



OREGON DEPARTMENT OF TRANSPORTATION
Transportation Safety Office

EXHIBIT A
GRANT PROJECT APPLICATION

Project No: M5X-23-12-01 AAA

Project Name: Deschutes County Impaired Driving Media Campaign

Answer each question in the boxes provided. Answer each question completely and according to the instructions in *Italics*. All fields are required.

I. Project Description

Impaired driving prevention media campaign for Deschutes County targeted at drivers under 21 and parents of young drivers. 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 additional prevention resources available through Deschutes County Public Health.

II. Problem Statement

A. Describe the problem(s) this project will try to impact:
(Describe the problem(s) you intend to impact with this grant.)

Impaired driving is an issue of particular concern across the country, 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. According to Oregon-Idaho High Intensity Drug Trafficking Areas (HIDTA) most recent report from 2020, Oregon leads the national average negatively 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), and provides an important window of opportunity for upstream prevention.

The good news is that by focusing upstream on prevention, we have effective partners who want to keep new drivers safe and play a critical role in preventing and addressing risky behaviors early on: parents. Targeting parents is particularly effective since data tells us they have an important influence on whether youth will use substances and engage in other risky behaviors, AND they are a particularly receptive audience to prevention messages. In addition, we have student data from Deschutes County telling us that the "perception of parental disapproval" of youth using substances like marijuana has been

trending down in recent years (Oregon Student Wellness Survey, 2014-2018). This is typically a metric paired with a later uptick in youth use. For this reason, we want to influence parental concern about substances and impaired driving and encourage communication of this concern to their kids. Encouraging parents to have open communication, parent modeling of healthy behaviors [5], parental monitoring of their kids, and clearly communicated family values, are all parental practices that act as "protective factors" against a number of concerning health behaviors, including substance use and impaired driving[6]. In fact, a recent longitudinal study demonstrated that parental practices like these had enduring effects that lasted several years after high school, to protect against both impaired driving, and riding with an impaired driver[7].

- B. Provide summary data about the problem(s):
(Give summary data regarding the problem as it exists in your jurisdiction.)

National data tells us that 29 percent of young drivers 15 to 20 years old who were killed in crashes in 2020 had blood alcohol concentrations (BACs) of .01 grams per deciliter (g/dL) or higher; 82 percent of those young drivers who had alcohol in their systems also had BACs of .08 g/dL or higher[1]. We also know that Teen drivers have a much higher risk for being involved in a crash than older drivers at the same blood alcohol concentration (BAC), even at BAC levels below the legal limit for adults[2]. After alcohol, marijuana is the most common drug associated with impaired driving[3], and has negative impacts on judgment, motor coordination, decision-making and reaction time[4].

And while there have been increases in impaired driving crashes and fatalities across the state of Oregon, this problem is even more pronounced in Region 4. ODOT data for 2019-2020 (April 2022), shows Region 4 alcohol-only fatalities are up 30% for alcohol only, and saw a 55% increase in drug-involved fatalities. Both loss of life, and serious injuries in Deschutes County involving impaired young drivers (ages 15-20) has increased by 100% two years in a row (2019-2021) based on available CARS data. Lack of awareness about this growing issue and increased risk-taking behavior by drivers in this age group are contributing to this alarming upward trend despite a slow statewide decline of 3% in impaired drivers within this same age group (2019-2020.) The charts attached illustrate the statewide vs. Deschutes County final data from 2016-2020 for impairment involved young drivers, and all age fatalities and serious injuries involving drugs and alcohol.

The most recent Student Health Survey data (2020) tells us that more than twice as many Deschutes County 11th graders reported riding in a vehicle driven by another teenager who had been drinking alcohol, as compared to the state average (5.5% v. 2.5%, respectively). This student survey data also provides insight into another area of concern: marijuana-impaired driving. Among 11th graders who reported driving in the past 30 days, and using marijuana in the past 30 days, 19.1%

(nearly 1 in 5 students) reported driving within 3 hours of using marijuana.

[1] National Center for Statistics and Analysis. (2015, October). Young drivers: 2013 data. (Traffic Safety Facts. Report No. DOT HS 812 200). Washington, DC: National Highway Traffic Safety Administration.

[2] Zofeifa A, Rexach-Guzmán BD, Hagemeyer AN, Rudd RA, Sauber-Schatz EK. Driving Under the Influence of Marijuana and Illicit Drugs Among Persons Aged ≥16 Years - United States, 2018. MMWR Morb Mortal Wkly Rep 2019;68:1153-1157. DOI: <http://dx.doi.org/10.15585/mmwr.mm6850a1>

[3] National Institutes of Health (NIH), National Institute on Drug Abuse (NIDA). Drugged Driving DrugFacts. U.S. Department of Health and Human Services; December 2019. Available at: www.drugabuse.gov/publications/drugfacts/drugged-driving-external icon

[4] Azofeifa A, Rexach-Guzmán BD, Hagemeyer AN, Rudd RA, Sauber-Schatz EK. Driving Under the Influence of Marijuana and Illicit Drugs Among Persons Aged ≥16 Years - United States, 2018. MMWR Morb Mortal Wkly Rep 2019;68:1153-1157. DOI: <http://dx.doi.org/10.15585/mmwr.mm6850a1>

[5] Li, K., Simons-Morton, B. G., Vaca, F. E., & Hingson, R. (2014). Association between riding with an impaired driver and driving while impaired. *Pediatrics*, 133(4), 620-626. <https://doi.org/10.1542/peds.2013-2786>

[6] Chen, M. J., Grube, J. W., Nygaard, P., & Miller, B. A. (2008). Identifying social mechanisms for the prevention of adolescent drinking and driving. *Accident; analysis and prevention*, 40(2), 576-585. <https://doi.org/10.1016/j.aap.2007.08.013>

[7] Vaca, F. E., et al. (2020) Longitudinal Associations of 12th-Grade Binge Drinking With Risky Driving and High-Risk Drinking. *Pediatrics*. doi.org/10.1542/peds.2018-4095.

- C. List current activities and associated agencies already involved in solving the problem(s):
(Include all related activities and agencies involved. If you have a current project, list the objectives of that project and progress in achieving them.)

Other agencies involved with this work: Central Oregon Health Council (COHC), Redmond Police Department, CLEAR Alliance, Central Oregon Area Commission on Transportation.
Specifically involved with this project: Latino Community Association, Zolo Media, The Shared Future Coalition: Oregon Liquor and Cannabis Commission, Deschutes County Health Services, High Desert ESD, Oregon Parks and Recreation Department, Central Oregon Health Council (COHC), Cascade Security, Inc.

III. Objectives

(Describe quantifiable products or outcomes that address those problems identified in Section II that should result from the proposed activities. Normally at least three very specific objectives should be given and each should include beginning and ending date.

The following are examples:

“To increase safety belt usage in (funded jurisdiction) from 85% to 90% by September 30, 2004, with the use rate determined by conducting observed use surveys.”

“To reduce nighttime fatal and injury crashes occurring in (funded jurisdiction) by 20% from 60, the average for the 1998-2001 period, to 48 during the 12-month period starting October 1, 2003, and ending September 30, 2004.”

“To provide intensive probation supervision to a minimum of 30 additional persons convicted of DUII in (funded jurisdiction) by making at least three face-to-face contacts with each person weekly from October 1, 2003, through September 30, 2004.”

“To complete an evaluation by July 1, 2004, to determine if using photo radar will lead to a significant reduction in fatal and injury traffic crashes in that location.”

	Start Date	End Date	Objective
1.	10/01/2022	9/30/2023	Disseminate campaign materials to a minimum of 500 households in Deschutes County containing 9th-12th graders and parents of this age group in Deschutes County. This number will be used as a baseline to determine outreach abilities within this medium and utilized to set appropriate goals moving forward.
2.	10/01/2022	9/30/2023	Drive parents of 5th-10th graders to the provided website with information, training and guidance on effective prevention conversations and parenting practices surrounding substance misuse and prevention of impaired driving - raising web traffic to this site by 50%.
3.	10/01/2022	9/30/2023	Reduce alcohol or drug-involved serious injury and fatalities in Deschutes County from the 2016-2020 average of 20 to 18 from preliminary data received by September 30th, 2023.
4.	10/01/2022	9/30/2023	Reduce alcohol or drug-involved crashes resulting in fatalities to persons under the age of 21 in Deschutes County from the 2016-2020 average of 1 to 0 from preliminary data received by September 30th, 2023.

IV. Proposed Activities

A. Major Activities

(List major activities to be carried out to achieve objectives stated in Section III above. List the start and end date for each activity, and include in your description what will be done, who will do it, and who will be affected.)

	Start Date	End Date	Activity
1.	10/01/2022	9/30/2023	Develop media campaign materials in English and Spanish to target parents of new drivers, encouraging them to have prevention conversations with their kids about substance misuse and impaired driving.
2.	10/01/2022	9/30/2023	Campaign launch with delivery of media to targeted audiences via online/social media, cable and streaming television, local radio
3.	10/01/2022	9/30/2023	Provide resources for parents via the Shared Coalition website on topics of impaired driving facts and parental guides for discussing impaired driving with teens.

Plans for sharing the project activities with others:

Central Oregon Health Council (COHC), Redmond Police Department, CLEAR Alliance, Central Oregon Area Commission on Transportation, Latino Community Association, Zolo Media, The Shared Future Coalition: Oregon Liquor and Cannabis Commission, Deschutes County Health Services, High Desert ESD, Oregon Parks and Recreation Department, Central Oregon Health Council (COHC), Cascade Security, Inc.

B. Coordination

(List the groups and agencies with which you will be cooperating to complete the activities of the project. Explain how you will be working together. In those projects not requiring the involvement of other agencies, a statement justifying the ability of the applicant to carry out the project independently should be included.)

Is coordination with outside agencies or groups required? If **yes**, check here:

1) If you checked the box above, please fill in the following. Otherwise skip to item 2) below:

Name/role of groups and agencies involved:

2) Fill this if you did not check the box above:

Ability to complete the project independently:

C. Continuation

Plans to continue the project activities after funding ceases:

Media can be utilized in future campaigns.

V. Evaluation Plan

A. Evaluation Questions

(You will be reporting on your objectives in your Project Evaluation. At a minimum each objective should be rephrased as an evaluation question. For example, what percentage of the public in (funded jurisdiction) wears a safety belt? What percentage increase is this? Add questions that demonstrate expected or potential impact of the project on the state or jurisdiction's traffic safety environment. Avoid yes/no evaluation questions.)

	Evaluation Question
1.	To how many households of the target audience were delivered the impaired driving campaign in both English and Spanish within Deschutes County?
2.	How much did web traffic increase to the Shared Future Coalition website?
3.	Was there a reduction in alcohol or drug-involved serious injury and fatalities in Deschutes County from the 2016-2020 average of 20 to 18 from preliminary data received by September 30th, 2023?
4.	Was there a reduction in alcohol or drug-involved crashes resulting in fatalities to persons under the age of 21 in Deschutes County from the 2016-2020 average of 1 to 0 from preliminary data received by September 30th, 2023?

B. Data Requirements

1. Data to be collected: The Data Table presented as Exhibit A will be submitted with required quarterly reports.

2. Data System

Describe how the data will be collected, stored, and tabulated:

Reports from the contracted media company will provide data about households receiving impaired driving messaging and on which platform. For online mediums, data will include information (clicking, commenting, etc.) from the Shared Future Coalition.

C. Evaluation Design

Describe how the data will be analyzed:

Data will be analyzed by the Region 4 transportation safety coordinator to determine if the objectives were met, and activities were executed as stated in the grant. Ongoing follow up will be looked at as new year's data are finalized

- D. Project Evaluation Preparation
A Project Evaluation Report will be submitted to TSO following the requirements given in the Agreements and Assurances.

VI. Grant Project Budget Summary

- A. List of major budget items:

Impaired driving message development in Spanish and English, then distribution of ads on cable and streaming television, social media, local radio, and online platforms.

- B. Budget Allotment

The agency named in this document hereby applies for \$10,000.00 in Transportation Safety funds to be matched with \$2,500.00 in funds from source County grant funding to assist to carry out a traffic safety project described in this document.

VII. Budget and Cost Sharing

(Complete Form 737-1003 Budget and Cost Sharing. You may attach one page to explain specific requests. If you are applying for a multiple-year grant, you must include a separate budget for each year for which you are requesting funding.)

VIII. Exhibits

- A. Exhibit A: Data Table
(To be developed at a later date.)
- B. Exhibit B: Job Descriptions
(Provide copy of job descriptions of all positions assigned to the project 500 hours or more paid with grant funds.)
- C. Exhibit C: Contracts or Service Agreements
(Provide signed copies of any contracts or other service agreements that are entered into by the grantee as part of this project. These shall be reviewed by TSO to determine whether the work to be accomplished is consistent with the objectives of the project. All contracts awarded by the grantee shall include the provision that any subcontracts include all provisions stated in the Agreements and Assurances.)

IX. Agreements and Assurances

(READ, sign and attach to the grant project application.)

X. Approval Signatures

I have read and understand the Agreements and Assurances stipulating the conditions under which the funds for which are being applied will be available and can be utilized.
The agency named in this document is prepared to become a recipient of the funds should the grant funds be awarded.

A. Agency Information

Agency Name*: Deschutes County Health Services
Street Address: 2577 NE Courtney Drive
City: Bend
State: OR
Zip: 97701

B. Project Director

First Name: Lauren Last Name: Wood
Title: _____ Email: Lauren.wood@deschutes.org
Phone: 541-419-3640 Fax: _____
Street Address: 2577 NE Courtney Drive
City: Bend
State: OR
Zip: 97701

Signature: _____ Date: _____

C. Authorizing Official of Agency Completing Application

First Name: Janice Last Name: Garceau
Title: _____ Email: Janice.garceau@deschutes.org
Phone: 541-322-7449 Fax: _____
Street Address: 2577 NE Courtney Drive
City: Bend
State: OR
Zip: 97701

Signature: _____ Date: _____

*Non-profit agencies must submit proof of exempt status under Code Sec. 501(c)(3)

Mail signed copies to: Oregon Dept. of Transportation
Transportation Safety Office
4040 Fairview Industrial Drive SE - MS 3
Salem, OR 97302-1142
Email completed electronic copy to your TSO Program Manager.