

**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, September 3, 2020  
12pm-1:00pm**

**Members Present:**

1. Jenny Ross – Community Med Center
2. Kevin Dusko – MDT
3. Paul Pfau – Montana Highway Patrol
4. Virginia Braun – Superhero Citizen
5. Mel Holtz – Frenchtown Rural Fire Department
6. Shannan Sproll – Western Montana Mental Health Center
7. Aubrey Godbey – Curry Health Center
8. Dodd McDermott – Missoula Rural Fire Department
9. Brad Giffin – University of Montana Police Department
10. Samantha Arcand – ROAD Court
11. Judge Halloway – ROAD Court
12. Reagan Mecham – Frenchtown Community Coalition
13. Matt Kazinsky – Missoula Police Department
14. Steve Schmidt – MCCHD – Health Promotion

**Welcome, Introductions, Call to Order**

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

**Previous Meeting Minute Approval**

Not complete

**Introductions**

[www.DriveSafeMissoula.com](http://www.DriveSafeMissoula.com)

- No new changes or alterations recommended
- No new updates recommended
- Still haven't changed the dry language on the DUI page that Virginia recommended. (To be changed.)
- Partners Page

- Still need quotes, short paragraph from most people
  - Why are you a part of the DUI Task Force? Whats in it for you

#### Safe Kids Fair – This Saturday

- Be sure to check out the “Respect a Cage” video on the website regarding the “Respect a Cage” trailer incase you get an opportunity to volunteer.
- I made a Distracted Driving awareness video for the Safe Kids Fair – How to avoid hearing Yeah, but you... from your kids - <https://youtu.be/LenHHpe7edQ>
  - When it comes to raising kids, more stuff is caught than taught and your kids are watching you as you drive. If you use your cell phone, they see this and they will adopt this behavior despite you telling them to not use their phones while driving.

#### TikTok Video Challenge Update

- Concept
  - Get the kids to make the content for their peers
  - From their perspective, Kids aren’t going to listen to me, I’m just an old guy and what do I know
- Leah Mobley – Gallatin County DUI Task Force
  - \$1000 to a graduating High School Student
  - \$1000 to a College Student
  - Students to make a short TikTok video to help
    - Increase student involvement with the DUI Prevention Message
    - Students will help spread the message to other students
    - Griz vs Cat Competition between the schools
  - Things to think about
    - What happens if the video gets taken down by TikTok
    - Do we have a unique HashTag?
    - What happens if someone hijacks a #
    - How do we get the kids to submit their entry?
  - Group Thoughts
    - Dodd - Don’t know how it works
      - Like the premise
    - Aubrey - Like the idea of not speaking for other people but having them speak for themselves
    - Shannan – a few contests are going on with other groups (MUSAP, All Nations Health Center)
      - Not too worried about people spoofing the videos
      - \$1000 sounds pretty high – perhaps two \$500 scolorships
    - Steve – I interviewed two girls at the “Party Like a Pros” event last night at the University and they stated that they just had a video get 500,000 views
      - They were really interested in a Video Contest!
    - Steve – Would like to put a positive spin and highlight the desirable behavior
    - Reagan – Like when kids produce the content – It’s genuine and authentic.
      - \$1000 would motivate kids
    - Steve – Kids aren’t utilizing Facebook – They are on TikTok

State Farm Grant \$19,250

- Young Driver's In Control - Introduction
  - o Pivot to an online course due to COVID-19
    - Looking to build a course that is well received by the students
    - Collaborative Effort – Not just me
      - Businesses
      - Law Enforcement
      - Other Kids
        - o If I tell you something, you may have a tendency to doubt me, but if I ask you a question and you answer the question with exactly what I wanted to tell you, then it's true to you otherwise you wouldn't have answered the question that way. – Tom Hopkins
    - Youth can take the course when and where they are
    - Good Analytics
    - Would like to develop a system that becomes a “Best Practice”
    - 1 to 3-hour course
      - Consisting of a series of short 6 to 10-minute-long videos.
  - o I'll be working on developing this course soon

What else should we be doing in the world of COVID?

What opportunities are we missing?

- Kevin – Like the Tik Tok and the online training

How can we be more proactive?

- Making sure that everyone has access to the material
  - o i.e., Udemy is accessible
- Shannan – How can we, as a group, help move the group forward?
  - How can I help participate?
  - Committees?
  - Steve – Helping contribute to the content of the website.
    - Partner's Page Quote
    - Blog Posts
    - Video's as part of the Young Driver's In Control Course
    - Lobby aspect with the Legislature
      - o Don't know how or what it's going to look like
      - o Virginia and Evan will support Ron Yates in Great Falls but don't know what we can do as a group.

Virginia – Question – Cell Phone Holders in cars

- Sgt. Kazinsky
  - o Encourage Hands free but people are still using phones.

From Leah Fitch-Brody - YRBS – Montana 53.3% vs National 39% - Youth who have used cell phone while driving a vehicle in the last 30 days.

- Despite your phone being in a holder, you may still be paying attention to the phone which is a distraction.

Sgt. Kazinsky

- This week there has been several high profile motorcycle crashes, are we looking to put anything on the Drive Safe Missoula website regarding motorcycle safety?
  - o Montana DOT has a separate “Motorcycle Safety” group outside of the two Occupant Protections groups
  - o Would like to have a few safety videos – All the Gear, All the Time
    - This should also be part of the In Control Course
  - o Aubrey – Just recently got her motorcycle permit
- Part of this could be the Inattentive Drivers not seeing the Motorcycles
- Jenny – I like the idea of talking about Motorcycles.
- Mel – We’ve had a few motorcycle accidents in Frenchtown recently.
  - Is there a chance to get a DOT sign that goes over the highway that displays the number of deaths on Montana Roadways.
  - Is there a way to notify drivers (i.e., Gas Pump videos or some other sign) that can notify drivers of an accident on the highway?

Meeting Adjourned.