



ILLINOIS DUI PREVENTION AND EDUCATION COMMISSION

MEETING MINUTES

Meeting Date: 11/8/2021

Meeting Location: Online

Approved 12/13/21

Recorded By: Shannon Alderman

ATTENDANCE

Name	Title	Organization	Present
Lt. Jody Huffman	Acting Commander, D9	Illinois State Police (ISP)	Y
Laura Garcia	Chief of Staff	IDHS, Division of Substance Use Prevention and Recovery (SUPR)	Y
Brenda Glahn	Assistant General Counsel	Illinois Office of the Secretary of State (ILSOS)	Y
Patrick Delfino	Director	Illinois Office of State Appellate Prosecutor (ILSAAP)	Y
Adam Gabany	Chief	IDOT, Bureau of Safety Programs and Engineering, Safety Programs Implementation Section (BSPE)	Y
Carissa Callaway	Manager	IDOT, Bureau of Safety Programs and Engineering, Behavioral Programs Unit (BSPE)	Y
Shannon Alderman	Impaired Driving Program Coordinator	Illinois Department of Transportation, Bureau of Safety Programs and Engineering (BSPE)	Y

MEETING LOCATION

Online via Cisco Webex

Meeting Scheduled to Start: 11:00 a.m.

Meeting Actual Start: 11:05 a.m.

Meeting Scribe: Shannon Alderman

AGENDA

- **Welcome**

Shannon Alderman (BSPE) welcomed everyone and began the initial meeting of the DUI Prevention and Education Commission (DPEC). All members were present.

Also in attendance were Adam Gabany and Carissa Callaway from IDOT, BSPE.

- **Minutes**

A final draft of the August meeting minutes were shared onscreen. Additionally, a copy had also been shared with members via email for review. After asking if anyone had changes or edits, Shannon called for a motion to approve. A motion to approve was made by Brenda Glahn and seconded by Pat Delfino. The minutes were approved.

- **Business**

Shannon Alderman explained that the DPEC is required by law to elect a chairperson and called for volunteers from the members to serve as the group's chair. Lt. Jody Huffman of the Illinois State Police volunteered to serve. The group then had a brief discussion regarding the length of time the chair will serve. It was decided the DPEC Chairperson would serve for one year. Shannon then made a motion to elect Jody Huffman as chairperson. The motion was seconded by Pat Delfino and all approved.

Shannon then explained that IDOT is their to support the chairperson in whatever way needed, and Jody said she is fine with whatever task she needs to do as chair of the DPEC.

Discussion took place regarding the frequency of the meeting and the group decided that a quarterly meeting schedule would work in general. Chairwoman Huffman suggested that meetings could happen more often on an as-needed basis and the group agreed. The group also decided that mobile (or direct line) phone numbers would be exchanged due to mobile work circumstances.

Jody began a discussion regarding how the funding opportunities made possible via the DPEC with the DUI Prevention and Education Funds available in the IDOT state budget. Carissa Callaway from IDOT explained how that currently occurs at IDOT. She also suggested ideas such as listserves and also the Illinois GATA website that could be used once it's determined how the group decides to utilize the funding. Jody expressed concerns over the general public missing grant opportunities simply because they weren't aware of available funding. Other discussion took place about how to advertise grant availability; news releases, social media, each DPEC member-agency's networks.

The group then moved to an open discussion to consider ideas for grant programs, specific impaired driving problems to be addressed, determining audience focus, and the number of grants that would be awarded. Discussion topics raised by Commission members included the following: college campus activities; addressing the issue of poly-drug use; education during driver license reinstatement; what should be the demographics of a focus audience (teens, 21-34 year olds, etc.); comprehensive statewide paid media; prevention and recovery; training and education; comprehensive paid media encompassing each

member agency's focus; paid media on driving impaired by cannabis and/or other drugs; education offenders via treatment providers; education of treatment providers more specifically on impaired driving;

Adam Gabany and Carissa of IDOT explained to the group the logistics behind how a paid media campaign could work within the current IDOT paid media contract.

Chairperson Huffman summarized the previous discussion, expressing concerns that paid media needs to be fresh and also said suggested that half the funds could be paid media, leaving funds to produce educational print materials etc.

Brenda Glahn suggested that she envisioned more of a notice of grant opportunity and that half the funds could be used for a more wide open grant opportunity explaining that she sees pros and cons of both. Adam Gabany expressed administrative issues surrounding IDOT's ability to manage a significant number of new grantees since it will solely be IDOT responsibility to administer any new grants.

Discussion moved to next steps with the suggestion being made that the group take time to consider what was discussed today. Jody Huffman suggested the first year of funding could be to establish a media campaign and move forward into targeted programs in future years.

IDOT will check into the logistics of its current media contract and report back to the commission.

Adam provided answers to the groups questions regarding content of a new paid media campaign explaining it would like need to fall within the realm of the current Life or Death campaign. The group expressed concerns about not meeting directly with a media vendor and also not determining the creative direction of a new campaign. Every member agency would want input into the message.

The suggestion was made that each member agency submit its own specific ideas for "themes" that fit the mission of the respective agencies on the Commission.

Shannon will follow up with email asking each member for ideas and will also get further answers from IDOT to share at the next meeting. He will assemble one document made available before the next meeting. IDOT will also look into development of a Teams site for the DPEC.

The next meeting was set for December 13 at 11a.m. online, in advance of the next quarterly meeting.

The meeting was adjourned.

MEETING END

Meeting Schedule End: 11:00 a.m.

Meeting Actual End: 12:17 p.m.

NEXT MEETING

Next Meeting: Monday, December 13, 11:00 a.m. online