

DESCHUTES COUNTY DOCUMENT SUMMARY

(NOTE: This form is required to be submitted with ALL contracts and other agreements, regardless of whether the document is to be on a Board agenda or can be signed by the County Administrator or Department Director. If the document is to be on a Board agenda, the Agenda Request Form is also required. If this form is not included with the document, the document will be returned to the Department. Please submit documents to the Board Secretary for tracking purposes, and not directly to Legal Counsel, the County Administrator or the Commissioners. In addition to submitting this form with your documents, please submit this form electronically to the Board Secretary.)

Please complete all sections **above** the Official Review line.

Date:

Department:

Contractor/Supplier/Consultant Name:

Contractor Contact:

Type of Document: Grant Agreement

Goods and/or Services: Oregon Department of Transportation (ODOT) is granting Deschutes County Health Services \$10,000 to fund an Impaired Driving Media Campaign. The focus of this campaign is to make youth and parents aware of key facts surrounding underage substance misuse and impaired driving while providing resources to plan ahead, assist in youth/adult conversations about the dangers of impaired driving, and provide prevention resources available through Deschutes County Public Health.

Background & History: Impaired driving is an issue across Deschutes County, resulting in heavy burdens of injury and loss of life. Taking a prevention-focused approach and addressing youth in particular provides a proactive and cost-effective strategy. At this time, Oregon leads the national average in most every category of alcohol and drug metrics involving youth use, frequency of use, perception of harm, and age of onset use. The middle and high school age represents a unique overlap between potential for experimenting or initiating substance use, and learning to drive (or soon-to-be learning), National data indicates that twenty-nine percent (29%) of young drivers ages fifteen (15) to twenty (20) killed in car crashes registered a blood alcohol level.

Deschutes County Health Services' community awareness shall support parents to keep new drivers safe and play a critical role in preventing and addressing risky behaviors. Reaching parents is particularly effective since data reveals that parents have an important influence on whether youth will use substances and engage in other risky behaviors, AND parents are particularly receptive to prevention messages. For this reason, influencing parental concern about substances and impaired driving may encourage parents to have open communication with their kids in addition to instilling parent modeling behaviors, parental monitoring, and clearly communicated family values.

Through this media campaign, Deschutes County Health Services intends to accomplish four (4) main objectives:

- Disseminate campaign materials to a minimum of five hundred (500) households;
- Promote website with information, training and guidance on effective prevention conversations and parenting practices (increasing traffic to website by fifty percent (50%));
- Reduce alcohol or drug related injury and/or fatalities;
- Reduce alcohol or drug related crashes resulting in fatalities to persons under twenty-one (21).

A \$2,500 match is required.

Agreement Starting Date:

Ending Date:

Annual Value or Total Payment:

Insurance Certificate Received (check box)
Insurance:

Check all that apply:

- RFP, Solicitation or Bid Process
- Informal quotes (<\$150K)
- Exempt from RFP, Solicitation or Bid Process (specify – see DCC §2.37 Revenue contract.

Funding Source: ODOT, Impaired Driving Media Campaign

Project Code:

Included in current budget? Yes No
If **No**, has budget amendment been submitted? Yes No

Is this a Grant Agreement providing revenue to the County? Yes No

Special conditions attached to this grant:

Deadlines for reporting to the grantor:

If a new FTE will be hired with grant funds, confirm that Personnel has been notified that it is a grant-funded position so that this will be noted in the offer letter: Yes No

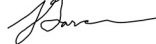
Contact information for the person responsible for grant compliance: Name:
Phone #:

Departmental Contact and Title:
Phone #:

Deputy Director Approval:

Director Approval:

Signature: Heather Kaisner
Heather Kaisner (Mar 14, 2023 15:34 PDT)

Signature: 

Email: heather.kaisner@deschutes.org

Email: janice.garceau@deschutes.org

Title: Deputy Director, Health Services

Title: Director

Company: Deschutes County Health Services

Company: Deschutes County Health Services

Distribution of Document: Grace Justice Evans, Health Services Department.

Official Review:

County Signature Required (check one): BOCC Department Director (if <\$50K)

Administrator (if >\$50K but <\$150K; if >\$150K, BOCC Order No. _____)

Legal Review _____ Date _____

Document Number 2023-186