



Missoula County Buckle Up Montana Coalition & DUI Task Force (Combined) Meeting

Thursday, March 11, 2021

Zoom Meeting

MEMBERS PRESENT:

Rolf Tandberg Kevi Berger Sgt. Paul Pfau Kira Huck Jodine Tarbert Samantha Arcand Sheila Callahan	Michelle Evans Reagan Mecham Virginia Braun Dodd McDermott Pam Holman Leah Fitch-Brody
---	---

Introductions

- Fun and Games – Zoom Scavenger Hunt & Guess the Background

Brief Updates

ROAD Court

- Currently has 13 participants

Safe Kids

- Safety Superhero is out and about and ready to share

FCC

- New Billboard coming soon

Sgt. Pfau

- Sent Items that can be turned into blog post.

DUI Task Force Funding

- I've been warned that my numbers are extremely low compared to the past

No new news related to the Legislature

Buckle Up Montana - Update

- Kira put the Healthy Mothers Healthy Babies map link in the chat.
- I'll be putting Links to the map on the website
- MRFD – may be resuming soon

CPS – Check out Tracy's News Letter.

DUI Task Force – Update

TikTok Contest

- The contest will run from March 26th thru April 16th
- In Conjunction with Galatian County DUI Task Force
- Winner Take All \$1000 Prize (Video with the Most Likes)
- This is a Griz vs Cats Contest
- Enrolled University Students will create TikTok Videos (60 Seconds or Less) with a Drive Sober Theme
- A landing page is being designed.
- Terms and Conditions have been developed and U of M have approved them.
- Flyers have been developed.
- Curry Health Center will be doing most of the promotion at UofM
- Swingle Health Center at MSU will be doing the promotion there.
- Trying to avoid the traditional marketing styles (Authority style for example)
- Once a student makes a video they need to get their friends to like their videos.
- #DriveSoberGriz for U of M & #DriveSoberCast for MSU
- Sheila is working to get the Mascots for the contest. – Hoping the mascots can kick off the program.
 - The school of Journalism will also help promote.
 - Sheila has reached out to the Kaiman Student Newspaper and radio station
- Reagan – There are about 15 to 25 PROs (Peers Reaching Out)
- Montana DOT is excited about reaching out to other to get people to make content and share it.
- Steve's Quote – "I don't know how this is going to turn out. We may get 100 videos. We may get 1000 videos"
- Steve had spoken with several students about doing TikTok Videos and all but one was really excited.
- Might be interested in creating some sort of Trophy that we can create
- When the contest is going, it would be helpful to watch the videos and maybe even post some of our own videos
- Please follow @DriveSafeMissoula on TikTok

Life Saver's Conference

- Kevi and Steve will be attending
- 2021 Conference is Virtual
 - o April 26, 27, 28

Drive Safe Missoula – Blog

- o Share Blogs
 - o Last Week – two motorcycle themed blogs
 - o Sheila to Safe Kids – Would like to see a blog regarding when kids outgrow car seats.
-

Rolf

- Available to install and check car seats
- Has two seats available
- Calls coming in have been pretty slow.

Meeting Adjourned

Next Meeting

Drive Safe Missoula -Combined Meeting

DUI Task Force & BUMT

(No April Meeting)

May 13, 2021

Noon to 1:30 PM