



Requester Information

Legislator Name: Welton, Doug

Created Date: February 4th 2026

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Section 1: Requester Details

Description:

Program to improve youth behavioral health through increasing positive childhood experiences. It aims to increase by 10% the number of Utah youth in grades 9-12 who report having at least three positive childhood experiences by 2029. The campaign involves the use of billboards, digital ads, streaming audio, paid social media, and earned media opportunities. Practical tips, tools, and resources will also be available at Chat.Utah.Gov, helping parents discover effective ways to strengthen communication and foster deeper connections with their children.

Legislative designee contact information:

Name: Doug Welton

Organization: House District 65

Position: Utah State Representative

Section 2: Funding Information

How will the appropriation be used?

Category	One-time	Ongoing
Personnel Services	2026:	\$0.00
	2027:	\$0.00
In-State Travel	2026:	\$0.00
	2027:	\$0.00
Out-of-State Travel	2026:	\$0.00
	2027:	\$0.00



CHAT Family Connection for Healthy Futures

Social Services

Category	One-time	Ongoing
Supplies and Equipment	2026:	\$0.00
	2027:	\$0.00
Technology Purchases	2026:	\$0.00
	2027:	\$0.00
Infrastructure/Capital Investments	2026:	\$0.00
	2027:	\$0.00
Other Charges/Pass Thru	2026:	\$0.00
	2027:	\$1,000,000.00

Expenditure Total

One-time 2026	One-time 2027	Ongoing 2027
\$0.00	\$1,000,000.00	\$0.00

Funding Sources:

General Fund

Amount Requested:

2026 (One-time)	\$0.00
2027 (One-time)	\$1,000,000.00
2027 (Ongoing)	\$0.00

Revenue Total

One-time 2026	One-time 2027	Ongoing 2027
\$0.00	\$1,000,000.00	\$0.00

Is this a multi-year project?

Yes



Is this project scalable if the Legislature does not fund the full requested amount?

Yes

A short explanation describing how the project might be scaled?

The scale of the project can be decreased with fewer advertisements and less media. Funding can and is being provided by outside sources. \$750k is being provided by Commerce, \$80k from DHHS, and Intermountain healthcare is in talks for funding.

Section 3: Agency Information

Subjects:

Health and Wellbeing

Agency:

250 / Department of Health and Human Services

Type of entity to receive pass-through funding:

State Government

Grant recipient

No

Requested Direct Award Grant Recipient

Section 4: Performance Outcome Measurement

Who would benefit the most from this request (who is the target audience)?

This project primarily targets parents of teens and tweens (9-12th graders) alongside civic leaders.

What is this project or program intended to accomplish?

In a world crowded with digital distractions and childhood anxiety, teens and parents struggle to create meaningful connections, contributing to recent mental health crises. This program intends to increase the percentage of 9th-12th graders who indicate three Positive Childhood Experiences by 10% by 2029.



How will the Legislature know whether the project or program achieved its intended purpose?

The Legislature will be able to determine the success of the program by what percentage of 9th-12th graders indicate three Positive Childhood Experiences. As stated above, the goal is a 10% increase by 2029.

Section 5: Other Supporting Documents

Intent Language Documents

Previous Funding Documents

Full Time Employees

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