



ILLINOIS DUI PREVENTION AND EDUCATION COMMISSION

MEETING MINUTES

Meeting Date: 12/13/2021

Meeting Location: Online

Approved

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**

Chairperson Huffman began the meeting with intros of members and guests. All members were present, fulfilling the quorum requirement.

In addition to each Commission member, also in attendance were Adam Gabany and Carissa Callaway from IDOT's Bureau of Safety Programs and Engineering and Henry Haupt, Press Secretary for the Office of Illinois Secretary of State.

- **Minutes**

A final draft of the November meeting minutes were shared onscreen. Additionally, a copy had also been shared with members via email for review. A motion to approve was made by Brenda Glahn and seconded by Shannon Alderman. The November 2021 meeting minutes were approved.

- **Business**

Chairperson Huffman began the discussion by asking the group for additional ideas and also ask for consensus on moving forward with a media program targeting cannabis and other drug-impaired driving. Brenda Glahn began by asking the group about audience targets for the campaign and shared good information on the younger demographic age groups and how they received their information. Discussion around this topic continued among the members. Shannon Alderman also shared some current crash data that can be used to determine a target demo group for the campaign and he also said that IDOT's Crash Data Section is running up-to-date drug-impaired, motor vehicle crash data for the group to utilize.

Some discussion took place about the message itself, one idea being point out the legality similarities of cannabis and alcohol-impaired driving.

More discussion happened regarding targeting particular age demographics and how that would best occur. Social media will certainly play a big role.

It was pointed out that no matter what the demographic is, that data should be used to determine what's best. Cannabis involvement has risen 200% in the last decade and the times of day that cannabis-involved crashes occur.

Jody Huffman talked about some of the differences between underage individuals and also young adults. She talked about setting the ground work now for underage individuals, educating them about the use of cannabis and its effects while driving and otherwise, could lead to better-educated adults.

Shannon Alderman talked about evaluation of a media campaign, and IDOT's current efforts in that area that can be utilized to evaluate a campaign.

Particular messaging ideas were discussed including starting with a very basic explanation or educational campaign that driving under the influence of cannabis is illegal just like alcohol. Brenda Glahn talked about the non-existence of a specific THC blood alcohol level to determine impairment. Discussion occurred surrounding how a message should be conveyed – and how to determine what message works best for what demographic group.

Chairperson Huffman also mentioned the importance of educating motorists on the proper transport of cannabis, just like open alcohol.

The group discussed some administrative items regarding how best to undertake the media campaign. Shannon explained that IDOT has a current media vendor contract that could be utilized. Discussion and questions surrounding what that would look like took place. Brenda asked if there was a downside to using the current contract, and Shannon explained that while it's an IDOT contract, he wants everyone to have adequate input into what the campaign would look like. He did say that it's the fastest way to get a campaign going. Carissa Callaway from IDOT further explained how the Commission could work with IDOT's current contractor if that is the direction that is decided. She suggested research that could be led by the IDOT contractor as directed by the Commission.

Some discussion took place regarding the budget and how much may be utilized for a cannabis/drugged-driving campaign.

Shannon emphasized that the group has the advantage of flexibility meaning they will have the ability to change the message or funded programs reasonably quickly as time goes on.

Jody Huffman said that each member organization will have it's own avenues by which they can push out this campaign, i.e. social media. She made the point of how important it is to make sure that each agency is fully represented in the campaign.

Henry Haupt asked if IDOT's current "Life or Death" tag would be included on any spot that is produced, and also if each member organization would be on the material. IDOT's opinion was that each organization should be represented.

Chairperson Huffman stated it seems the group is on the same page and that moving forward, each group must be represented. She also emphasized the importance of having subject matter experts to back up what is said from an education aspect.

Shannon Alderman will put on paper the various message ideas that were discussed and also the demographic groups that could be focused on with a campaign.

Chairperson Huffman directed the group to place a deadline on the project. Adam Gabany shared that the contract has the cap space for a \$500 thousand campaign. He further shared that the Commission needs to determine what we need to say and rely on the IDOT vendor to determine how it is said as well as what mediums to utilize (TV, online digital, radio, etc.). He said the process could be started in January with the Commission getting ideas to the vendor and a campaign could start in the spring.

Jody asked about the possibility of two advertising spots for two different age groups, for example. Adam advised that would increase costs but would be doable.

Pat Delfino told the group how they are still seeing a high volume of street sales meaning folks aren't just getting it from the legal dispensaries.

Discussion wrapped up with some final messaging thoughts, regarding enforcement, education, and individuals with substance use issues.

The next meeting was set for January 10, 2022, at 12:00 p.m. – 1:00 p.m. online, in advance of the next quarterly meeting. At the next meeting, the group will go over specific ideas on what the advertising messages may be. She asked that each member bring their ideas from their respective organizations.

Shannon made motion to adjourn, that was seconded by the group. The meeting was adjourned.

MEETING END

Meeting Schedule End: 1:00 p.m.

Meeting Actual End: 12:15 p.m.

NEXT MEETING

Next Meeting: Monday, January 10, 2022 12:00 p.m., online