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Goals:

1. Improve communication and collaboration on distracted and impaired driving prevention programs between Injury Prevention, EMS and Highway Safety staff during and beyond the CoP. Measure: MT Highway Safety Plan include prevention strategies in the meetings and discussions for update due in summer 2015.
   a.  **Mid-Term Update:**
      The Montana Traffic Education Association Conference will be held at the end of April. Distracted and impaired driving are featured on the agenda and 200 teachers are expected. http://www.mteaonline.org/

This 2015 Alcohol Education Summit is for Montana law enforcement personnel, city/county attorneys, justices, DUI Task Force members, Let’s Control It state certified trainers, health prevention specialists, and community coalition members. Topics will cover a wide range of liquor related issues to help Montana move forward in responsible alcohol sales/service and consumption. Funding was provided through a grant from the National Alcohol Beverage Control Association (NABCA) www.2015AlcoholEducationSummit.weebly.com
In April, The MADD Power of Parents training will be provided to the network of responsible alcohol sales and service trainers.

Distracted: Eyes off the Road  This 2014 Montana PBS documentary will be presented this spring to three high schools in Eastern Montana.

The Montana Legislature is considering bills on prohibiting texting while driving, increasing speed limits, providing alcohol to minors, social host and DUI’s for mopeds. We will know more in May after this session ends.

April 14, 2015 is the next MT Highway Safety Advisory Committee meeting to review the updated plan

b. Final Update:

May 2015 Montana’s Comprehensive Highway Safety Plan approved for 2015 to 2020


This plan uses a data-driven approach to focus on key traffic safety problems. The biggest challenge to reducing the number of fatalities and serious injuries is in creating a culture of safety on Montana roadways. The crash factors that are most frequently involved for roadway departure and intersection crash fatalities and serious injuries include distraction (careless, inattentive and cell phone use), curves and lack of seatbelt use.

Implementation steps include:

- Enhance awareness of and encourage increased participation of evidence-based roadway user skills training.
- Research underlying beliefs and behaviors of high-risk groups to better understand them; develop and implement strategies by using the appropriate proven and innovative educational materials and outreach communication channels
- Promote and support evidence-based teen peer-to-peer education and programs to address risky driving behavior, including the consequences of distracted driving, impaired driving, and not using seat belts, among others.

2. Develop public health traffic safety strategies for rural communities. Measure: Action plan for effective communication developed by August 2015.

a. Mid-Term Update:

The Montana Department of Public Health and Human Services (DPHHS) launched a new program in November, 2014 that aims to reduce the sale of alcohol to minors in Montana. The Alcohol Reward and Reminder Program is an evidenced-based program developed to educate and/or reward local businesses for their efforts to keep alcohol out of the hands of minors. It’s part of a five-year grant recently awarded to DPHHS called the Partnership for Success Grant, which addresses the prevention of underage drinking among 12 to 20-year-olds.

http://dphhs.mt.gov/AboutUs/News/2014/11-18-14statelaunchesnewprogramtoaddress
b. Final Update:

Montana’s Comprehensive Highway Safety Plan (CHSP) includes a focus on preventing crashes in rural areas where 82% of fatal and serious injury crashes occur. Implementation steps will include messaging for education and outreach needs to be carefully crafted to hit on the right values and actually change behavior, building upon lessons learned in the public health arena.

“Behavior change may result from enforcement, education, or a response to infrastructure. For example, distracted or fatigued driving can be addressed through rumble strips that alert a driver (who might be talking on a cell phone or falling asleep) that they are leaving the travel lane; law enforcement could stop a vehicle for careless driving upon noting erratic movement on the roadway; or an education campaign might convince a driver that it is just not worth the risk to answer a call while driving or that they should pull over to rest when overly fatigued. New technology and research is continually emerging to address behavioral issues. With this strategy, Montana will continually monitor safety literature to evaluate emerging strategies with a proven safety benefit and consider implementation, if appropriate.”

Greatest Accomplishment of the DID CoP Team:

Multi agency Alcohol Education Summit in Bozeman with another planned for Eastern MT
Leadership Summit on Impaired Driving, August 5 – 6, 2015 Helena
Injury Prevention Coalition Meeting August 4, 2015

2015 Legislative changes included:

**HB 412 MIP:** Generally revise minor in possession laws
Allows that a person under 21 years of age may not be charged for criminal offenses if they are seeking medical treatment for themselves or another person after consuming intoxicating substances. Also they cannot be charged if the evidence for the charge was a result of seeking medical treatment

**HB 488 Generally revise DUI laws**
This bill will fine individuals $300 when they refuse to submit to a blood-draw test for alcohol, drugs or both. Increase the fine for first DUI violation to $2,000 if there are passengers under age 16 in the vehicle at the time of the offense. Closes loop holes with current aggravated DUI Statute.

**SB 375 Highway Speed Limits:** Increases the maximum speed limit on certain federal-aid interstate highways from 75 MPH to 80 MPH and increases the penalties assessed for violation of speed limits up to $200

Traffic Safety Education – Related Bills which Failed

**HB 185 Revise driver license fee allocation to increase Traffic Education account funding**
**HB 297 Prohibit texting while driving**
**SB 165 Increase penalty for failure to comply with Montana’s seat belt laws from $20 to $100**
**SB242 Revise laws related to providing alcohol to minors - Social Host**
Next Steps:

Annual Traffic Safety Meeting

Ongoing education on distracted driving

Information and data sharing from Montana agencies responsible for public health, education and transportation through Injury Prevention Coalition, Highway Safety and traffic education.

Tools Selected:

- SWOT Analysis is part of the MT Highway Safety Plan update
- Communications Planning

Issues Covered and Strategies Implemented:

Drunk Driving
- Data Collection
- Interventions, Campaigns, and Program
- Mandates, Policies, or Legislation
- Funding

Impaired driving from illicit drugs
- Data Collection
- Interventions, Campaigns, or Programs
- Mandates, Policies, or Legislation
- Funding

Impaired driving from marijuana
- Mandates, Policies or Legislation

Impaired driving from prescription/over-the-counter drugs
- Interventions, Campaigns, or Programs
- Mandates, Policies or Legislation

Motor vehicle crashes and technology/cell phone use
- Mandates, Policies or Legislation