



## BOARD OF COMMISSIONERS

# AGENDA REQUEST & STAFF REPORT

**MEETING DATE:** March 22, 2023

**SUBJECT:** Grant from the Oregon Department of Transportation for an awareness campaign to address impaired driving

**RECOMMENDED MOTION:**

Move approval of Chair signature of Document No. 2023-186, accepting a grant from the Oregon Department of Transportation.

**BACKGROUND AND POLICY IMPLICATIONS:**

The Oregon Department of Transportation (ODOT) on behalf of the National Highway and Traffic Safety Administration (NHTSA) has requested to partner with Deschutes County Health Services (DCHS) Substance Misuse Prevention program on a media awareness campaign to address impaired driving. ODOT has awarded DCHS \$10,000 of non-competitive funding for the period October 1, 2022 to September 30, 2023 for this campaign.

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 ranges represent a unique overlap between the potential for experimenting with or initiating substance use, and learning how to drive (or soon to be learning). National data indicates that 29% of drivers aged 15 to 20 killed in car crashes registered a blood alcohol level.

This community awareness campaign will support parents to keep new drivers safe and help them prevent and address 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 and parental monitoring.

Through this media campaign, Deschutes County Health Services intends to work toward four main objectives:

- Disseminate campaign materials to a minimum of 500 households;
- Promote a website with information, training and guidance on effective prevention conversations and parenting practices;
- Reduce alcohol or drug related injury and/or fatalities; and
- Reduce alcohol or drug related crashes resulting in fatalities to persons under 21.

Through the Deschutes County FY23 Budget process, DCHS was appropriated marijuana tax funds for substance misuse prevention. A portion of these funds have been used to contract with Zolo Media to produce an evidence-based [community awareness campaign](#) in both English and Spanish. Funding from this ODOT grant will be used to amend the Zolo Media contract to include these additional resources.

Funds will be disbursed as reimbursement upon receipt and approval of the final report. A \$2,500 match is required and will be satisfied through the use of marijuana tax funds, as described above. Indirect costs are not funded.

**BUDGET IMPACTS:**

\$10,000 revenue

**ATTENDANCE:**

Jessica Jacks, Program Manager, Health Services