

**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. Shannan Sproull – WMMHC
2. Charmell Owens – City of Missoula
3. Kathy Andress – Missoula Emergency Services
4. Dede Ferguson – Community Medical Center
5. Samantha Arcand - MC Justice Court – Dept. II
6. Judge Landee Holloway - MC Justice Court – Dept. II
7. Dodd McDermott – Missoula Rural Fire Department
8. Allison Onstad – St. Patrick Hospital
9. Ryley McLaughlin - Compliance Monitoring Systems
10. Steve Schmidt – MCCHD – Health Promotion
11. Leah Fitch – MCCHD – Health Promotion
12. Heidi Starrett – Missoula Broadcasting

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 – Kathy Andress

2nd – Shannon Sproull

All In Favor

What are the best things the DUI Task Force has done in the past and what would you like to see in the future?

Things from the Past

- This is a Community Multidisciplinary Group
- DUI Court
- Uber & List
- Bringing people together – can also be improved

- Seeing the DUI Numbers decreased
- Going Out Tonight Campaign – Most Noticed
- Think Twice
- Like the diversity in the group

Things we would like to see in the Future

- **Better Education**
- Get out of the City and **impact the whole county**
- Better outreach to [younger] kids – **We need to get into schools.**
- **Lack of education and lack of expanding where we are focused**
- More organized, thoughtful, and targeted in our outreach.
- Would like to see the DUI numbers go down. Don't like being known as one of the drunkest states.
- **Youth Involvement**

I ask these questions and seek your responses to guide our work and direction.

Programs like organization formerly known as The Forum (MUSAP) and Parenting Montana are working on helping youth avoid substances at younger ages.

Social Media Update

Introduction of the Driving Under the Influence of Technology (DUI) Facebook page

- #IDontDUI

Think Twice –Update

We received a \$2775 State Farm Discretionary Grant that will provide DUI Task Force Sponsored breathalyzers (one free box) plus media kits for establishments

This money can also be used to get Think Twice to Events in Missoula – We are currently building a list of potential events

Next up

- Working on a \$5000 MDT Grant with Kevin Dusko
- Meeting scheduled with Sarah Swager
- Need to schedule meeting with Missoula Downtown Association.

Would like to get Think Twice out and about throughout the county outside the Missoula City Limits.

It would be nice to have people inquire with establishment about Think Twice, if you are out and about. Feel free to forward info to me or refer to Luke or Forrest.

Responsible Alcohol Sales and Service Training – May help highlight Think Twice and their DUI Prevention Program

- Leah – Reach out to Mama. Sign at the ZACC.
- Heidi has a connection with Maria at Mama



New Program Introduction

“Outstanding in Missoula” (See Below for the initial “Draft” of the program)

- Highlight the “Outstanding” safe driving behaviors already in existence
- We will be out “standing” throughout Missoula and Missoula County conducting the interviews
- People, Business, Missoula area influencers
- Based on principles and research from the Center for Health and Safety Culture
- Card demonstration was conducted with Sam.
- Judge Holloway would like to communicate the problem using the stats and facts about what is really happening in our community. Get people connected to the “Bad” things that are happening in the community along with highlighting the positive behaviors.
- Ride Along with Law Enforcement and Fire – conduct interviews



Overall thought about the program from the group.

I have submitted the program to the Dr. Nic Ward from the Center for Health and Safety Culture, and they are going to review the program and provide feedback.

I will also be presenting this program to get feedback from the Buckle Up Montana Coalitions.

Committee Updates

- Media Committee
 - o Should incorporate the “Outstanding In Missoula” into the Media Committee
 - o Looking to develop a Media Plan
 - Develop a Quarterly theme
 - Want to work with Evan and Virginia
 - Would like some trainings (Social Media, TicTok, or something with youth)
 - Maybe highlight something with Poly Drug Use

Other Business

- Promote the Alive @ 25 program to let community know it’s open to everyone
- Reach out to SROs and Driver’s Education

Meeting adjourned at 1:30 pm

Next meeting will be Thursday, March 5th, Noon – 1:30 pm, at Missoula Emergency Services Training Center, 1220 Burlington.

Outstanding in Missoula

A program of the Missoula County DUI Task Force and Buckle Up Montana Coalitions

The Concept

Proactively leverage Missoula County people who are engaging in “Outstanding” safe driving behaviors to influence the overall traffic safety culture in our community.

Outstanding safe driving behaviors we will focus on

- 1) Always Driving Sober
- 2) Avoid Driving Under the Influence of Technology (DUI)
- 3) Arranging for Safe Ride Options if needed
- 4) Always wearing a seat belt properly
- 5) Always using a Child Safety Seat properly
- 6) Always slowing down and moving over for emergency vehicles
- 7) How to speak up as a passenger
- 8) Other Safe driving behaviors as needed

The What?

- 1) Conduct “standing” (as in we are out there standing in Missoula) interviews throughout Missoula County of people by asking them questions so they can tell us about their who, what, when, where, why, and how as it relates to “Outstanding” driving behaviors here in Missoula County.
- 2) Produce, share, and distribute videos that highlight the positive aspects of “Outstanding” safe driving behaviors throughout Missoula County.
- 3) Collaborate with coalition members, businesses, and members of our community to develop mutually beneficial content.
 - a) Content that gets our positive message out and about while providing some advertising or marketing benefit to the person, business, or organization featured within the material.
 - b) The positive advertising/marketing element is the “What’s In It For Them” component that will encourage businesses, organizations, and people to provide their “Outstanding” safe driving examples and messages.
 - i) For Example, We conduct a video interview with the owner of a local drive-through coffee shop. We learn what traffic safety means for them and their employees and customers.
 - ii) The interview results in positive advertising for the coffee shop, and they help us by spreading the message of what should be “culturally normal” from their perspective.
- 4) People will share videos of their interviews, which allows us to leverage their social media influence. They help us spread our message and help us to demonstrate what would be considered “Socially Normal.”
 - a) Others, who watch the video may be influenced by individual being interviewed and adopt their “Truth” as their own. This is based on the principle of Social Proof, where people tend to rely on the social cues of others as it relates to how they think, feel, and act in situations.
 - b) Friend and family members of the individuals featured in the video, will see the video, be influenced by their loved one’s message.

Potential Examples

Outstanding in Missoula - A Donut for Your Thoughts

- 1) On the street interviews of random people in Missoula
- 2) Interviewees receive a donut and coffee in exchange for their video interview about their safe driving habits
- 3) Video release forms are signed, and the videos shared to Social Media with the hopes that the interviewed subjects also share the videos to help spread their own "Outstanding" thoughts on safe driving behaviors.
- 4) Secondary to the interviews would be "Donut Drink and Drive" with a larger than life donut.
- 5) The "Donut" is a proclamation opportunity where individuals in our community can literally "Get Behind" the message of "I Donut Drink and Drive," take a photo standing behind a larger than life donut and share it on their social media.
- 6) The larger than life donut is unique and whimsical enough to stand out above the crowd and get noticed.

Possible and relevant objections

- 7) I completely understand if this is just a little out there and a bit of a stretch for people to really make a connection.
- 8) I also worry about the use of the word "Donut" or "don't." I want to avoid potential psychological reactance. Utilizing the natural use of language and the play on words with an individual proclamation of "I Donut Drink and Drive." may circumvent this tendency.
- 9) There is a possibility that a whimsical approach on such a serious topic may not be received well by the public.



Outstanding in Missoula – Hot Spot

- 1) An on the street reward for someone demonstrating excellent driving behavior
 - a) For example:
 - i) A family is observed with two children in properly utilized car seats agrees for a quick video interview about why this “Outstanding” behavior is important. They receive a couple coffee cards as a reward. The hope is that they share their interview on social media to help spread their word.
 - ii) Some guy is rewarded for being observed not using his cell phone.
 - b) This could be conducted with local Law Enforcement in a manner that would provide significant positive press for the department.
 - i) Also, the presence of uniformed personnel would help lend a safety and credibility element to approaching individuals in their vehicles.

Outstanding in Missoula – Business Drives

- 1) An interview or showcase of a local business who practice “Outstanding” safe driving behaviors.
 - a) The goal is for a business to explain their “What’s In it for Them” to drive safely while conducting business in our community. They help spread our message while we provide positive and free marketing to the local business.

Outstanding in Missoula – I Don’t DUIT

- 1) Several communities from various countries have done “The Last Text Message” campaigns to highlight the dangers of distracted driving or as I prefer to say Driving Under the Influence of Technology (DUIT)
 - a) Campaign from the UK - <https://inews.co.uk/inews-lifestyle/cars/video-heartbreaking-campaign-final-messages-dangers-texting-while-driving-80819>
 - i) While in the middle of typing this section, this video was shared with me on Facebook: <https://www.facebook.com/Mrs.Martens/videos/pcb.3991106130914979/3991103097581949/?type=3&theater>
 - ii) Here’s a great campaign activity from New Jersey - www.justdrive.com
 - iii) https://www.youtube.com/watch?time_continue=37&v=Uxpat7rx3PM&feature=emb_logo
 - iv) I really like the fact that they are asking the question, “Was it worth it?” Instead of just “Telling” people “It’s Not Worth it.”
 - v) April 2020 is Distracted Driving Awareness Month
- 2) Focus on parental modeling
 - a) Help parents understand that “More is Caught than Taught” and young drivers will model their driving habits.
 - b) Provide resources (i.e., Life 360 App) that allows for monitoring of phone usage and other teen driving monitoring applications

Outstanding in Missoula – Are you comfortable with this? What do we do?

- 1) I believe this segment would be more of a formal podcast style, a longer deep dive conversation into the issues. It could cover many of the other “Outstanding” topics, just on a deeper level.
 - a) More of a planned out and scheduled Q & A with some of Missoula’s Most Influential and “Outstanding” people.

Topics could include

- 1) We are the drunkest community in the 4th drunkest state
 - a) <https://www.usatoday.com/story/news/2018/03/08/these-americas-drunkest-states/406342002/>
- 2) [Are we proud of this and do we want to change this?](#)
- 3) [How do we change this?](#)
- 4) This is about us. This is our community, too. What kind of community do we want to be? We need each other to solve this problem. We own this problem in our community, now let’s fix it. It starts and ends with us.

Let’s compare (Comparing Safe Driving Issues with Other issues of the day):

Note: There would need to be substantial thought and organization prior to presenting any of these comparisons because we wouldn’t want to invalidate or belittle other health related issues. Likely this section would only serve as evidence that our message is important.

Vaping Issue – As of December 12th, 2019 there have been 54 vaping-related deaths Nationwide. This “Outbreak” as it is being called has resulted in the nationwide ban on flavored vaping products.

- a) In Montana alone there has been 107 deaths due to impaired driving in 2019
- b) Nation Wide, in 2018, 10,511 died in DUI Crashes. That’s almost 30 people a day lost to drunk driving crashes, according to the National Highway Transportation Safety Association (NHTSA).
- c) Car crashes are the leading cause of death for teens, and about a quarter of those crashes involve an underage drinking driver. In 2017, young drivers, 16 to 24 years old, made up 42% of drivers involved in fatal drunk-driving crashes.
- d) Driving Under the Influence of Technology (Cell Phone Use) – in 2018 -4,637 died due to cell phone use and
 - i) Cell Phone Use while driving caused an estimated. 1.5 million car crashes in the U.S. in 2017
- e) Author Malcolm Gladwell stated in an NPR interview, “...death of someone by something that we don’t understand matters more than the death of [someone] by something we do understand.” He wasn’t speaking about DUIs or vaping, but does this hold true here? Do we understand that death via DUI is “normal” so we aren’t upset about it and we don’t understand death by vaping, so those 54 deaths matters more than the 107 deaths caused by DUI?

- 2) Common Misperceptions about traffic safety and the law

- a) I don't wear my seatbelt because my aunt would have died in a car crash if she was wearing her seatbelt.
- b) How is it possible that some lady just received her 4th DUI and she was able to bond out of jail?
- c) Everywhere I look, people are on their phones and the cops don't seem to be doing anything. If I was a cop, I could write the whole city a ticket.
- d) I have my child's safety seat buckled, strapped, and even duck taped down. It's not going anywhere.
- e) If you only have two drinks you can't get a DUI.
- f) If I'm drunk and just drive carefully, I won't get caught.
- g) I've heard that I can pass a breath test by sucking on a penny.