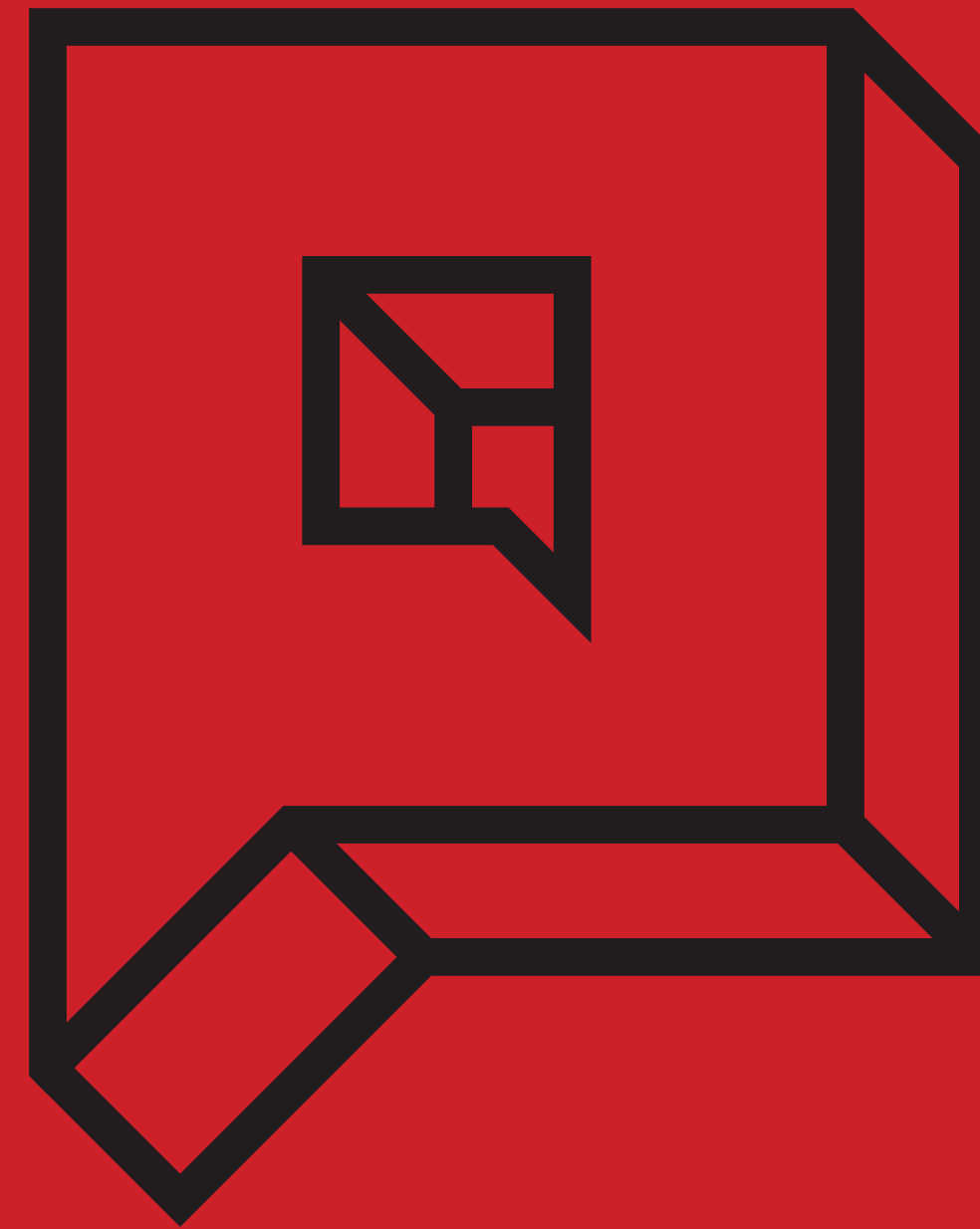


CHAT Campaign Concepts

8.19.25



PENNA POWERS

Campaign Foundation

Challenge

In a world crowded with digital distractions and childhood anxiety, teens and parents struggle to create meaningful connections, contributing to recent mental health crises.

Goal

Increase the percentage of 9th-12th graders who indicate three Positive Childhood Experiences by 10% by 2029.



Our Adjustments

- We heard from the DHHS team that we need to adjust our messaging to reflect the broader message of teens and parents connecting.
- We have removed the primary focus on digital distractions, but still included it as a part of the campaign.
- Messaging has been developed based on Positive Childhood Experiences research and resources from Intermountain Health.



Target Audience



Primary

Parents of teens and tweens
(9-12th graders)

Secondary

Civic Leaders

Audience Insights

- Parents report feeling overwhelmed by competing demands, leaving less time for intentional family connection.
- Many parents believe their teens are “doing fine” and underestimate the impact of everyday stressors and isolation.
- Teens report wanting more quality time with their parents but feel that schedules, school pressures, and digital habits get in the way.
- Positive Childhood Experiences (PCEs) research shows that consistent emotional support, feeling safe, and having opportunities to participate in meaningful activities are protective factors against mental health struggles.



Campaign Strategy

- Use clear, values-based, and data-driven messaging to provide parents with actionable tips that encourage connection and safe spaces.
 - *Connection should be both simple and achievable with an emphasis on small, consistent actions over grand gestures.*





Connections
for Healthy
Adolescents and Teens

CHAT Campaign

Outdoor

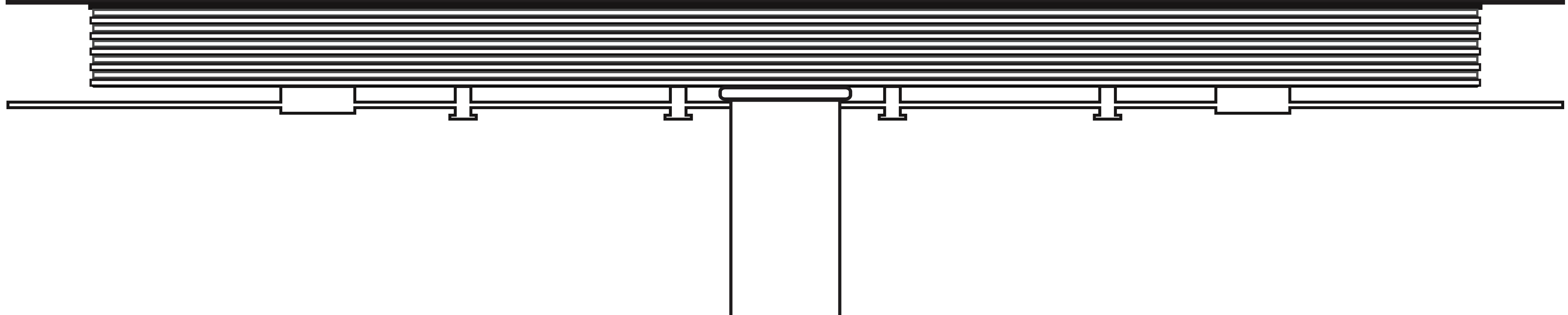


Healthy families talk about feelings

chat.utah.gov



Utah Department of
Health & Human
Services



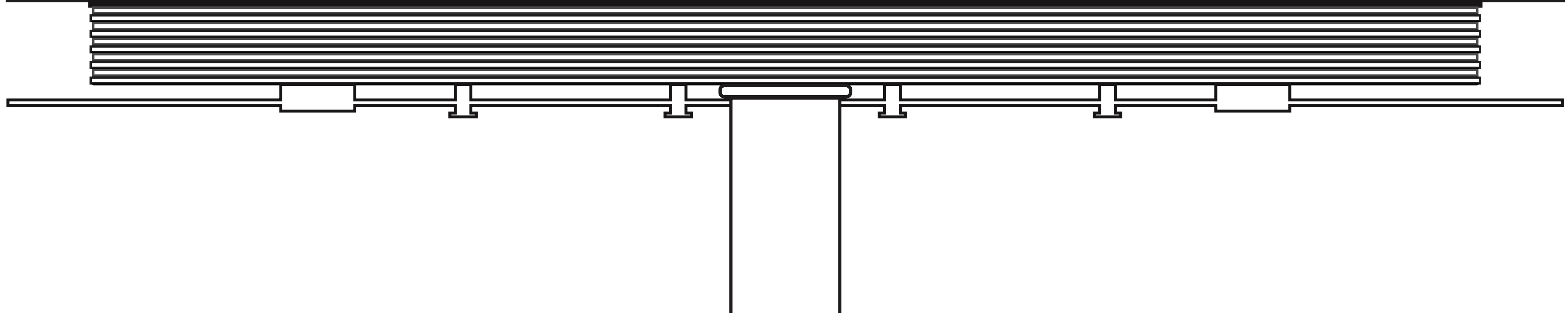


Meaningful
connection starts
with making time

chat.utah.gov



Utah Department of
Health & Human
Services



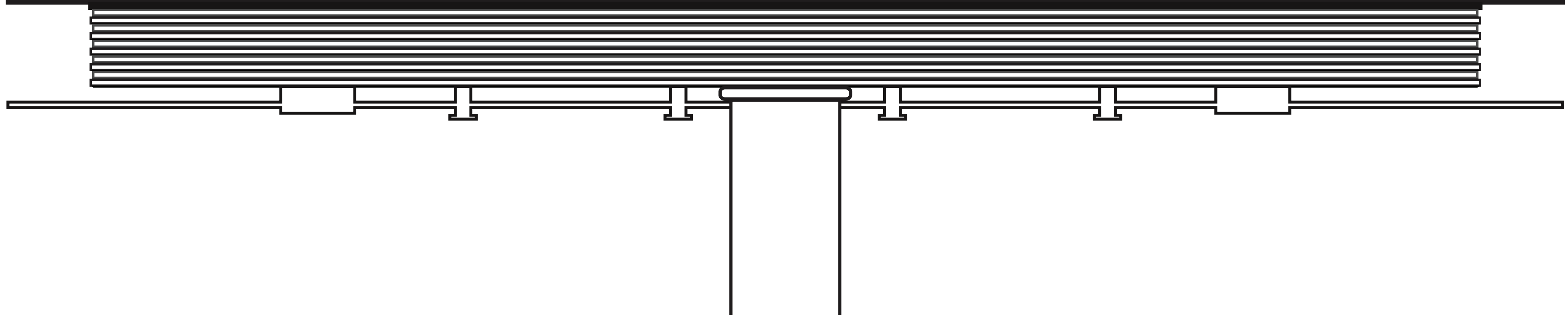
CHAT Campaign

Outdoor



Family connection creates healthy futures

chat.utah.gov



CHAT Campaign

Outdoor

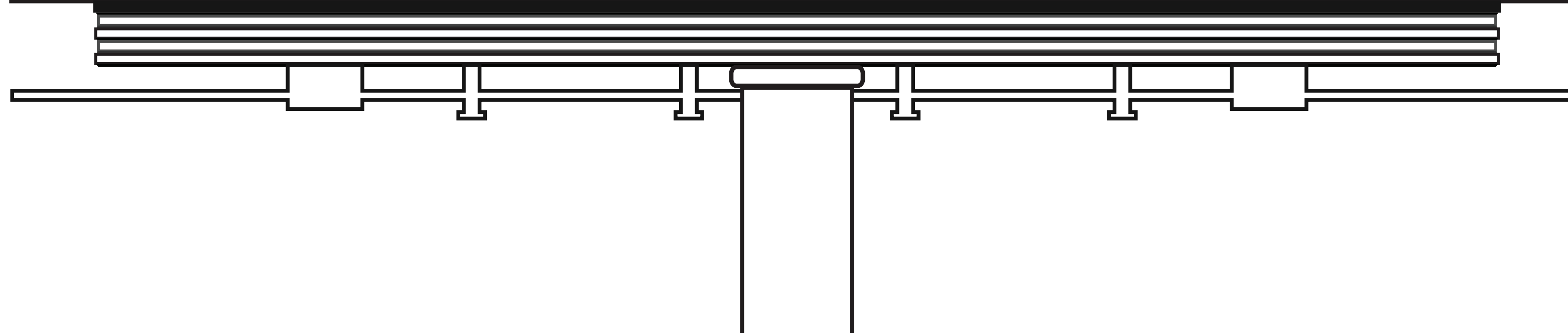


Mentors can
help teens feel
seen and safe

chat.utah.gov



Utah Department of
Health & Human
Services



CHAT Campaign

Outdoor

A billboard advertisement for the CHAT campaign. The billboard is framed by a white border and is supported by a black metal structure. The background of the billboard is a photograph of a man with a beard and a young man in a hoodie, both smiling and looking at each other. The man has his hand on the young man's shoulder. The text on the billboard is as follows:

Teens
need
connection

chat.utah.gov 

 Utah Department of
Health & Human
Services

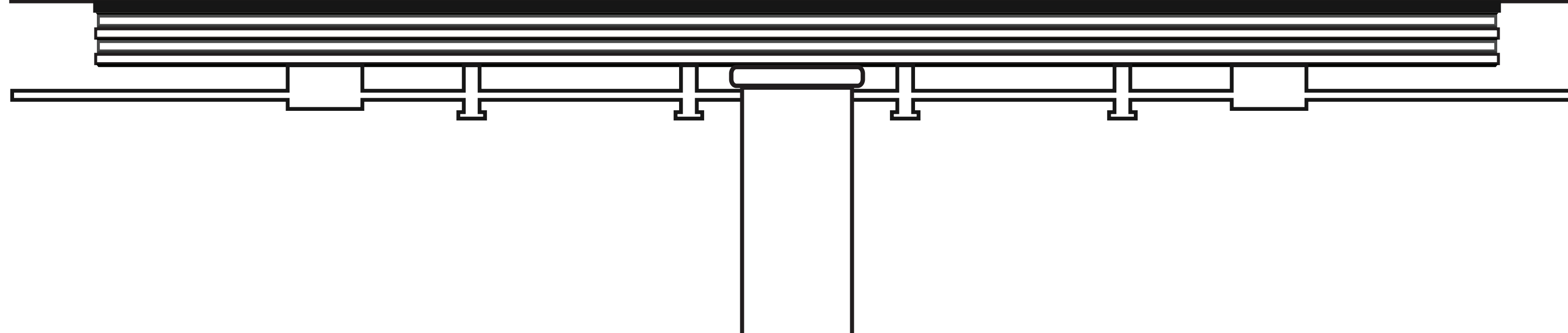
CHAT Campaign

Outdoor



Adult mentors
can help
teens thrive

chat.utah.gov 



A browser window mockup showing a display advertisement. The browser interface includes three window control buttons (minimize, maximize, close), navigation arrows, a search bar with a magnifying glass icon, and a plus sign and a tab icon. The advertisement content is as follows:

Healthy teens
feel **safe**
and **protected**
by an adult in
the home

A photograph of a man with a beard and a young girl sitting on a light-colored sofa. The man is wearing a maroon patterned polo shirt and dark pants, and the girl is wearing a grey sleeveless top and blue shorts. They are both looking at each other and appear to be in conversation.

[Learn More](#)

The CHAT logo, a green speech bubble with the word "CHAT" in white.The logo for the Utah Department of Health & Human Services, featuring a stylized white icon of a person and the text "Utah Department of Health & Human Services".

A browser window mockup showing a display advertisement. The browser interface includes three window control buttons (minimize, maximize, close) on the left, a search bar in the center, and a plus sign and a tab icon on the right. The advertisement is displayed on the right side of the browser. The ad features a photograph of a man and a young girl sitting on a couch, engaged in conversation. The man is wearing a dark patterned polo shirt and dark pants, and the girl is wearing a light-colored sleeveless top and shorts. The background of the ad is a teal color. The main text of the ad is "10 minutes of daily connection can make a lifetime of difference", with "10 minutes of" highlighted in a green rounded rectangle. At the bottom of the ad, there is a green button with the text "Learn More", the CHAT logo, and the Utah Department of Health & Human Services logo.

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10 minutes of daily connection can make a lifetime of difference

[Learn More](#) CHAT Utah Department of Health & Human Services



One daily conversation can reduce anxiety in teens

[Learn More](#)

Utah Department of Health & Human Services



Teens that **feel supported** during difficult times are more likely to succeed

[Learn More](#)

CHAT

Utah Department of Health & Human Services



The image shows a browser window with a navigation bar at the top containing three circles, left and right arrows, a search bar, a plus sign, and a tab icon. On the left side of the browser, a display advertisement is shown. The ad features a photograph of a woman with curly hair and a young man sitting together and looking at a laptop. The text on the ad reads: "Screen time together can be quality time". At the bottom of the ad, there is a green button labeled "Learn More", the "CHAT" logo, and the Utah Department of Health & Human Services logo. The right side of the browser window is filled with a blurred, light gray representation of a webpage layout, including various rectangular blocks and horizontal lines of varying lengths.



The image shows a browser window with a search bar and navigation icons. On the left side of the browser, a display advertisement is shown. The ad features a photograph of a family of four (two adults and two teenagers) sitting around a dining table, smiling and eating. The text on the ad reads: "Making time for dinner reduces risks of teen depression". The word "reduces" is highlighted in a green rounded rectangle. At the bottom of the ad, there is a green button that says "Learn More", a small "CHAT" logo, and the Utah Department of Health & Human Services logo. The right side of the browser window is filled with a light gray, blurred representation of a webpage layout, including various text blocks and images.



Making time
for dinner
reduces
risks of teen
depression

Learn More






Utah Department of
Health & Human
Services



Teens need **real** connections

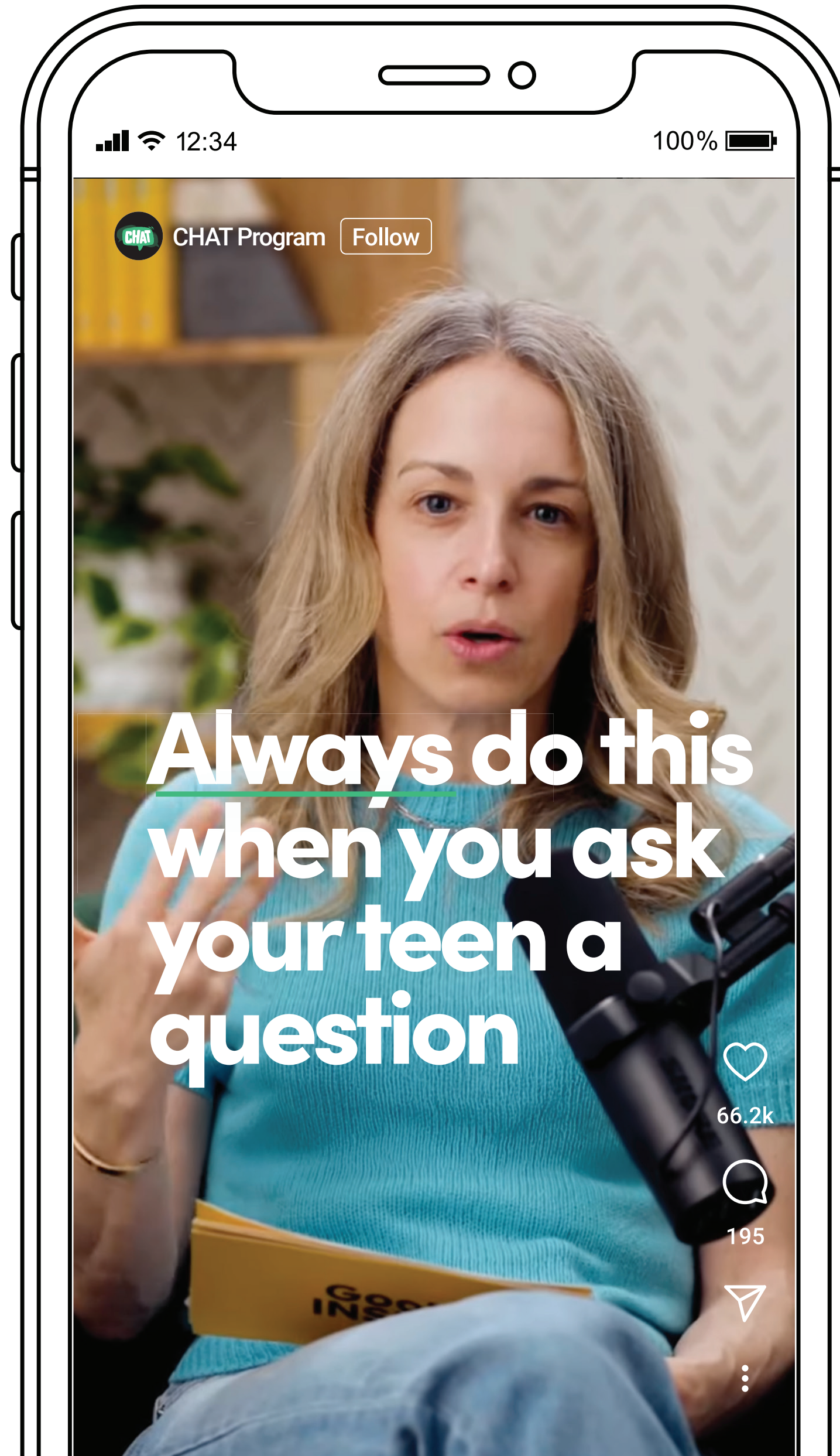
[Learn More](#)



Placeholder text blocks below the main image.

CHAT Campaign

Promoted Social Content



“DHHS - Parent Coach - (Parent-focused)”

This video would reflect real parenting coaches from the social media space. We'd do short videos with provocative hooks and sound advice with a calm and collected aesthetic.

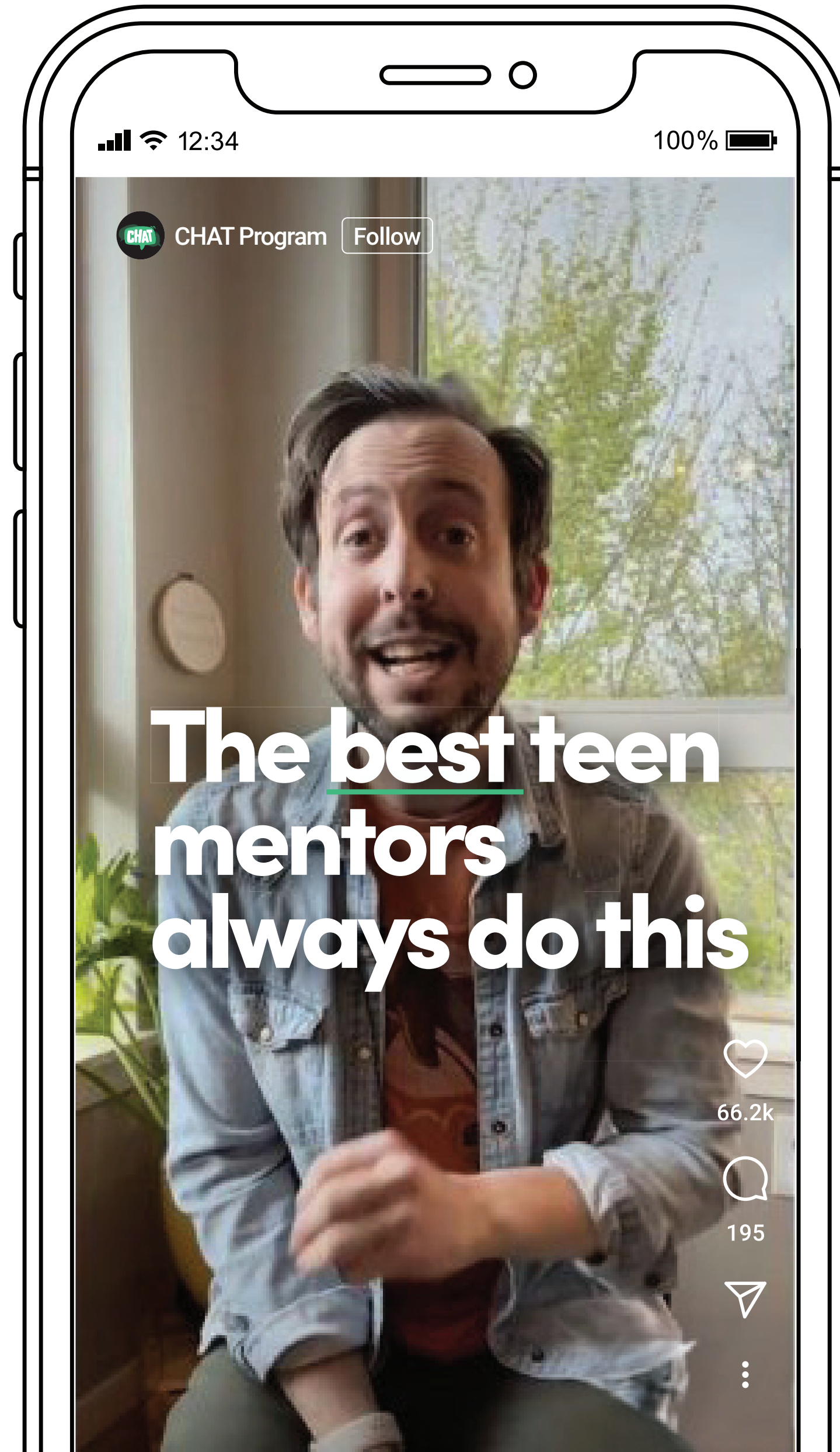
COACH:

Never check in with your teen with an accusatory or judgemental tone. “What’s wrong with you?” is not a positive way of checking in and immediately puts them on the defensive.

Name or ask about specific feelings? “Are you feeling anxious?” softens the question and communicates concern and empathy. Try it next time you notice a shift in you teen’s mood.

CHAT Campaign

Promoted Social Content



"DHHS - Parent Coach (Mentor-focused)"

This video would reflect real parenting coaches from the social media space. We'd do short videos with provocative hooks and sound advice with a calm and collected aesthetic.

COACH:

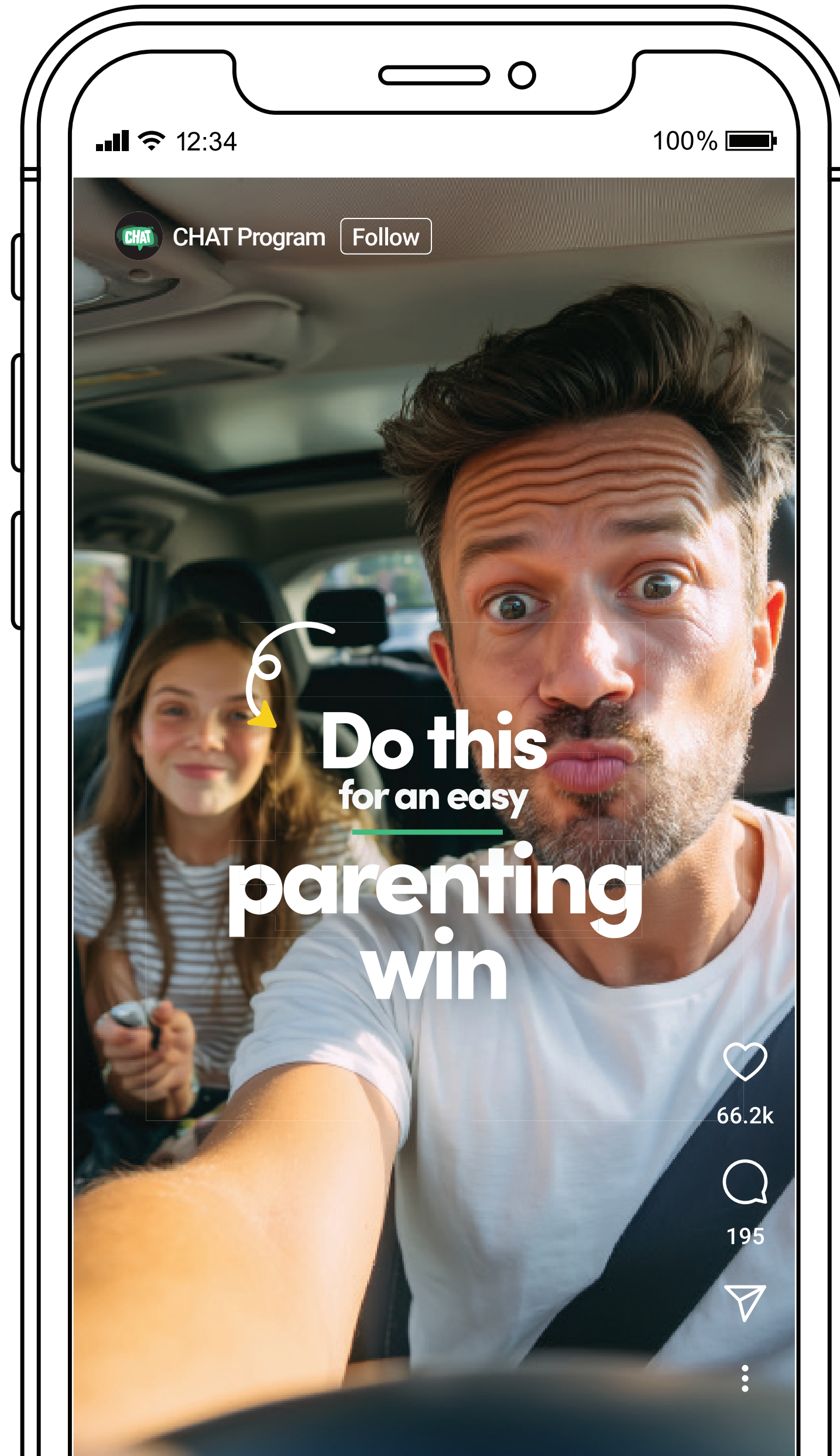
The best mentors for teens emulate good communication skills.

Whether you're a mentor through arts, music, sports, or other hobbies, a good teen mentor can help a teen navigate through failure and coach them on how to properly resolve issues in larger group settings.

Watching a mentor calmly resolve issues in a group setting can help them build confidence and gain the ability to "read" people better.

CHAT Campaign

Promoted Social Content



"Parenting Win"

A series of short videos showing simple actions that parents can take to connect with their teen. These actionable items would be shown via selfie video by the parent or mentor.

DAD:

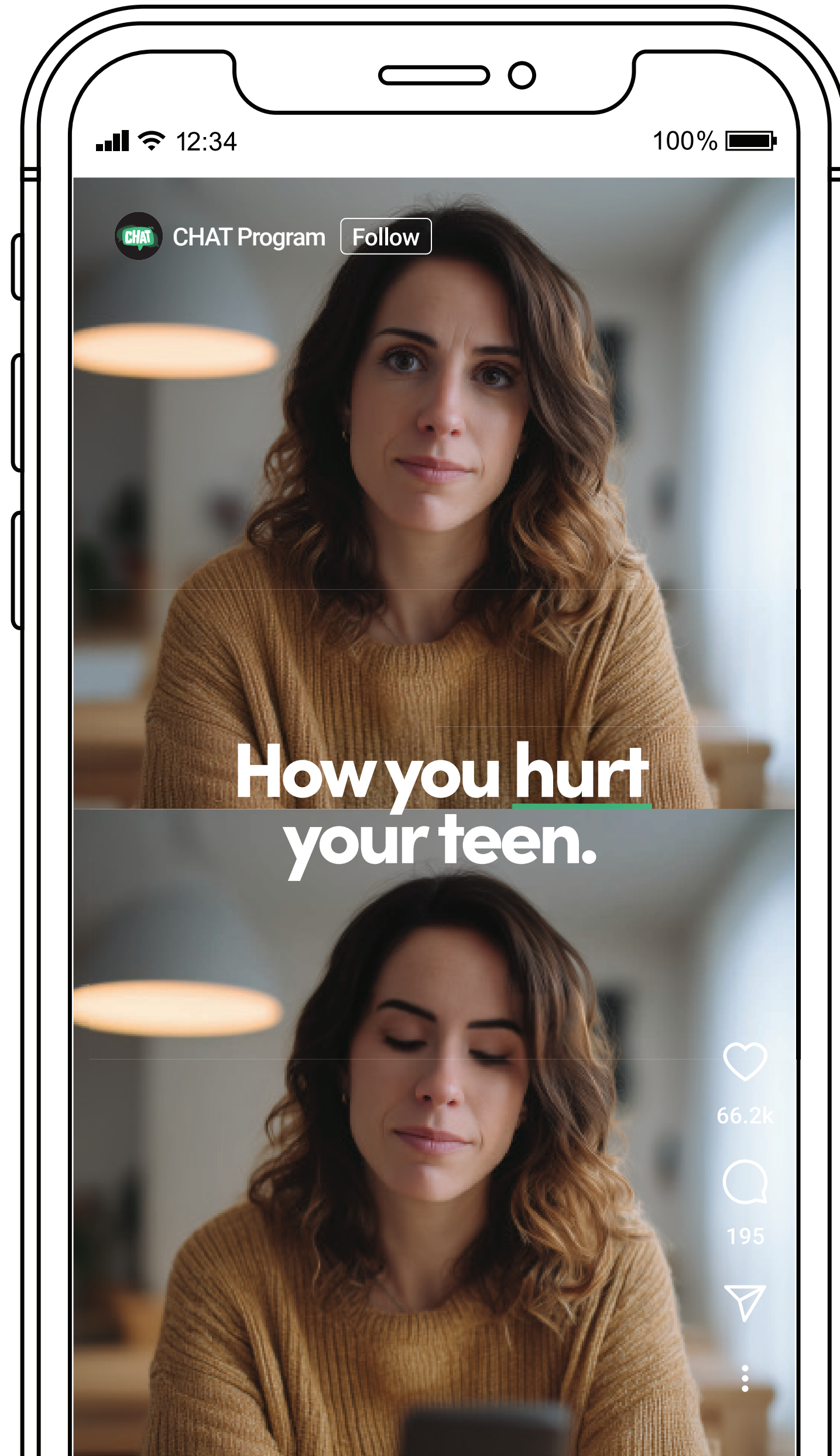
Crazy simple tip to connect with your teen.

(Teen plugs her phone into USB-C cord.)

Let them DJ the drive. It's empowering for them and you may find a few songs you add to your own playlist.

CHAT Campaign

Promoted Social Content



"This, Not That"

A series of short videos showing a split screen of good/bad communication behaviors.

SUPER/VO COPY:

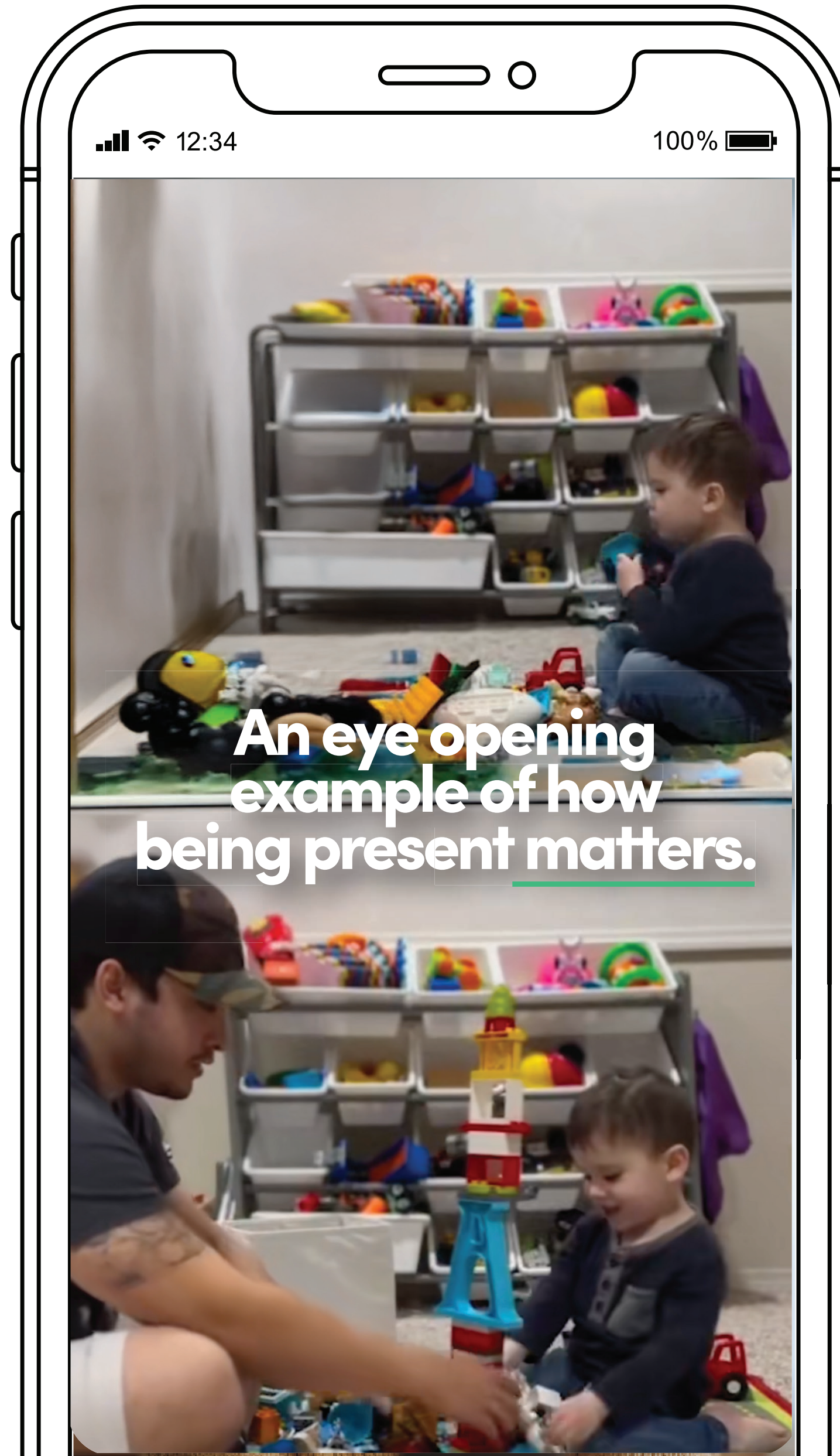
Look at the drastic difference in body language. Actively listening to your teen takes skill and practice.

Remember to give appropriate eye contact and affirm their feelings with head nods and empathetic expressions.

When your teen is being vulnerable with their feelings, if they sense disinterest, it can make it difficult for them to confide in you in the future.

CHAT Campaign

Promoted Social Content



An eye opening example of how being present matters.

"This, Not That"

A series of short videos showing a split screen of good/bad communication behaviors.

SUPER/VO COPY:

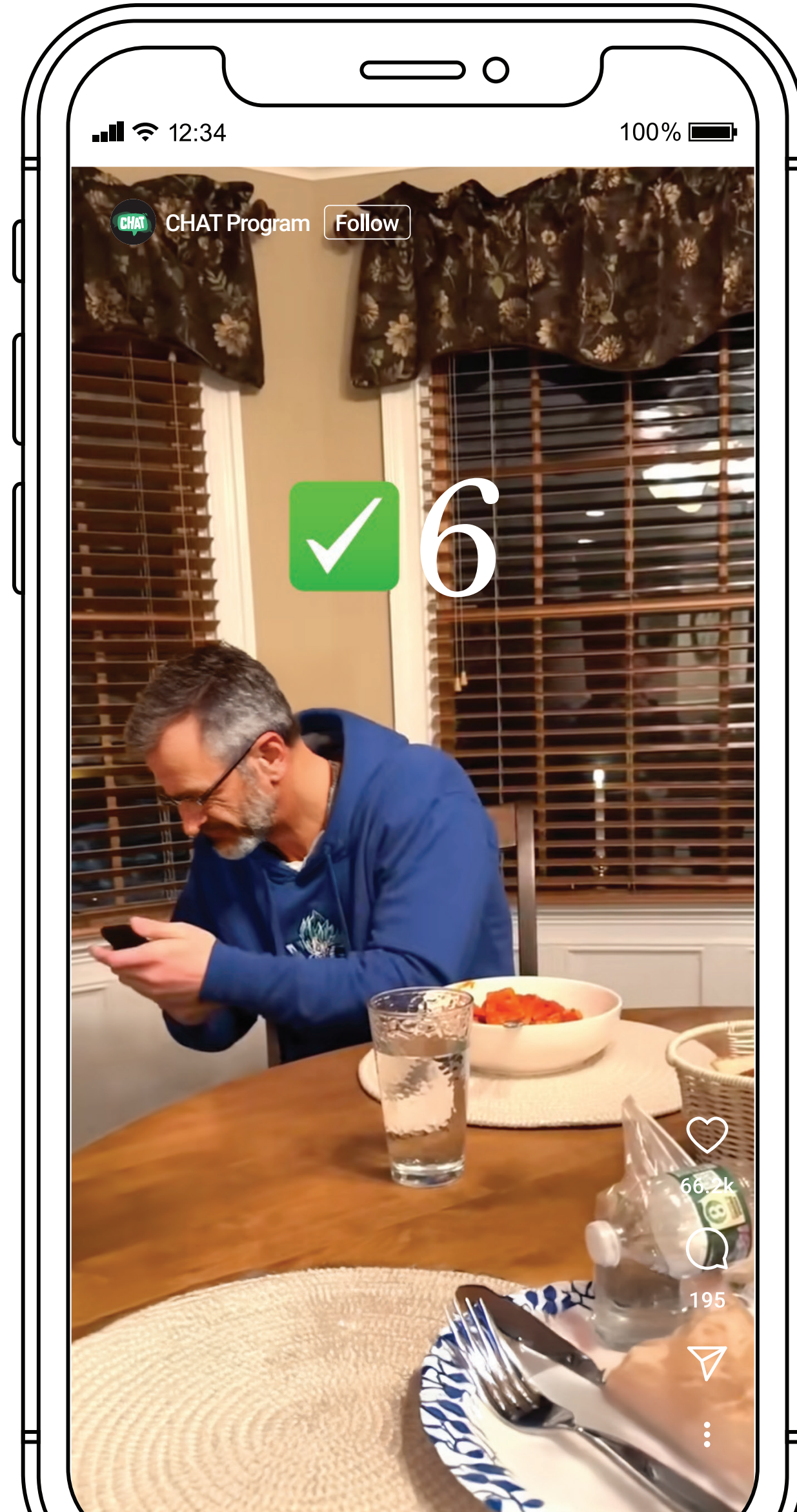
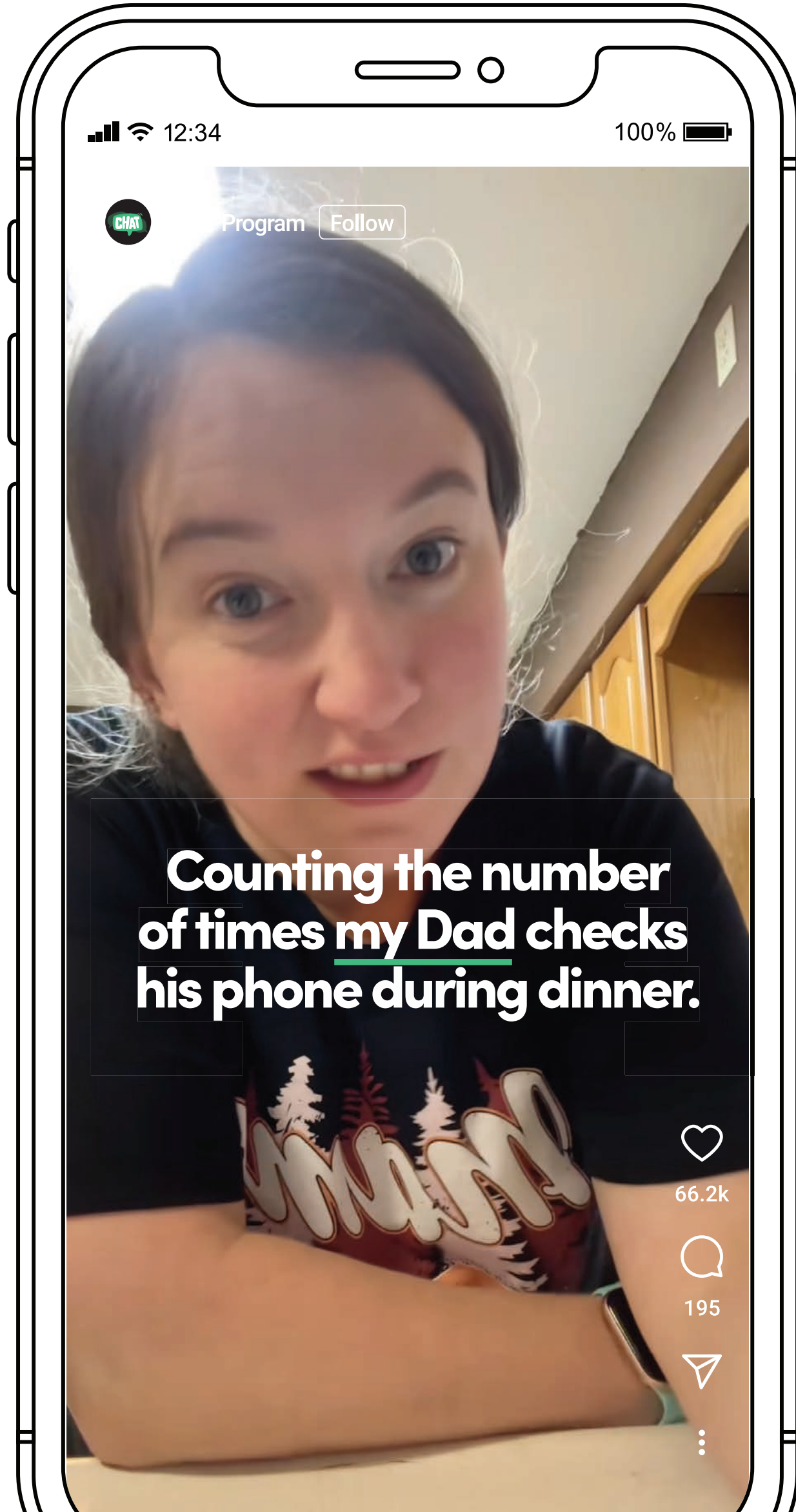
This eye opening social experiment shows how engaging with a loved one can have a profound effect on their mental health.

Not just toddlers, but adolescents, teens and even adults need a loved one to show interest in them.

Asking about their day or participating in a hobby they like can do wonders with building strong bonds and connections.

CHAT Campaign

Promoted Social Content

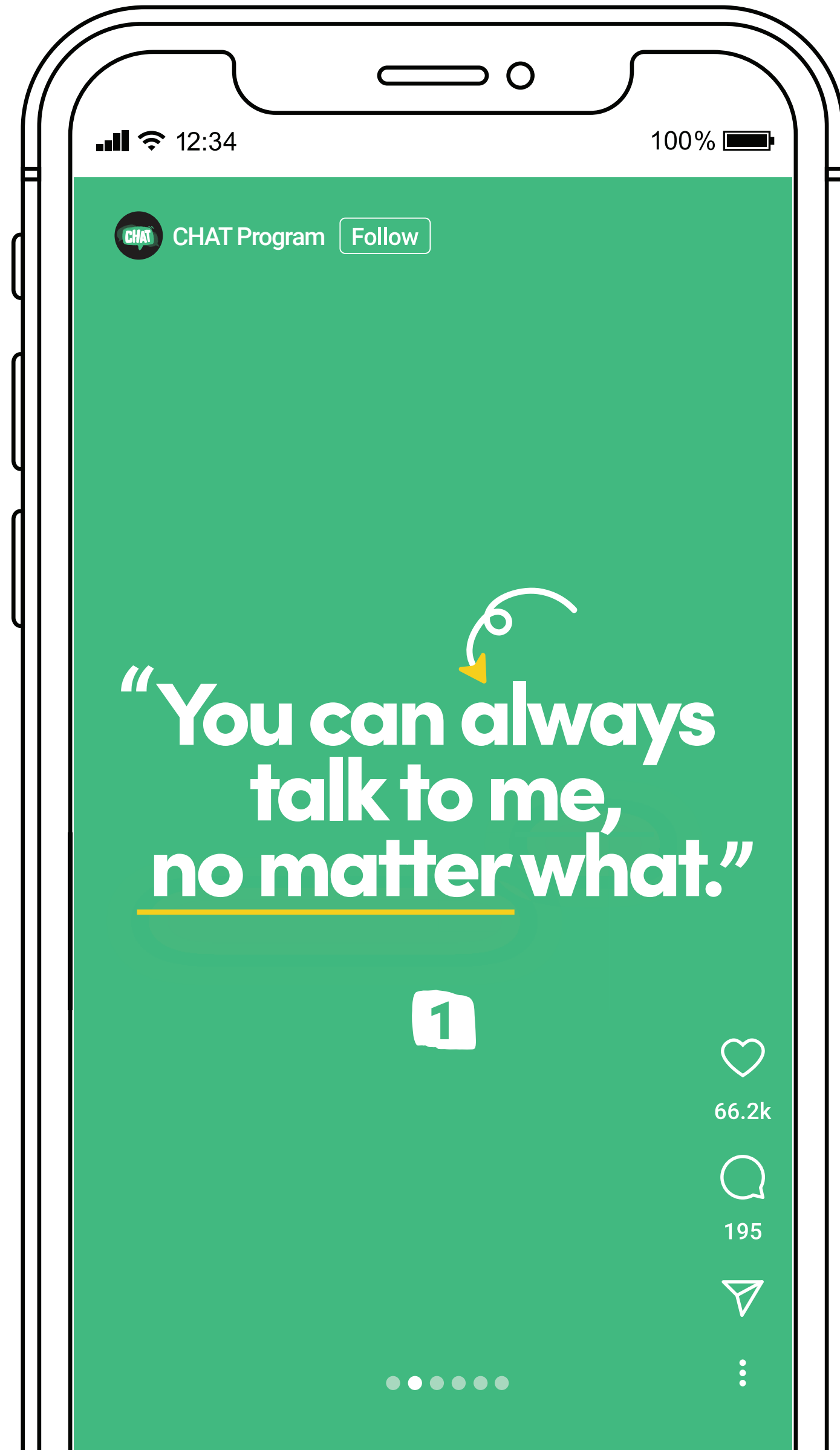


"Teen Counter"

This social video would show a teen secretly recording their parent at the dinner table and counting the number of times the parent pulls their phone out to check something (instead of staying engaged in the family conversation).

CHAT Campaign

Promoted Social Content

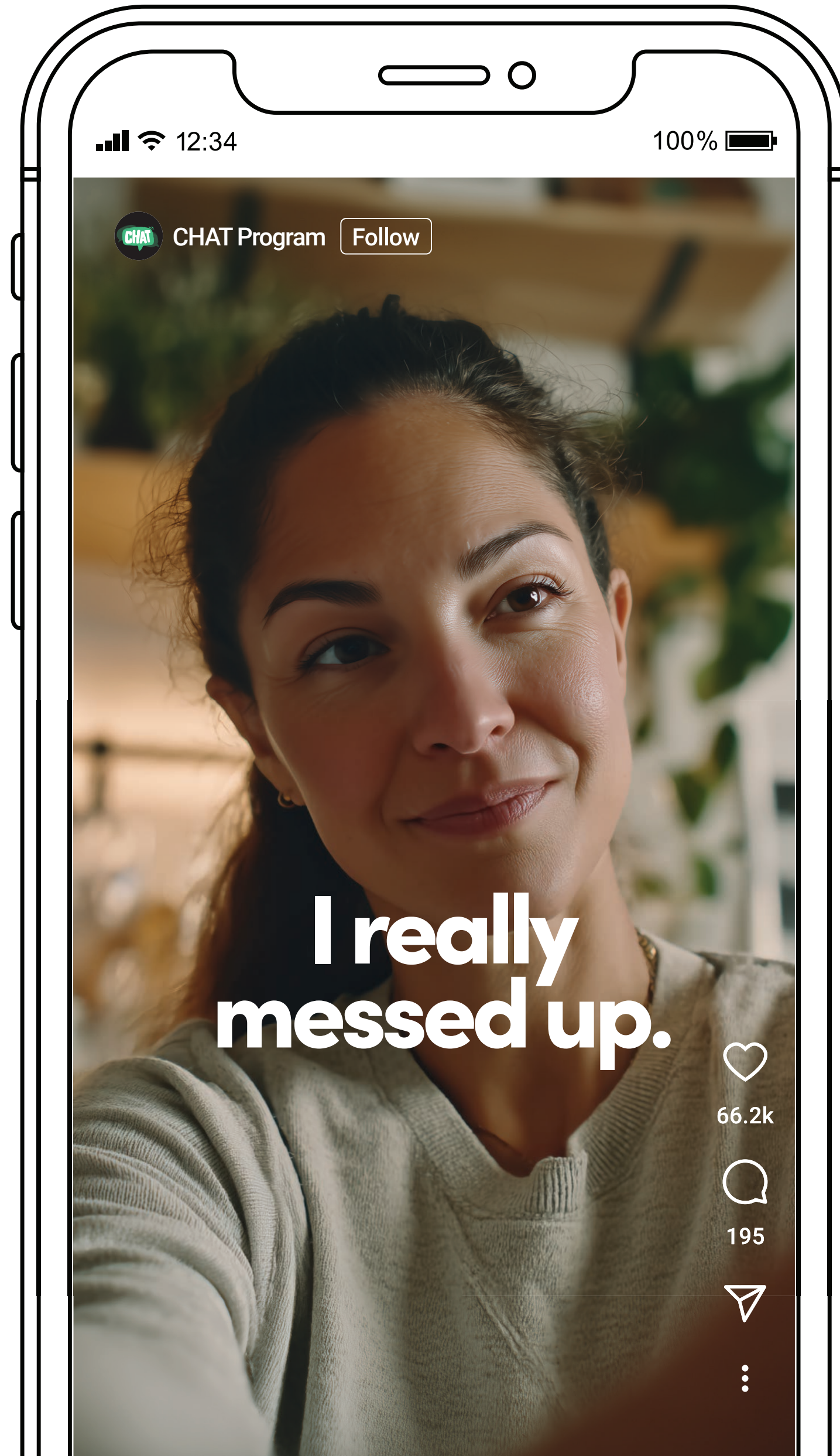


"Things I Say (Carousel)"

A carousel with useful phrases parents can employ to stay close or check in with their teens.

CHAT Campaign

Promoted Social Content



"Confessionals"

Storytelling reel from real parents describing a conflict, the mistake, and how they made it right.

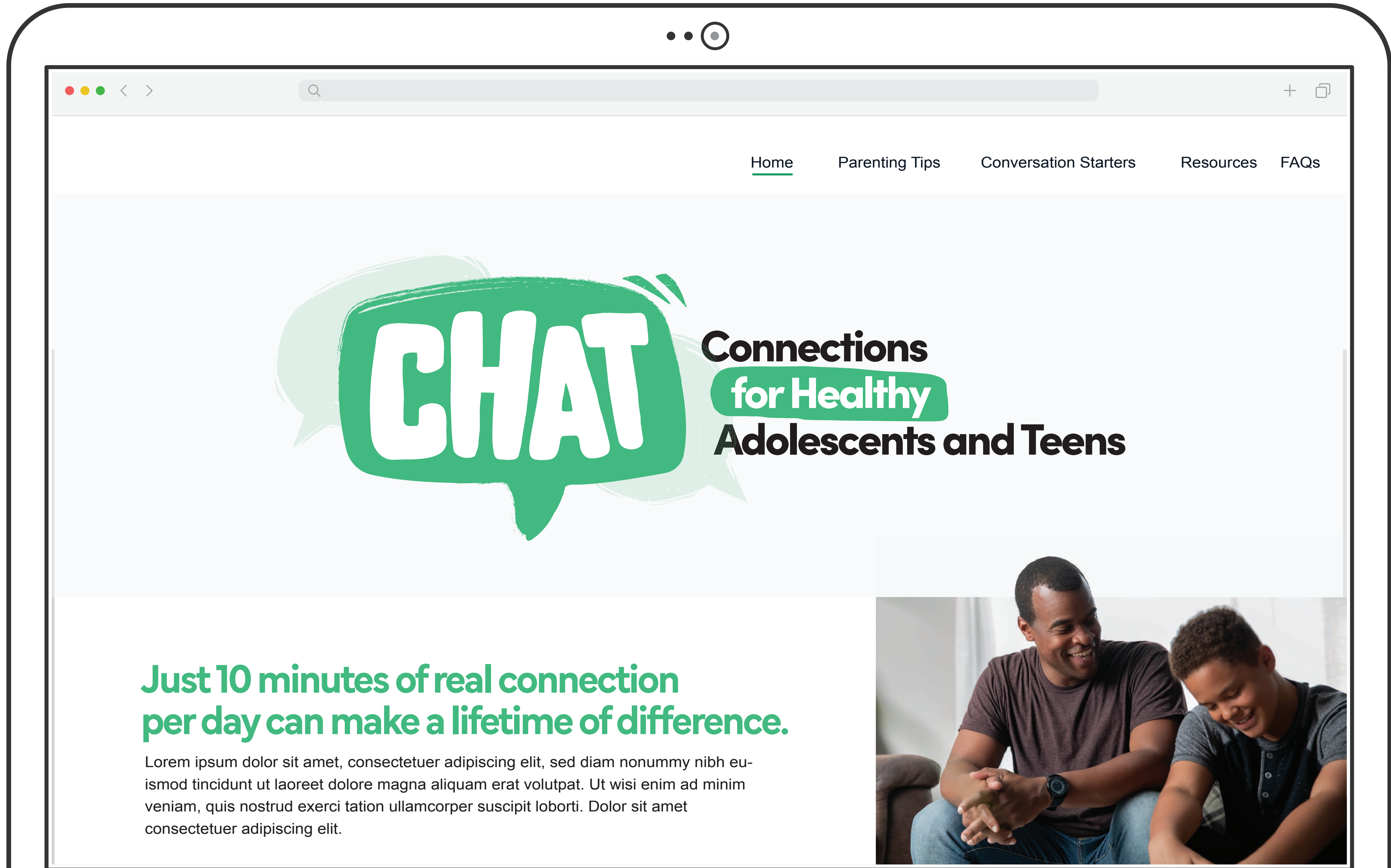
Mom:

Yeah, so, I really messed up.

My teen is going through a common hardship for her age and I led with a cold, "When it happened to me, I just sucked it up."

Well, she immediately walled up. Not only did I negate her own experience by making it about me, but I implied that strength comes from ignoring those feelings instead of validating them.

Apology is definitely in order. If you're a parent that can relate, sound off in the comments.



[Home](#) [Parenting Tips](#) [Conversation Starters](#) [Resources](#) [FAQs](#)

CHAT

Connections for Healthy Adolescents and Teens

**Just 10 minutes of real connection
per day can make a lifetime of difference.**

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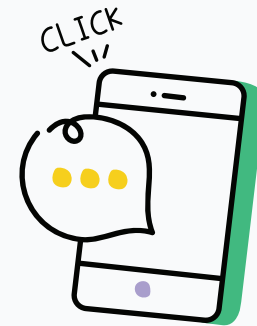


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[Home](#) [Know the Facts](#) [FAQs](#) [Resources](#)

Simple tips for improved connections



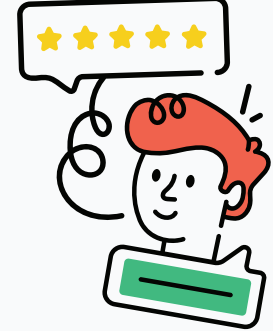
Turn phones off during family time.

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Talk with your teen about their feelings.

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Give your undivided attention during conversations.

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Be supportive during difficult times.

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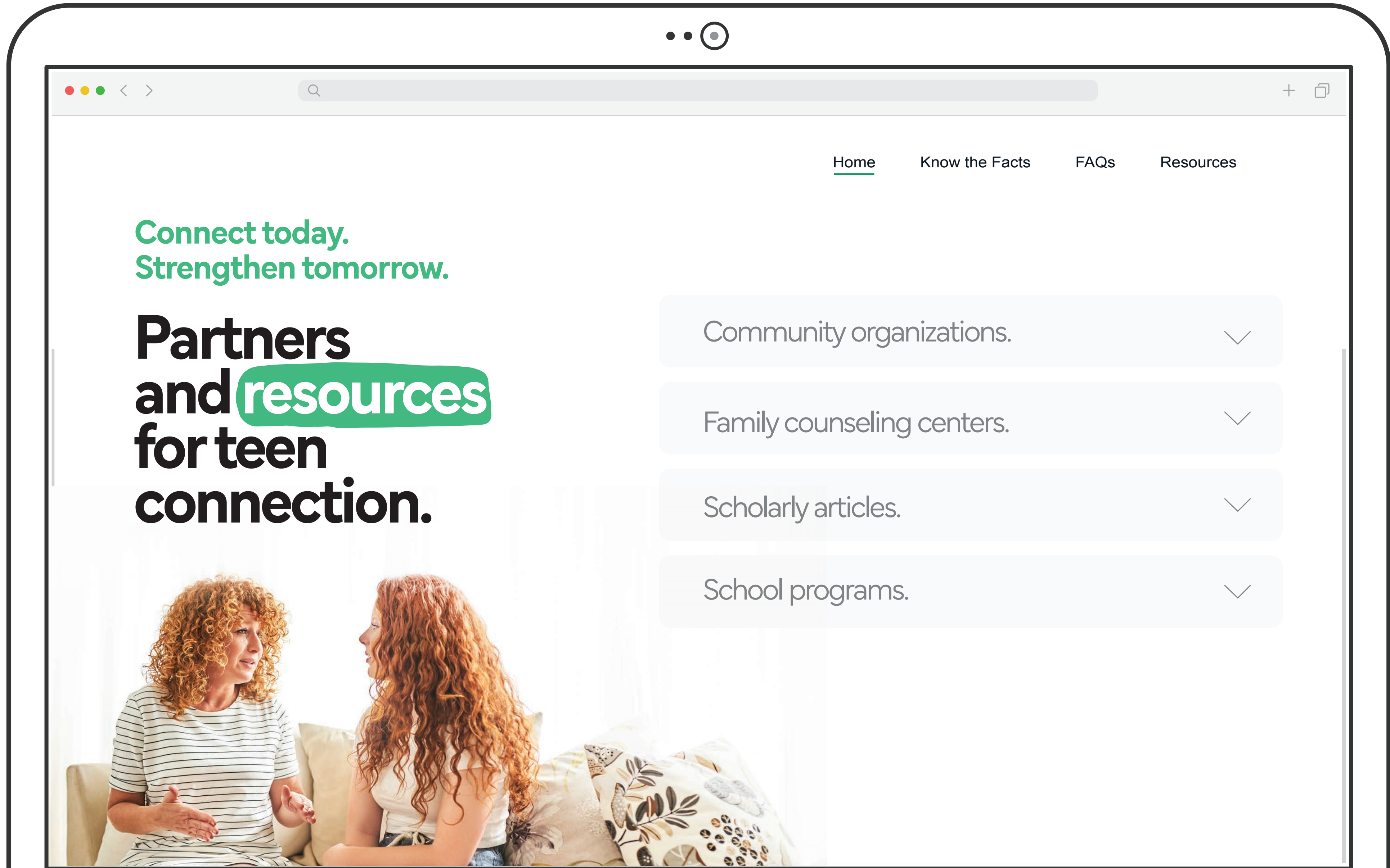
Look up from devices when someone walks into the room.

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Help them feel safe and protected in your home.

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CHAT Campaign - "It's Time to Reconnect"

Video 16x9, :30



VIDEO DESCRIPTIONS

This video opens on a teen doing homework. We see her in real time, but her family is passing her by in a sped-up, time lapse motion.



ANNCR: In today's world, human connection can easily pass us by.

Cut to a teen playing video games, family passing in time lapse motion.



ANNCR: And while our devices can link us up with anyone across the globe ...

CHAT Campaign - "It's Time to Reconnect"

Video 16x9, :30



Cut to a teen apathetically bouncing a ball, family passing by.



ANNCR: ... we could be missing opportunities to form bonds with those closest to us.

Cut to a teen disengaged and texting at a community event, people passing in time lapse motion.



ANNCR: Developing adolescents and teens are especially vulnerable to the affects of disconnection.

CHAT Campaign - "It's Time to Reconnect"

Video 16x9, :30



The time lapses begin to slow as parental figures slow down and stop to engage with the teens.



ANNCR: So, slow down, have a conversation.



ANNCR: Talk to them about their feelings.

CHAT Campaign - "It's Time to Reconnect"

Video 16x9, :30



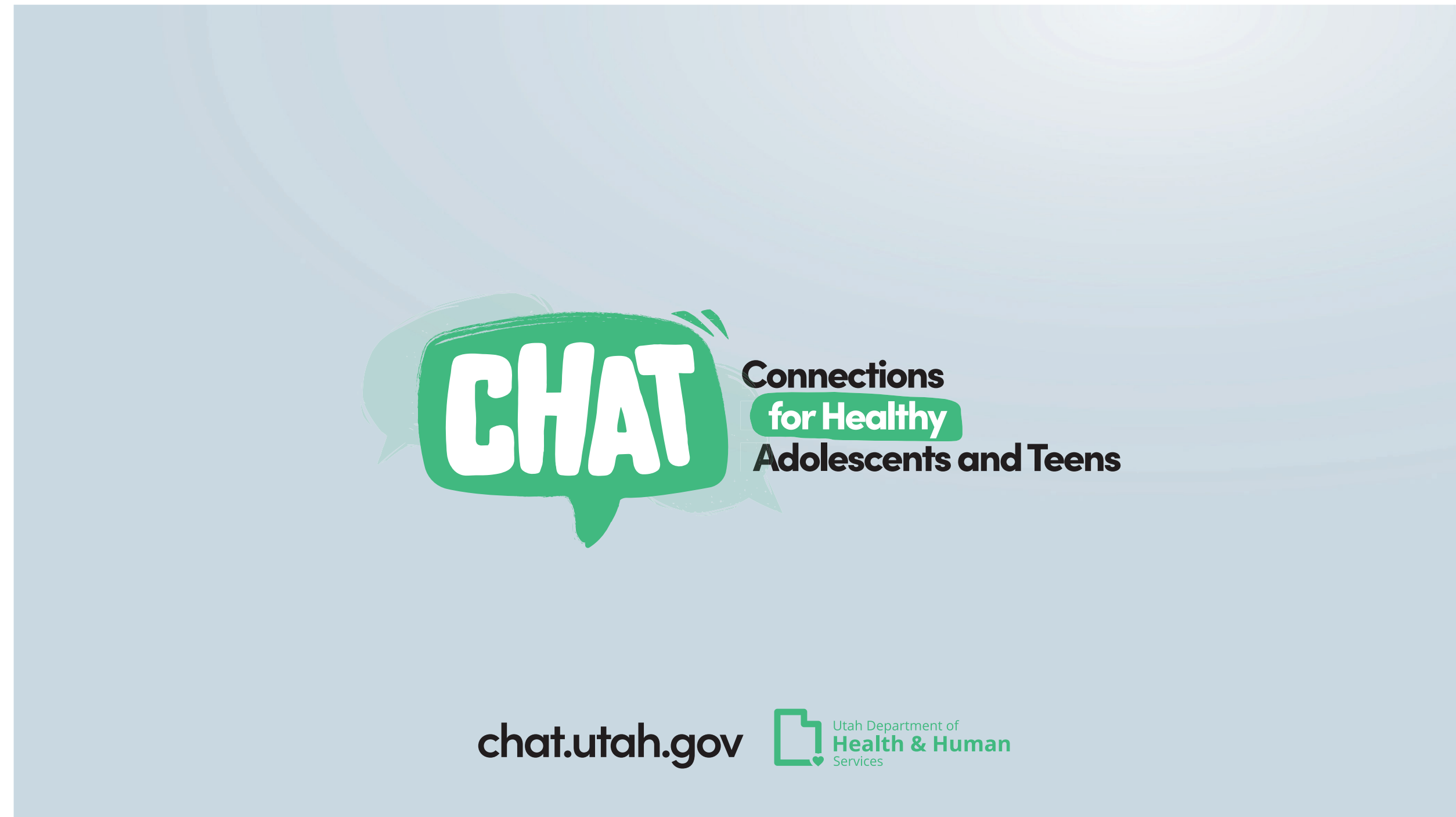
ANNCR: Help them feel safe and supported.



ANNCR: Simple conversations can cultivate positive childhood experiences that can make a lifetime of difference.

CHAT Campaign - "It's Time to Reconnect"

Video 16x9, :30



ANNCR: Get tips on how to connect at chat.utah.gov.



Press Conference with Governor Cox

- Launch the campaign at the Capitol: Highlight the need, campaign creative, and invite parents to connect
- Additional expert voice spokesperson
- Creative assets and deliverables will reflect campaign direction



Media Engagement

- Publish op-ed with Intermountain Health medical professional
- Pitch ideas
 - *Arrange interviews with Aimee Winder Newton and/or medical professional on-air to discuss the need for family connection*
 - *Incorporate "Strengthening Family Week" activity ideas*
 - *Talking points to reflect background, need, positive childhood experiences statistics, and actionable tips*
- Identify and feature a family who has prioritized connection and highlight their everyday practices

Potential Partnership Outreach

- Host stakeholder pre-launch event with leaders in childhood behavior space (education, youth athletics, religious outreach)
 - *PTA newsletter outreach*



FY 2026 - CHAT Campaign Launch

Strategy: **\$10,000**

+ \$10,000 of time from Dave Smith (Pro Bono)

Creative: **\$50,000**

Brand development, display assets, billboards, social ads **+ \$10,000 (Pro Bono)**

Media: **\$100,000**

Paid Social: November - March (Targeting Utah parents of teens and tweens)

Paid Search + Display + Retargeting:
November - March (Targeting Utah parents of teens and tweens)

Billboards: Jan - March

Web/Interactive: **\$10,000**

Landing Page Development

Content from Intermountain

Video Content

Social: **\$25,000**

Paid Ads (Included in media) **+ \$10,000 (Pro Bono)**

Influencer Partnerships - 3 to 4

Social Assets/Video Content

Organic Content (If budget is available)

PR: **\$20,000**

Press Conference with Governor

Op-Eds

Media Pitching (Including morning TV shows)

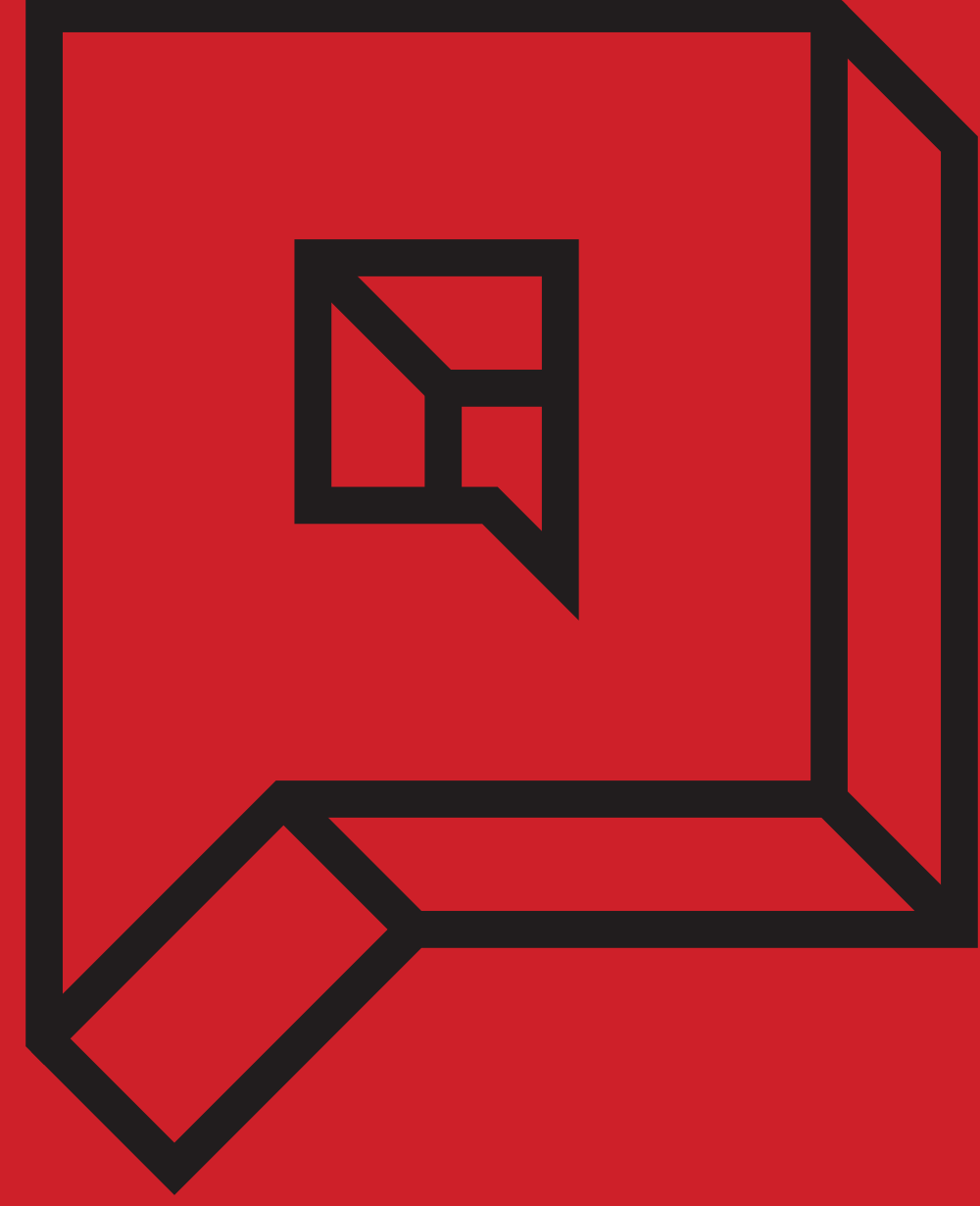
Research: **\$17,980**

Parents of 14 to 17 Year Olds

6 to 8 Minute Mixed Mode Survey (400 households)

Reporting: **\$2,500**

Total: **\$250,000**



PENNA POWERS