship events. Various Parents Empowered messages were thoughtfully tailored to highlight the unique spirit of each Utah state sport, making the campaign feel relevant and engaging for families across a wide range of athletic events. This partnership provides direct access to parents as they support their children and help them strive for the best future possible.

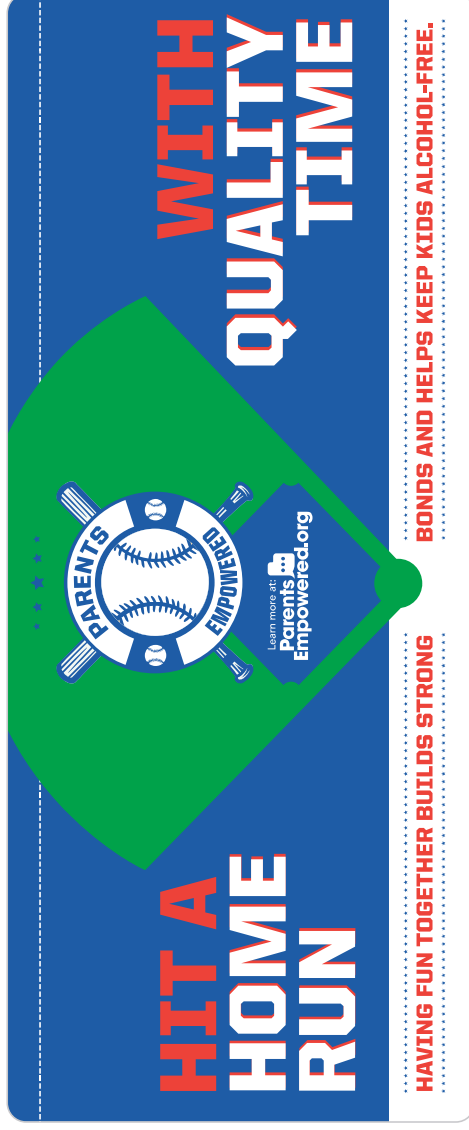
PARENTS EMPOWERED MONTH



OVERVIEW

January 2025 marked the 12th anniversary of Parents Empowered Month in Utah—a statewide initiative originally launched by Governor Gary Herbert to combat underage drinking through parental engagement and education. This year’s campaign spotlighted a troubling trend: Some parents are permitting their children to consume alcohol under supervision, despite clear evidence that any underage drinking can negatively impact brain development.

To amplify this message, targeted educational materials were placed in every Utah state liquor store, reinforcing the science-backed truth that supervision does not mitigate the risks of alcohol on young minds. DABS executive director Tiffany Clason further elevated public awareness by addressing the issue in multiple media appearances, helping to spark meaningful conversations across the state.



Throughout January, Parents Empowered partnered with state prevention coordinators to deliver a focused community outreach effort. The campaign encouraged parents to set firm boundaries and communicate the dangers of underage drinking with clarity and conviction. As part of this initiative, 13 prevention coordinator kits were distributed to support local education efforts—each designed to equip communities with tools to foster informed, proactive parenting.

Together, these efforts continue to strengthen Utah's commitment to protecting youth and empowering families with the knowledge they need to make safe, healthy choices.

THE BEST DEFENSE AGAINST

UNDERAGE DRINKING

IS CLEAR NO-ALCOHOL RULES.

Learn more at: parentsempowered.org

HEALTHY BRAINS VIBELY

Protect your kids' brains from underage drinking.



Parents Empowered

Parent's play a fundamental role in protecting young brains from alcohol.

Your child's brain continues to develop through adolescence. 1. During this time, alcohol can alter how the brain develops, affecting your child's learning, memory and judgment. 2. A healthy brain is key to a child reaching their full potential.

Bonding	Boundaries	Monitoring
STAY CLOSE TO YOUR KIDS Children are less likely to drink when parents are present. When parents are not present, children are more likely to drink. When parents are present, children are less likely to drink. DO AN EMOTIONAL CHECK-UP Review your relationship with your child. Ask your child if they have any questions about drinking. • Feel close to you? • Share their thoughts and feelings with you? • Enjoys spending time with you? • Would they feel comfortable talking to you about drinking? SPEND TIME TOGETHER Try to spend at least 15 minutes a day of one-on-one time, doing things your child likes to do. EAT MEALS TOGETHER Eating a meal together is a great way to connect. Ask your child about their day. Have them share any thoughts or concerns.	PARENTS ARE #1 Believe it or not, your kids listen to you more than they think. When parents are clear about their complete disapproval of underage drinking, their kids choose not to drink. TEACH THE RISKS OF UNDERAGE DRINKING Talk to your kids about underage drinking. Use the resources of the Academy of Pediatrics, that's the leading source of information on pediatric care, for more information about alcohol. HAVE A PLAN IF ALCOHOL IS PRESENT Let your children know they can tell or call you if they're uncomfortable. If you're not home, you'll pick them up. You can't let them drink alcohol. Know where your kids are. Know who's coming over. CONSISTENT ENCOURAGEMENT AND COMMUNITY Recognize your kids when they do good things and praise them. Ask them to share their thoughts and feelings about their day. Have them share any thoughts or concerns.	SET YOURSELF UP FOR SUCCESS Know what's going on in your kids' lives. Be so that they stay alcohol-free. ENSURE AN ALCOHOL-FREE ENVIRONMENT Don't have alcohol in your home or car. Don't let your kids have alcohol in their rooms or in the car. Don't let your kids have alcohol in their rooms or in the car. HELP KIDS CHOOSE FRIENDS WISELY Studies show that your kids' friends are a major influence on whether they drink. Underage drinking is significantly increased, if your kids are hanging out with friends who drink. KNOW YOUR CHILDREN'S ACTIVITIES Help provide safe, enjoyable, non-alcoholic fun for your kids and their friends. ASK THE 5 W'S • What are you doing? • Who will you be with? • When will you be home? • Where will you be going? • Will there be alcohol?

Learn more at parentsempowered.org

Have a ball with your kids.

Spend quality time together. Volley the ball around. When kids feel close to their parents, they're less likely to drink alcohol underage.

Learn more at:
Parents Empowered.org

Be your kids' biggest cheerleader.

Set clear "no-alcohol" rules to keep kids' brains healthy and their futures bright.

Learn more at:
Parents Empowered.org



Gaze for new ways to learn together.

Try to spend at least 15 minutes a day of one-on-one time with your kids.

Spending more time together can prevent underage drinking. Learn about their interests and do things they like to do. Ask about their hopes and dreams, as well as their fears and concerns.

Parents Empowered.org



Go on an adventure with your kids.

Try to spend at least 15 minutes a day of one-on-one time with your kids.

Spending more time together can prevent underage drinking. Learn about their interests and do things they like to do. Ask about their hopes and dreams, as well as their fears and concerns.

Parents Empowered.org



Protect your child's brain and their future.

TALK WITH YOUR KIDS ABOUT THE HARMS OF UNDERAGE DRINKING.



Parents Empowered.org

DATA AND EVALUATION

01

DATA AND EVALUATION

Overview

To ensure that the Parents Empowered campaign is meeting its underage drinking measurement and evaluation goals, the campaign uses multiple primary-data sources:

01 SHARP SURVEY

The SHARP Survey is a student survey of self-reported underage drinking measures with risk and protective factors for substance abuse.

02 CICERO SURVEY

The Cicero Survey* is a semiannual tracking survey of Utah parents with kids ages 9–16.

03 OUTCOMES REPORT

The Media Campaign Outcomes Report is an independent evaluation of the campaign's strategies, goals and objectives. It also measures and evaluates the campaign's overall ability to affect parental attitudes and behaviors surrounding underage drinking.

SOMETHING TO NOTE

*A note for 2025 Cicero data — Parents Empowered has included online survey respondents in our pool of submissions to stay up to date with latest research practices. In 2024 and 2025, Parents Empowered collected both phone and online reports concurrently while a new baseline for online performance is established and we ensure data validity and consistency.



SHARP Survey Highlights

The most recent SHARP Survey data available to inform this campaign was conducted in fall 2023. The new SHARP data will be released late fall 2025. Therefore, during the development of the 2024 – 2025 Parents Empowered campaign, the recent 2023 SHARP survey results were utilized to inform our strategy.

In 2023, a sampling of more than 50,000 students across Utah in the sixth, eighth, 10th and 12th grades voluntarily participated in the 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 that are 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). 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 2023 SHARP Survey captured responses from over 50,000 Utah students, highlighting alcohol use behaviors and the impact of parental monitoring and disapproval.

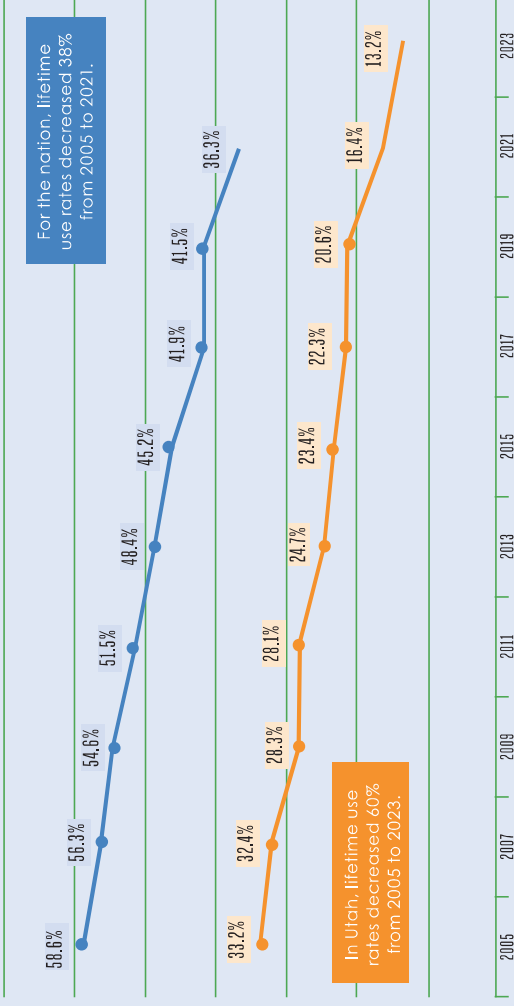
Youth Past 30-Day Alcohol Use Trends in Utah vs. National
Grades 8, 10 and 12 Combined (2005–2023)



Utah's youth 30-day alcohol use has dropped 72% since 2005—far outpacing the national decline of 52%.

Youth Lifetime Alcohol Use Trends in Utah vs. National

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

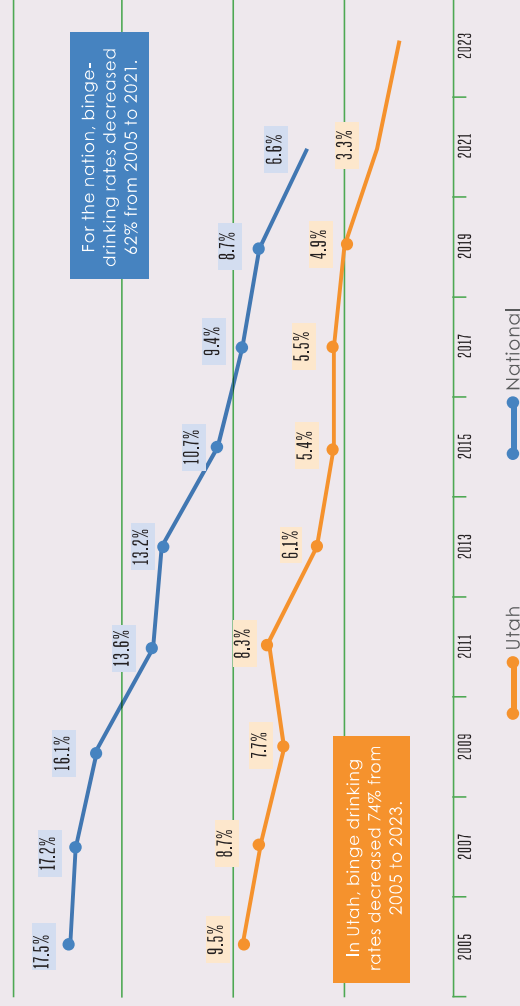


The state of Utah is trending far below national averages due to the collective effort of prevention in our state.

The state of Utah's youth drinking use rate are far below national averages and have decreased at a greater rate compared to national averages. We attribute these noteworthy declines to the collective efforts of many key stakeholders in our state, from the governor, legislators, state and local leaders, statewide prevention partners, law enforcement and Utah parents. Parents who engage in the strategies they learn through prevention efforts have contributed to the outcomes displayed in the three graphs from the 2023 survey, located to the left and on the previous page.

Youth Binge-Drinking Trends in Utah vs. National

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



During the campaign's lifetime, there has been a huge decrease in youth binge drinking

Parental Disapproval

This specific data point was a core element to our 2024 – 2025 campaign strategy. It shows us that strong parental disapproval is the No. 1 reason why children report choosing not to drink.

Like previous years, the 2023 SHARP survey results showed that even a small amount of perceived parental acceptability regarding underage drinking can lead to upticks in self-reported alcohol use by students. In the Utah 2023 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 1.9% had used alcohol at least once in the past 30 days, and only 8% had ever used alcohol in their lifetimes. 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.

Considering that a stronger attitude against underage drinking is what can protect a child from experimenting with alcohol and harming their brain, it was clear that this insight was vital in our communications to parents. By translating this data into audience-facing language, the hope is for parents to understand that their attitudes and strong disapproval against underage drinking have a significant impact on whether their child tries alcohol before the age of 21 years old.

Cicero Survey

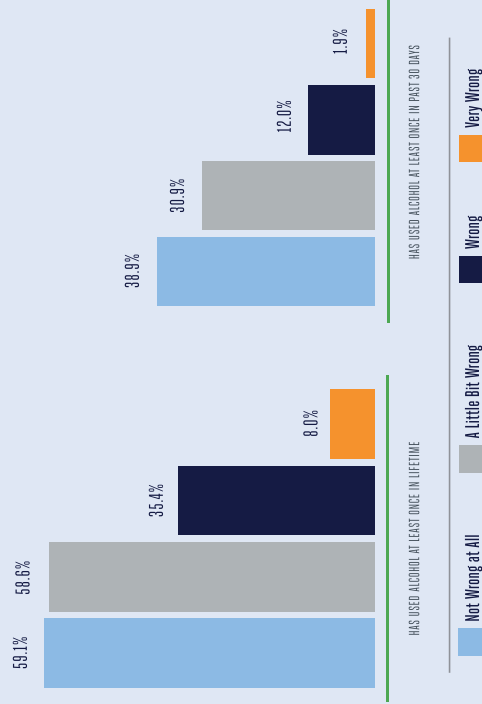
Annual to semiannual tracking survey of parents with kids ages 9–16

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.

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?



CICERO SURVEY METHODOLOGY

Since 2006, the Cicero Underage Drinking Study has utilized 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. Similarly to the June 2023 and March 2024, the March 2025 survey used both phone and online survey respondents, which allows for year-to-year comparisons with existing phone data, as well as highlights significant differences in online responses that may affect future campaign direction.



Visibility and Awareness

Overall exposure to messages or advertising about the dangers of underage drinking and how to prevent it has seen a decline from 2024, with nearly half (47%) of parents seeing or hearing this messaging in the past six months.

Regarding specific media channels, over one-fourth (27%) of Utah parents report seeing or hearing Parents Empowered messaging on radio/streaming audio. Awareness of underage drinking messaging on TV remains high at 43% in 2025, with social media growing as a channel for receiving messaging related to prevention of underage drinking in 2025 (31%). “MRI On Tin Man” showed the strongest awareness relative to other TV ads, with 14% of respondents reporting that they had seen this ad.

**47% OF UTAH PARENTS SAW/HEARD PARENTS
EMPOWERED MESSAGING IN THE LAST 6 MONTHS**

Bonding

Measures of parent/child bonding have stayed relatively steady. Seventy-five percent of Utah parents can easily think of activities they and their kids both enjoy. This has slightly increased from 2024 when it was 71%. In terms of communication and comfortability, 76% of parents surveyed by phone feel that if their child had a personal problem, they would feel comfortable asking their parents for help; consistent with 2024 findings. Finally, while 74% report eating family dinner together with their children at least five times per week, which is an increase from 2024, the number families eating together seven days a week has declined.

**75% OF UTAH PARENTS CAN EASILY THINK OF
ACTIVITIES THEY AND THEIR KIDS BOTH ENJOY**

**76% OF PARENTS FEEL THAT IF THEIR CHILD HAD A PERSONAL PROBLEM,
THEY WOULD FEEL COMFORTABLE ASKING THEIR PARENTS FOR HELP**



Boundaries

The overwhelming majority of parents, 90%, 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, although declining slightly from 2024.

90% OF PARENTS REPORT HAVING SET RULES ABOUT THEIR KIDS NOT DRINKING ANY ALCOHOL

76% OF PARENTS REPORT BEING VERY LIKELY TO KNOW WHERE THEIR CHILDREN ARE

57% OF PARENTS REPORT MONITORING THEIR CHILD'S ONLINE/SOCIAL MEDIA ACTIVITIES WEEKLY

Monitoring

Utah parents also report being highly engaged in their children's lives. When apart from their children, 76% of parents report being very likely to know where their children are; 72% report knowing who they're with (slight decrease from 2024); 60% report knowing what they're doing; and 65% report knowing if alcohol is present. Moreover, 57% of parents surveyed report monitoring their child's online and social media activities at least weekly.

The overwhelming majority of Utah parents report having set rules about their children not drinking alcohol, and also report being highly engaged in their children's lives.

Parents Empowered continues to lead with evidence-based strategy, using robust data sources to guide and evaluate its impact. The SHARP and Cicero surveys, along with independent media outcome reports, reveal a clear truth: strong parental disapproval is the most powerful deterrent to underage drinking. Thanks to engaged parenting, clear boundaries, and consistent monitoring, Utah youth continue to report significantly lower alcohol use compared to national averages. Utah has been 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. These insights shape every campaign decision, ensuring that prevention efforts are not only visible, but effective.

Media Campaign Outcomes Report Summary

*An independent evaluation of the
campaign's efficacy*

There are a number of areas in which trend data or exposure to the Parents Empowered media campaign provided support that the media campaign is making a positive difference regarding youth and parent attitudes, beliefs and behaviors related to underage drinking. Most importantly, trend data examining youth alcohol use clearly demonstrate a reduction in underage alcohol use in Utah over the course of the media campaign. While Parents Empowered cannot claim sole responsibility for this decrease, it is highly encouraging to see a reduction in alcohol use rates during this time frame. This decrease is even more impressive considering the fact that Utah had some of the lowest rates of youth alcohol use in the nation at baseline (and therefore, a smaller margin for improvement than most states).

Additionally, the data provide strong evidence that Utah parents became increasingly familiar with Parents Empowered over the course of the campaign. There were very dramatic increases in the percentage of parents who indicated seeing or hearing ads recently that: a) talked specifically about “empowering parents,” and b) used the phrase “Parents Empowered”

over the course of the media campaign. In regard to beliefs and attitudes, “parents” were consistently identified as having the greatest influence on whether a child uses alcohol, and there was a clear increasing trend of more respondents indicating that “parents” were the greatest influence. There was also an increasing trend in parent agreement that whether their child experiments with alcohol primarily depends on what they do as parents and that children are less likely to try alcohol if they know their parents are strongly opposed to it.

The analyses examining the relationship between exposure to the media campaign and perceived parental influence for preventing underage drinking also consistently showed that greater exposure to the campaign was associated with increased perceived influence on underage alcohol use. Taken together, the data illustrate that parents believe they play an important role in preventing underage drinking in their children, and despite the fact that beliefs about parent influence were already strong prior to the media campaign, there was evidence that those beliefs and related behaviors may have become even stronger during the course of the campaign.



Trend data show Utah youth alcohol use declining while parents increasingly recognize and act on their influence—reinforcing the impact of the Parents Empowered campaign.

2025 EASY REPORT



Executive Summary

The Eliminating Alcohol Sales to Youth (EASY) compliance check program aims to prevent alcohol sales to minors at off-premise retail locations through a combination of mandatory training and a robust system of compliance check enforcement.

An increased number of participating law enforcement agencies has helped the EASY program be highly effective in ensuring a high rate of retailer training and compliance.

In FY 2025, the program achieved a retailer compliance (pass) rate of 96.91%, a slight increase from the previous year.

The success is attributed to increased participation from law enforcement agencies, which grew from 25 to 33.

A key challenge is encouraging all participating agencies to conduct four compliance checks annually to ensure consistent retailer vigilance.

In summary, the EASY program has been highly effective in equipping frontline staff with the knowledge to prevent sales to minors and in ensuring a high rate of retailer compliance. The program's ongoing success depends on increasing the number of participating law enforcement agencies and ensuring that they conduct regular, consistent compliance checks.

Retail Clerk EASY Training

Retail clerks are considered the primary defense against underage alcohol sales. To strengthen this, the EASY law mandates standardized, state-approved training for all individuals involved in selling or overseeing alcohol sales.



**SUMH maintains a system to track retail clerk certification and citation information for law enforcement and retailers.*

The Utah Department of Health and Human Services' Office of Substance Use and Mental Health (SUMH) is responsible for certifying training providers and programs for those selling beer and other alcoholic beverages in Utah. Trainers require recertification every three years. In FY 2025, 49 trainers were certified or recertified.

As of May 2023, all retail clerks must be trained before selling alcoholic beverages and recertify at least every three years.

Retail clerk training is delivered by private companies or individuals utilizing trainers and curricula approved by SUMH. Training classes must be a minimum of one hour and cover:

- Alcohol as a drug and its effects on the body and behavior.
- Utah's laws concerning responsible alcoholic beverage sales.
- How to identify a problem drinker and signs of intoxication.
- How to verify valid identification.
- Strategies for handling difficult customers and terminating sales.

These training sessions incorporate elements from the 2007 Surgeon General's Call to Action to Prevent and Reduce Underage Drinking, emphasizing the importance of restrictions on adolescent access to alcohol to prevent and reduce underage alcohol use and its consequences. Retailers statewide, from small businesses to large corporations, have complied with these training requirements.

Retail Management EASY Training



VIOLATION TRAINING

DABS also conducts violation training for licensees who incur a second violation within a three-year period, as per Utah Code 32B-1-7. The violator and all operational managers must attend this training. Law enforcement officers are also welcome to attend.

705

**MANAGERS
TRAINED**

DABS reported that 705 off-premise beer license managers were trained during FY 2025.

31

**VIOLATION
TRAINEES**

Conducted violation training for 10 off-premise licenses with a total of 31 operational managers attending.

1,645

**OFF-PREMISE
LICENSES**

During FY 2025, there were approximately 1,645 active off-premise licenses.

Retail management is required to complete mandatory training conducted by the Department of Alcohol Beverage Services (DABS). This training does not expire and remains valid for the manager regardless of future employment changes.



Trainings emphasize the importance of restrictions on adolescent access to alcohol to prevent and reduce underage drinking and its consequences.

Program Overview

Results from the 2023 Student Health and Risk Prevention Survey indicate a continued overall decline in lifetime alcohol use among all grades, decreasing from 14% to 11.2%, with the most significant reduction among 12th graders. Binge drinking among 12th graders decreased from 4.9% to 4.1%, and across all grades, it slightly dropped from 2.8% to 2.1%, highlighting the ongoing importance of preventing youth access to alcohol.

The core objective of the EASY program is to limit the retail supply of alcohol to minors at off-premise consumption retail locations through comprehensive training and robust enforcement.

Standardized and mandatory training for retail employees and management has equipped front-line staff with the necessary knowledge to prevent sales to minors. Funding provided to local law enforcement agencies enables them to conduct alcohol compliance checks, thereby overcoming common obstacles to such 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) manages the compliance check aspect of EASY. As mandated by statute, the HSO collects data, analyzes results and maintains records related to compliance checks conducted by law enforcement under the EASY program.

The EASY program's core objective is to limit the retail supply of alcohol to minors at off-premise consumption retail locations.

FY 2025 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	1,327	94.65%
FY 2024	1,425	93.54%
FY 2025	1,424	96.91%

Successes and Challenges

FY 2025 saw a slight increase in participating agencies, from 25 in FY 2024 to 33. The number of compliance checks conducted remained consistent, and the retailer compliance rate marginally increased from 96.42% in FY 2024 to 96.91% in FY 2025.

The State Bureau of Investigation's Alcohol Enforcement Team (AET) conducts off-premise compliance checks at DABS and package agency locations statewide and also performs checks upon request from law enforcement agencies. FY 2025 marked the fourth year AET submitted data on their conducted checks.

According to Utah Code 77-39-101, law enforcement can check each retail location four times per rolling calendar year. In FY 2025:

- Ten agencies conducted checks four times (30%).
- Eight agencies conducted checks three times (24%).
- Five agencies conducted checks two times (15%).
- Six agencies conducted checks once (18%).
- Four agencies (12%) conducted a round of educational visits at their retail locations and will begin compliance checks in FY 2026.

The goal is to encourage all agencies to conduct four compliance checks annually. This year, 10 of the 33 participating agencies met that goal.

Compliance Check Statistics

Over half of the participating agencies are concentrated along the Wasatch Front, which aligns with Utah's majority population distribution.

A total of 33 agencies performed 1,424 compliance checks during FY 2025. The compliance (pass) rate rose to 96.91%.

The AET conducted 40 compliance checks during FY 2025, achieving a 100% compliance (pass) rate.

The statistical objective is to maintain a compliance rate exceeding 95% while simultaneously increasing the number of participating law enforcement agencies.

33	1,424	96.91%
AGENCIES	COMPLIANCE CHECKS	COMPLIANCE (PASS) RATE



FY 2023–2025 WASATCH FRONT COMPLIANCE

Compliance Check Analysis

Before the statewide EASY program began in July 2006, anecdotal evidence suggested an average compliance rate of 60% for off-premise consumption retailers. Since then, the compliance rate had steadily increased until FY 2021.

During FY 2021, due to COVID-19 restrictions, the number of compliance checks conducted sharply dropped to 476. With less consistent checks by participating agencies, retailers reportedly became less vigilant in properly identifying buyers, leading to a decreased pass rate of 88.45%. Since the lifting of restrictions, the number of compliance checks has gradually risen.

Although FY 2025 showed an increase in participating agencies, the number of compliance checks remained steady at 1,424, and the compliance rate slightly increased to 96.91%.

LAW ENFORCEMENT TRAINING

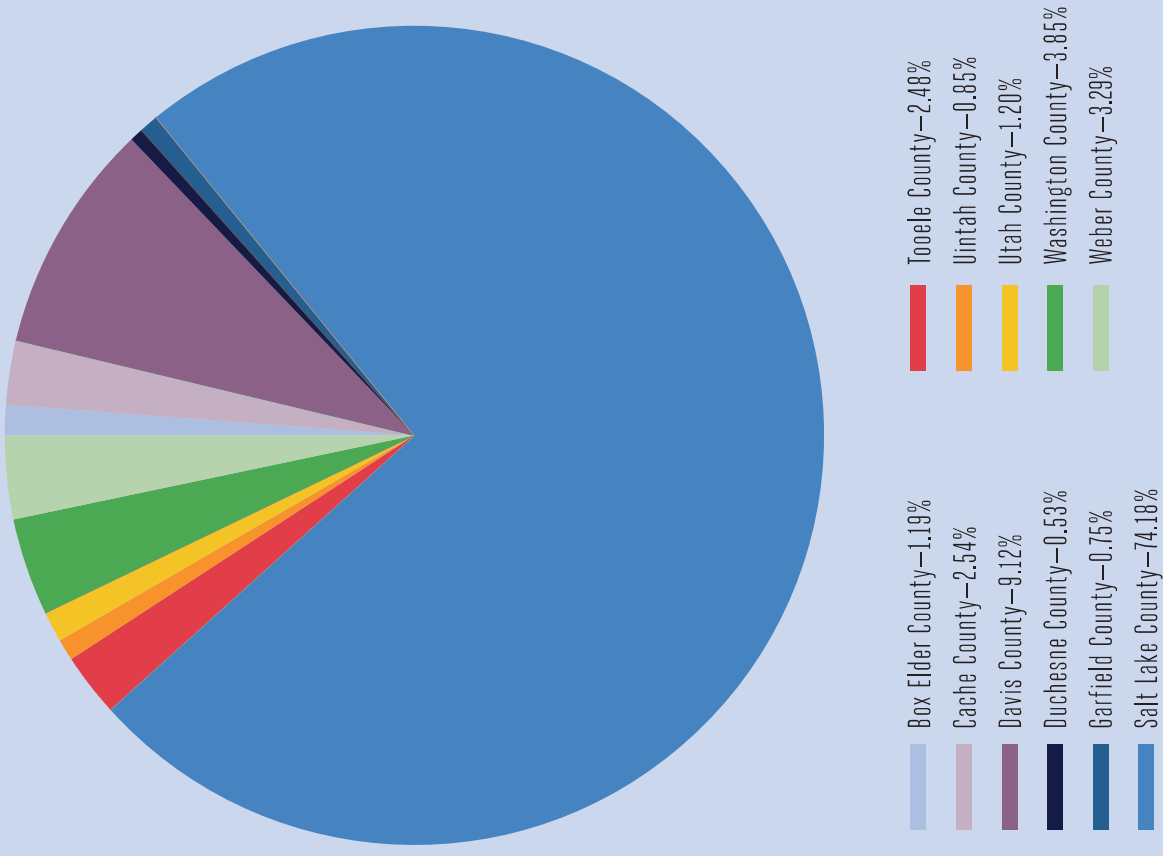


During FY 2025, training was provided to law enforcement agencies statewide. Annual refresher training was held at the Bear River Health Department and Davis County Health Department for all law enforcement agencies in their respective areas. Training was also provided for Millard County Sheriff's Office, South Jordan, West Jordan, Cottonwood Heights, Murray, Draper and Sandy Police departments. Virtual training was conducted for Carbon Emery and Grand counties.

Highway Safety will continue to conduct training for law enforcement agencies to increase participation in the program to Eliminate Alcohol Sales to Youth.

FY 2025 EASY FUNDS SPENT ON REIMBURSEMENT

COUNTY	PERCENTAGE	REIMBURSEMENT
Beaver County	0.00%	\$ -
Box Elder County	1.19%	\$1,235.08
Cache County	2.54%	\$2,638.56
Carbon County	0.00%	\$ -
Daggett County	0.00%	\$ -
Davis County	9.12%	\$9,463.57
Duchesne County	0.53%	\$554.21
Emery County	0.00%	\$ -
Garfield County	0.75%	\$777.87
Grand County	0.00%	\$ -
Iron County	0.00%	\$ -
Juab County	0.00%	\$ -
Morgan County	0.00%	\$ -
Rich County	0.00%	\$ -
Salt Lake County	74.18%	\$76,951.94
San Juan County	0.00%	\$ -
Summit County	0.00%	\$ -
Tooele County	2.48%	\$2,576.77
Uintah County	0.85%	\$881.83
Utah County	1.20%	\$1,244.28
Wasatch County	0.00%	\$ -
Washington County	3.85%	\$3,995.07
Weber County	3.29%	\$3,413.59
TOTAL	100.00%	\$103,732.77



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	28	28	0	\$752.64	100.00%	
Brigham City PD	13	13	0	\$146.88	100.00%	
Tremonton PD	8	7	1	\$335.56	87.50%	
Subtotal	49	48	1	\$1,235.08	97.96%	
CACHE COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT	
Cache County SO	56	56	0	\$1,575.73	100.00%	
Logan PD	63	62	1	\$1,062.83	98.41%	
Subtotal	119	118	1	\$2,638.56	99.16%	
CARRON 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	48	48	0	\$1,439.45	100.00%	
Centerville PD	16	16	0	\$275.86	100.00%	
Clearfield PD	65	63	2	\$1,589.80	96.92%	
Clinton PD	4	4	0	\$353.73	100.00%	
Kaysville PD				\$43.06		6
Layton PD	31	30	1	\$1,255.60	96.77%	
North Salt Lake PD	44	42	2	\$2,353.66	95.45%	
Sunset PD	12	12	0	\$930.09	100.00%	
Syracuse PD	21	20	1	\$1,222.32	95.24%	
Subtotal	241	235	6	\$9,463.57	97.51%	6
DUCHESNE COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT	
Duchesne County SO				\$554.21		12
Subtotal	0	0	0	\$554.21		12
EMERY COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT	
GARFIELD COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT	
Garfield County SO	12	11	1	\$777.87	91.67%	
Subtotal	12	11	1	\$777.87	91.67%	
JUAB COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT	
RICH COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT	

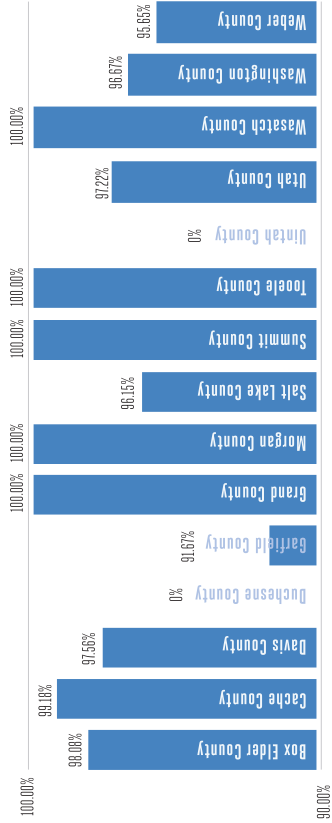
SALT LAKE COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT	EDUCATION
Cottonwood Heights PD	45	44	1	\$2,315.66	97.78%	16
Draper PD	27	26	1	\$950.38	96.30%	
Murray PD	23	21	2	\$829.27	91.30%	
South Jordan PD	15	15	0	\$537.40	100.00%	
Unified PD - Holladay	28	27	1	\$3,709.98	96.43%	
Unified PD - Kearns/Magna	123	121	2	\$12,379.88	98.37%	
Unified PD - Millcreek	108	102	6	\$12,348.47	94.44%	
West Jordan PD	43	41	2	\$3,353.60	95.35%	
West Valley City PD	253	242	11	\$40,527.30	95.65%	
Subtotal	665	639	26	\$76,951.94	96.09%	16
SAN JUAN COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT	
SUMMIT COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT	
TOWELE COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT	
Tooele City PD	46	46	0	\$1,595.41	100.00%	
Tooele County SO	14	14	0	\$981.36	100.00%	
Subtotal	60	60	0	\$2,576.77	100.00%	
UINTAH COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT	
Uintah County SO			0	\$595.64		11
Vernal PD			0	\$286.19		16
Subtotal	0	0	0	\$881.83		27
UTAH COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT	
Orem DPS	70	68	2	\$1,244.28	97.14%	35
Subtotal	70	68	2	\$1,244.28	97.14%	35
WASATCH COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT	
WASHINGTON COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT	
Hurricane PD	60	58	2	\$3,995.07	96.67%	
Subtotal	60	58	2	\$3,995.07	96.67%	
WEBER COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT	
Roy PD	60	58	2	\$1,947.14	96.67%	
Weber County SO	48	45	3	\$1,466.45	93.75%	
Subtotal	108	103	5	\$3,413.59	95.37%	
Grand Total	1,384	1,340	44	\$103,732.77	96.82%	96

-No results reported

EASY SBI COMPLIANCE CHECK RESULTS

BOX ELDER COUNTY	COMPLIANCE CHECKS		PASSED	FAILED	PERCENT
	Brigham City	2	2	0	
	Tremonton	1	1	0	
	Subtotal	3	3	0	
CACHE COUNTY	COMPLIANCE CHECKS		PASSED	FAILED	PERCENT
	Logan	2	2	0	
	Smithfield	1	1	0	
	Subtotal	3	3	0	
DAVIS COUNTY	COMPLIANCE CHECKS		PASSED	FAILED	PERCENT
	Bountiful	1	1	0	
	Farmington	2	2	0	
	Layton	1	1	0	
GRAND COUNTY	COMPLIANCE CHECKS		PASSED	FAILED	PERCENT
	Moab	1	1	0	
	Subtotal	5	5	0	
MORGAN COUNTY	COMPLIANCE CHECKS		PASSED	FAILED	PERCENT
	Morgan	1	1	0	
	Subtotal	1	1	0	
SALT LAKE COUNTY	COMPLIANCE CHECKS		PASSED	FAILED	PERCENT
	Cottonwood Heights	1	1	0	
	Magna	1	1	0	
	Murray	1	1	0	
UTAH COUNTY	COMPLIANCE CHECKS		PASSED	FAILED	PERCENT
	Riverton	1	1	0	
	Sandy	2	2	0	
	Taylorsville	2	2	0	
SUMMIT COUNTY	COMPLIANCE CHECKS		PASSED	FAILED	PERCENT
	Park City	5	5	0	
	Subtotal	5	5	0	
TOOELE COUNTY	COMPLIANCE CHECKS		PASSED	FAILED	PERCENT
	Tooele	1	1	0	
	Subtotal	1	1	0	
WASATCH COUNTY	COMPLIANCE CHECKS		PASSED	FAILED	PERCENT
	Orem	1	1	0	
	Provo	1	1	0	
	Subtotal	2	2	0	
WEBER COUNTY	COMPLIANCE CHECKS		PASSED	FAILED	PERCENT
	Harrisville	1	1	0	
	North Ogden	5	5	0	
	Roy	1	1	0	
Grand Total		40	40	0	100.00%

FY 2025 ALCOHOL RETAILER COMPLIANCE BY COUNTY



90.00%

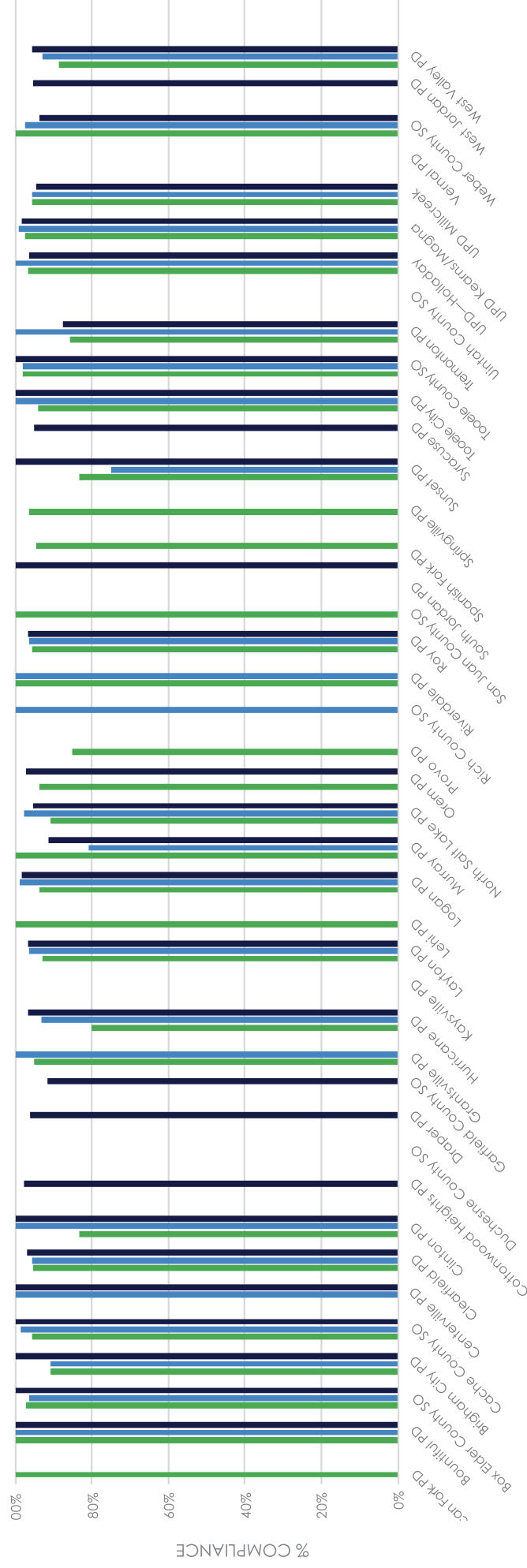
County	Compliance Checks		Passed	Failed	Compliance %
Box Elder County	52		51	1	98.08%
Cache County	122		121	1	99.18%
Davis County	246		240	6	97.56%
Duchesne County	0		0	0	-
Garfield County	12		11	1	91.67%
Grand County	1		1	0	100.00%
Morgan County	1		1	0	100.00%
Salt Lake County	676		650	26	96.15%
Summit County	5		5	0	100.00%
Tooele County	61		61	0	100.00%
Utah County	0		0	0	-
Utah County	72		70	2	97.22%
Wasatch County	1		1	0	100.00%
Washington County	60		58	4	96.67%
Weber County	115		110	5	95.65%

FY 2023–2025 COMPLIANCE RATES & CHANGES BY COUNTY

County	FY 2023	FY 2024	% change	FY 2024	FY 2025	% change
Beaver	-	100.00%	100.00%	100.00%	-	-
Box Elder	93.55%	95.65%	2.10%	95.65%	98.08%	2.43%
Cache	94.77%	98.73%	3.96%	98.73%	99.18%	0.45%
Carbon	-	-	-	-	-	-
Daggett	-	-	-	-	-	-
Davis	94.14%	96.58%	2.44%	96.58%	97.56%	0.98%
Duchesne	-	100.00%	-	100.00%	-	-
Emery	-	-	-	-	-	-
Garfield	-	-	-	-	91.67%	-
Grand	-	-	-	-	100.00%	-
Iron	-	100.00%	-	100.00%	-	-
Juab	100.00%	100.00%	0.00%	100.00%	-	-100.00%
Kane	-	-	-	-	-	-
Millard	100.00%	-	-	-	-	-
Morgan	-	-	-	-	100.00%	-
Plute	-	-	-	-	-	-
Rich	-	100.00%	-	100.00%	-	-
Salt Lake	94.56%	94.85%	0.29%	94.85%	96.15%	1.30%
San Juan	100.00%	-	-100.00%	-	-	-
Sanpete	-	94.44%	94.44%	94.44%	-	-94.44%
Sevier	-	-	-	-	-	-
Summit	25.00%	100.00%	75.00%	100.00%	100.00%	0.00%
Tooele	96.38%	99.32%	2.94%	99.32%	100.00%	0.68%
Uintah	100.00%	100.00%	0.00%	100.00%	-	-
Utah	94.59%	100.00%	5.41%	100.00%	97.22%	-2.78%
Wasatch	-	100.00%	100.00%	100.00%	100.00%	-
Washington	82.35%	93.75%	11.40%	93.75%	96.67%	2.92%
Wayne	-	-	-	-	-	-
Weber	98.01%	100.00%	1.99%	100.00%	95.65%	-4.35%

COMPLIANCE RATES BY LAW ENFORCEMENT AGENCY

■ FY 2023 ■ FY 2024 ■ FY 2025



-No results reported

FY 2023–2025

COMPLIANCE RATES & CHANGES BY AGENCY

AGENCY	FY 2023	FY 2024	% Change	FY 2024	% Change	FY 2025	% Change
American Fork PD	100.00%	-	-	-	-	-	-
Beaver County SO	-	-	-	-	-	-	-
Bountiful PD	100.00%	100.00%	0.00%	100.00%	100.00%	0.00%	0.00%
Box Elder County SO	97.14%	96.43%	-0.71%	96.43%	100.00%	3.57%	3.57%
Brigham City PD	90.91%	90.91%	0.00%	90.91%	100.00%	9.09%	9.09%
Cache County SO	95.71%	98.63%	2.92%	98.63%	100.00%	1.37%	1.37%
Carbon County SO	-	-	-	-	-	-	-
Cedar City PD	-	-	-	-	-	-	-
Centerville PD	-	100.00%	-	100.00%	100.00%	-	-
Clearfield PD	95.45%	95.59%	0.14%	95.59%	96.92%	1.33%	1.33%
Clinton PD	83.33%	100.00%	16.67%	100.00%	100.00%	0.00%	0.00%
**Cottonwood Heights	-	-	-	-	97.78%	-	-
Daggett County	-	-	-	-	-	-	-
Draper PD	-	-	-	-	96.30%	-	-
**Duchesne County SO	-	-	-	-	-	-	-
Garfield County	-	-	-	-	91.67%	-	-
Grantsville PD	95.00%	100.00%	5.00%	100.00%	-	-	-
Herriman PD	-	-	-	-	-	-	-
Hurricane PD	80.00%	93.33%	13.33%	93.33%	96.67%	3.34%	3.34%
Juab County SO	-	-	-	-	-	-	-
**Kaysville PD	-	-	-	-	-	-	-
Layton PD	93.02%	96.55%	3.53%	96.55%	96.77%	0.22%	0.22%
Lehi PD	100.00%	-	-	-	-	-	-
Lindon PD	-	-	-	-	-	-	-
Logan PD	93.90%	98.81%	4.91%	98.81%	98.41%	-0.40%	-0.40%
Mapleton PD	-	-	-	-	-	-	-
Murray PD	100.00%	80.95%	-19.05%	80.95%	91.30%	10.35%	10.35%
Nephi PD	-	-	-	-	-	-	-
North Salt Lake PD	90.91%	97.73%	6.82%	97.73%	95.45%	-2.28%	-2.28%
Ogden PD	-	-	-	-	-	-	-
**Orem DPS	93.75%	-	-	-	97.14%	-	-
Park City PD	-	-	-	-	-	-	-
Payson PD	-	-	-	-	-	-	-

AGENCY	FY 2023	FY 2024	% Change	FY 2024	% Change	FY 2025	% Change
Pleasant Grove PD	-	-	-	-	-	-	-
Provo PD	85.19%	-	-	-	-	-	-
Rich County SO	-	100.00%	-	100.00%	-	-	-
Richfield PD	-	-	-	-	-	-	-
Riverdale PD	100.00%	100.00%	0.00%	100.00%	-	-	-
Riverton	-	-	-	-	-	-	-
Roy PD	95.52%	96.47%	0.95%	96.47%	96.67%	0.20%	0.20%
Salem PD	-	-	-	-	-	-	-
Salt Lake City PD	-	-	-	-	-	-	-
Sandy PD	-	-	-	-	-	-	-
Santaquin PD	-	-	-	-	-	-	-
South Jordan PD	-	-	-	-	100.00%	-	-
South Salt Lake PD	-	-	-	-	-	-	-
Spanish Fork PD	94.44%	-	-	-	-	-	-
Springville PD	96.43%	-	-	-	-	-	-
St. George PD	-	-	-	-	-	-	-
Summit County SO	-	-	-	-	-	-	-
Sunset PD	83.33%	75.00%	-8.33%	75.00%	100.00%	25.00%	25.00%
Syracuse PD	-	-	-	-	95.24%	-	-
Tooele City PD	94.03%	100.00%	5.97%	100.00%	100.00%	0.00%	0.00%
Tooele County SO	98.00%	98.18%	0.18%	98.18%	100.00%	1.82%	1.82%
Tremonton PD	85.71%	100.00%	14.29%	100.00%	87.50%	-12.50%	-12.50%
**Utah County SO	-	-	-	-	-	-	-
UPD Holladay	96.67%	100.00%	3.33%	100.00%	96.43%	-3.57%	-3.57%
UPD Kearns/Magna	97.52%	99.17%	1.65%	99.17%	98.37%	-0.80%	-0.80%
UPD Midvale	-	-	-	-	-	-	-
UPD Millcreek	95.58%	95.54%	-0.04%	95.54%	94.44%	-1.10%	-1.10%
**Vernal PD	-	-	-	-	-	-	-
Weber County SO	100.00%	97.62%	-2.38%	97.62%	93.75%	-3.87%	-3.87%
West Jordan PD	-	-	-	-	95.35%	-	-
West Valley City PD	88.79%	93.06%	4.27%	93.06%	95.65%	2.59%	2.59%
SBI	94.03%	96.33%	2.30%	96.33%	100.00%	3.67%	3.67%

