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## **PARENTSEMPOWERED.ORG AND UTAH'S PTA PARTNER TO PROVIDE DIGITAL PREVENTION**

*The two organizations launch an integrated website with interactive prevention tools to help parents eliminate underage drinking.*

ParentsEmpowered.org and the Utah Parent Teacher Association (PTA) have joined forces to educate parents on the dangers of underage drinking and provide proven prevention skills. A new website will be introduced on May 15 at 12:00PM in Brigham Young University's Wilkinson Center Ballroom during the PTA's annual statewide conference. The new ParentsEmpowered site will be previewed and online details discussed. In addition, ParentsEmpowered will have a campaign information booth with extensive prevention materials and will hold an additional breakout session on the key elements of the prevention campaign.

The PTA is an official sponsor of ParentsEmpowered.org and aims to spread the prevention message to parents and teachers. The organization believes that success can be accomplished when a complete community mobilization exists. ParentsEmpowered and the PTA invite all parents and community leaders to use the new interactive online resource to help eliminate underage drinking.

**When:** Friday, May 15, 12:00PM

**Where:** Wilkinson Center Ballroom, Brigham Young University, Provo, Utah

**Speakers:** Mike Milne – Deputy Director of the Utah Council for Crime Prevention

Pat Bird – Utah County Substance Abuse Prevention Coordinator

Sue Carey – Utah PTA Family Life Commissioner

The new website is rich with parental skills and harmful risk assessment guidelines. The site's objective is to provide parents with the necessary tools to prevent underage drinking in their homes and their communities. It aims to provide the necessary information for parents to talk with their teens about new research concerning potential damage caused by drinking underage.

**New features on the new ParentsEmpowered website:**

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1. **A monthly feature article specific to Utah parents**, providing research-based prevention advice for parents and community leaders on what can be done to prevent underage alcohol use.
2. **A specific list of the harms caused by drinking underage**, new research findings and current studies covering the brain science of alcohol effects.
3. **Downloadable resources, fact sheets, and teaching tips**, all using necessary information, in easy-to-download format, for parents and community groups to help eliminate underage drinking.
5. **Upcoming events and current prevention news**, including the surgeon general's call to action to prevent and reduce underage drinking.
6. **Text messaging for parents to stay in touch with their kids**. A ready way to communicate with your child while sitting at your desk that is accessible directly from the site. Research shows that just keeping in contact with your child is a powerful deterrent to drinking.
7. **An open discussion panel for parents**. Parents' Panel gives parents an avenue to ask questions of other parents and prevention specialists about underage drinking prevention. "What should I do if my child is...?"
8. **Prevention recommendations for case-by-case warning signs**. An online calculator helps parents identify the underage drinking warning signs their children exhibit and provides parents with research based prevention or elimination recommendations.
9. **Complete list and videos of community organizations that have a similar goal in eliminating underage drinking**. ParentsEmpowered.org is a community campaign that all community entities can join to help eliminate underage drinking.

ParentsEmpowered.org is a statewide campaign focused on eliminating underage drinking in Utah. Its primary goals are to educate parents about the dangers of underage drinking and provide them with proven skills to communicate with their children about remaining alcohol-free. More information is available at [www.parentsempowered.org](http://www.parentsempowered.org).

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