

ParentsEmpowered.org Media Materials

Use these videos and media materials from the Utah Department of Alcoholic Beverage Control (DABC) and Utah Prevention as conversation starters with your child, or just as a bit of educational entertainment.

2009

Audio Ads



Amy
(Rule Setting)



Kevin
(Rule Setting)



Referee
(Parenting Skill)



Point Counter Point
(Parenting Skill)

2009

Print Ads



Mother Thumbs
(Parental Influence)



P.H.Dad
(Parental Skill)



Kid Collar
(Parental Skill)



Mother Thumbs (Espanol)
(Parental Influence)



P.H.Dad (Espanol)
(Parental Skill)

2009

Video Ads



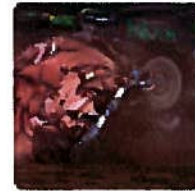
Genie
(Parenting Skill)



Keep on Them
(Parenting Skill)



Keep on Them (Espanol)
(Parenting Skill)



Demolition Derby
(Addiction Message)

2008

Audio Ads



The Talk
(Parenting Skill)



Rules
(Parenting Skill)



Half
(Parenting Skill)



Half (Espanol)
(Parenting Skill)

2008

Print Ads



Omni Mom
(Parental Influence)



Do Dad
(Parental Influence)



Wired
(Brain Damage)



Omni Mom (Espanol)
(Parental Influence)



Do Dad (Espanol)
(Parental Influence)



Wired (Espanol)
(Brain Damage)

2008

Video Ads



Close
(Parenting Skill)



Now You Tell Me
(Parenting Skill)



Spin the Bottle
(Parenting Skill)



Close (Espanol)
(Parenting Skill)



Oiled Up
(Parenting Skill)



Spin the Bottle (Espanol)
(Parenting Skill)

2007

Audio Ads



Mission Impossible
(Parenting Skill)



Parents' Panel
(All Kids Face this Issue)



Pillow Talk
(Parenting Skill)

2007

Print Ads



Curbside
(Parental Influences)



Basement
(Parental Influences)



Slumber Party
(Parental Influences)



Curbside (Espanol)
(Parental Influences)



Basement (Espanol)
(Parental Influences)



Slumber Party (Espanol)
(Parental Influences)

2007

Video Ads



Interference
(Brain Damage)



Elephant
(Parents Ignoring the Problem)



Hang Glider
(Parenting Skill)



Interference (Espanol)
(Brain Damage)



Halos
(All Kids Face this Issue)



Halos (Espanol)
(All Kids Face this Issue)

2006

Audio Ads



Bar Talk
(Kids Start Drinking Early)



Interview
(Know Your Child's Friends)



Text Message
(Stay in Contact)

2006

Print Ads



Beer Can
(Parents are Key to Prevention)



Beer Can (Espanol)
(Parents are Key to Prevention)



Light Bulb
(Brain Damage)



Light Bulb (Espanol)
(Brain Damage)



Straw
(Parents are Key to Prevention)



Straw (Espanol)
(Parents are Key to Prevention)

2006

Video Ads



Cups
(Brain Damage)



Cups (Espanol)
(Brain Damage)



Stay In Contact
(Parenting Skill)



Know Your Child's Friends
(Parenting Skill)

A big reason to set rules against underage drinking:

PARENTS
EMPOWERED.org

Addiction



Every Child Comes With Two Anti-Drinking Devices



Parents are the key to preventing underage drinking.

As they enter their teens, education is not enough to deter Utah kids from drinking alcohol because there are constant pressures to drink. In addition, the brain area that promotes impulsivity and risk-taking develops early in a teen, while the good judgment area of the brain isn't fully developed until about age 24. Kids need help to stay alcohol-free.

Parents who are actively involved in their kids' lives and set clear rules and expectations on no alcohol use have a powerful influence on their children's decision to remain alcohol-free.

See More Videos >

Featured Article

Parenting Can Prevent Alcohol Use



From the founding of National Families in Action during the height of the War on Drugs to Joseph A. Califano's book, How to Raise a Drug-Free Kid, parents and communities have

been touted as the keys to preventing alcohol and other drug problems among youth.

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Send Your Child a Text

Click here to send a text message to your child's cell phone.



Sign Up for Updates

Get the latest on the effort to end underage drinking in Utah.



Prevention Skills

Learn what you can do to help your child remain alcohol-free.



Prevention Games

You can prevent underage drinking while playing online games.



Our Partners



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News

ParentsEmpowered Awarded 2009 Governor's Award

December 15, 2009 1:00 pm

Presentation of 2009 USAAV Governor's Awards
Each year, the USAAV Council honors individuals,

Garbage trucks to trash teen drinking

December 01, 2009 5:02 pm

A fleet of 75 garbage trucks plastered with messages that underage drinking is well, garbage,

[See All News](#) >

PARENTS EMPOWERED **.org**

Eliminating Underage Drinking in Utah

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

**Or you could
set clear rules.**

**PARENTS
EMPOWERED.org**

