

**Lead Agency: Missoula City-County Health Department
Health Promotion Division
301 W. Alder, Missoula MT 59802
406-258-3880**



**Missoula County DUI Task Force Meeting
Thursday, January 2, 2020
12pm-1:30pm**

Members Present:

1. Ryley McLaughlin - Compliance Monitoring Systems
2. Linda Green – Curry Health Center
3. Sarah Swager – University of Montana
4. Paul Pfau – Montana Highway Patrol
5. Jace Dicken – Missoula County Sheriff's Department
6. Evan Falley – MESI
7. Kathy Andress – MESI
8. Shannan Sproull – WMMHC
9. Samantha Arcand – MC Justice Court – Dept. II
10. Dodd McDermott – Missoula Rural Fire Department
11. Dede Ferguson – Community Medical Center
12. Leah Fitch-Brody – MCCHD - MUSAP
13. Julie Richter – Compass Insurance
14. Virginia Braun – Superhero Volunteer
15. Steve Schmidt – MCCHD – Health Promotion
16. Allison Onstad – St. Patrick's Hospital

Welcome, Introductions, Call to Order

Steve Schmidt, DUI Task Force Coordinator, called the meeting to order at 12:00 PM.

Face Book Check-in

Steve provided instructions on how to “Check-In” on Facebook. (Paper Instructions on Tables)

Previous Minutes

Motion to Approve – Dodd McDermott
2nd – Dede Ferguson
All In Favor

Introductions and Question of the day

If you could go back 10 to 20 years, what advice would you give yourself? Or What dream have you yet to achieve?

Marketing Messaging – Scheduled with Montana Department of Transportation

- Scheduled for February 7th – Weather Permitting
- Kevin Dusko, Erin Root, & Janet Kenny will be traveling to Missoula
- Looking to discuss messaging related to avoiding Psychological Reactance
 - Example: Vision Zero – We Need You To Get There
 - In order for Montana to meet the Vision Zero Goal, we need you to get to where you are going. If you die, we don't accomplish the goal. Your family needs you to get there. The "We" implies that we are all in this together.

Think Twice –Update

- Grant to be submitted on February 7th, 2020 of \$5000 MDT Grant with Kevin Dusko
 - Add 19 more establishments in Missoula
 - Have Think Twice at 5 events in Missoula
- Met with Missoula Downtown Association – Linda McCarthy
 - Working to get Think Twice at the Winter Brew Fest on February 29th, 2020
 - Looking to harvest information from participants at events
 - Number of People
 - Survey Questions
 - Cultural Education during events
- Met with Sarah Swager – to discuss how to get Think Twice reengaged with the University Tailgates
- REVO Insurance – one of the largest insurance companies for Montana Taverns is partnering with Think Twice and will offer positive considerations for establishments utilizing Think Twice.

Messaging

- Messaging that focus on the Positive Behaviors to avoid Psychological Reactance
- Guidance from the Center for Health and Safety Culture – MSU Bozeman
- Outstanding in Missoula
 - To meet with two nursing students (Austin Walther and Angelica Difort) to launch the program
 - Looking to meet and interview DUI Task Force members to help launch the program
 - Provide marketing for you and your organization
 - Help spread the positive messaging that supports the DUI Task Force messaging.
 - Help workout any unforeseen details
 - Julie Richter – Volunteer to do a video
 - Send me a referral – To Email Google Form to the Group
 - Looking to keep the messaging in front of the public.

Marius & MCPS

- Exploring the options to bring Renee Napier & Eric Small Ridge back to Missoula
 - Choices Video - <https://www.youtube.com/watch?v=4LLp80XVGd8&t=4s>

- Marius, as a high school student, brought them to Missoula previously
- Already met with School Superintendent, Rob Watson, who seems very supportive
- School Assembly in all schools, with ongoing follow-up and support to avoid a One and Done program
- May need to do some fundraising
- I'm on the Teaching and Learning Wellness Committee (Behavioral Health) with MCPS regarding bringing in new curriculums into the schools.

Other Meetings & Actives

- Alive @ 25
 - I attended the class on January 13th with TJ Templeton
- Frenchtown Community Coalition
 - Met with new hire – Reagan Mechum
 - I'll be attending their meetings
 - She will be attending the DUI Task Force Meetings
- New Website
 - New Website www.DriveSafeMissoula.com – in the works (Not Yet Active)
 - Current DUI Task Force URL is 112 characters long?
<https://www.missoulacounty.us/government/health/health-department/healthy-people-healthy-families/dui-task-force>
 - Current Web Pages are extremely difficult to edit
 - Drive Safe – it's a natural use of language
 - Easy URL to remember
 - Lonie used to answer the phone, "Traffic Safety – This is Lonnie."
 - Drive Safe Missoula – Home of the DUI Task Force and Buckle Up Montana Coalition.
 - No objections
- MUSAP
 - February 11th – 6 to 8 PM
 - Town Hall Meeting at the ZACC

No Committee Updates

DUI - R.O.A.D. Court on next months agenda

Member Updates

Sarah Swager

- Wet Lab on University Campus
 - Partnering with local law enforcement
 - National Preventative Program

Kathy Andress

- Planning for EMS Fair at the Mall
- Week before or week after Memorial Day (Mat 25th)

Paul Pfau

- Alive at 25 Program

- Open to the Public – 25 or Younger
- Classes are usually full
- Will accept Missoula and Ravalli students.

Linda Green

- National College Health Assessment Survey – section on Alcohol Use – End of Feb.
 - o DUI rates have gone down
 - o Drinking differently – not as much
 - o Results in summer
 - o Survey located in the “About Us” section (Far bottom of Curry Health Center’s Home page)
 - o **Linda offered up a presentation regarding their messaging on campus**

Meeting adjourned at 1:30 pm

Next meeting will be Thursday, April 2, Noon – 1:30 pm, at Missoula Emergency Services Training Center, 1220 Burlington.