



Missoula County Buckle Up Montana Coalition & DUI Task Force (Combined) Meeting

Thursday, October 08, 2020

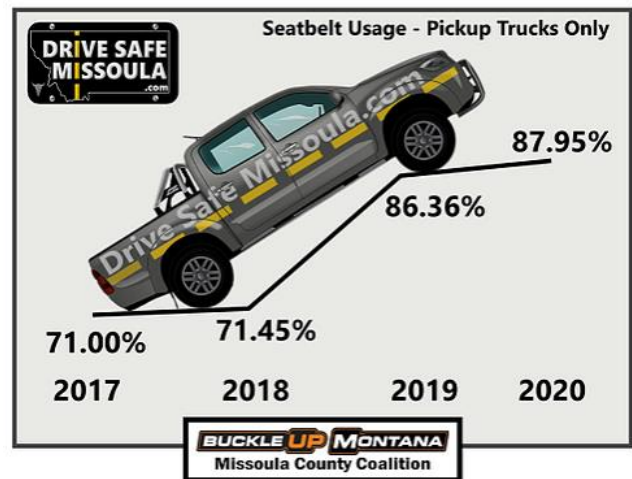
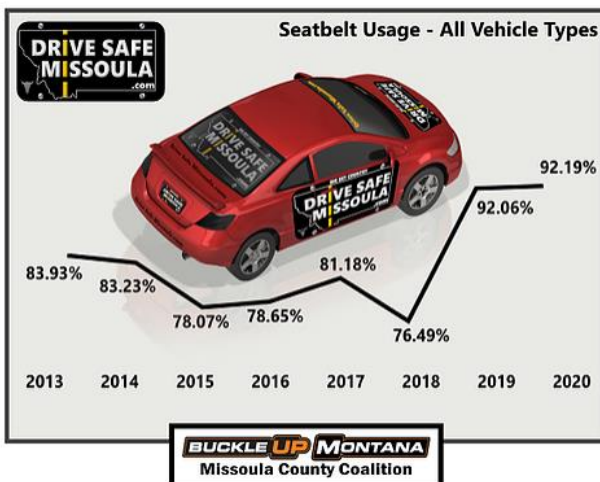
Zoom Meeting

MEMBERS PRESENT:

- Dodd McDermott
- Rolf Tandberg
- Jenny Ross
- Ryan Ludemann
- Matt Kazinsky
- Jennifer Regan
- Brad Giffin
- Kevi Berger
- Kira Huck
- Leah Fitch-Brody
- Steve Schmidt

Buckle Up Montana

1. Seatbelt Usage Survey Results Presented



DUI Task Force – Update

Think Twice

- Due to COVID, all larger drinking events have been cancelled
- \$3000 from State Farm Grant earmarked for Think Twice
- Think Twice working on a campus “Greek Life” party program.

Drive Safe Missoula

- Partner’s Page Quotes Needed

Leah Fitch-Brody

- Will send a link to those who are interested in watching last night’s “Jason Kilmer” presentation on the Legalization of Marijuana. (Post Meeting Note: Please reach out to Leah directly, if you would like her to send a link)

Begin Development of “In Control” online Course

My initial plan was to develop a single 40 to 60 minute “In Classroom” presentation, but due to COVID-19 we’ve had to pivot to developing an online course.

Advantages to an online course

- Every student can take this course at any time.
 - Not bound by any specific physical location
 - Analytical Data can be harvested.
 - This Course can be whatever length we want it to be
 - We have the ability to reach out to students with surveys or questions after the course
 - Take the time to develop the course one time and it could last for years
 - Ability to update the course materials as time goes on.
 - An in-person presentation would have been:
 - 40 to 60 minutes in length
 - Presented only one time to any individual classroom
 - Not enough time for tests or quizzes.
 - Likely little to no follow-up
 - Very time-consuming presentations
- Develop Course Format
 - 10 Minute Videos – 6 videos per hour of content i.e., 18 videos = 3 hours’ worth of material
 - 6 Minute Videos – 10 videos per hour of content i.e., 30 Videos = 3 hours’ worth of content
 - Pre-Test
 - Post-Test
 - Course Content – What do we need?
 - Mandatory Content
 - Important Content
 - Would Be Nice Content
 - We Just Need Content
 - Collaboration Videos
 - Short, Fun, and Engaging – Not Dry
 - Empowering – not Telling
 - Who
 - Students, Students, & More Students!!
 - State Farm Insurance Agent – If approved

- Law Enforcement
- EMS
- Fire
- Doctors & Nurses
- Victims & Survivors (Saved by the Belt folks)
- Driver's Ed Instructors
- State DOT
- Who Else?
- Marketed to High School Teachers, Non-traditional students, extra-credit for Driver's Ed classes, and to students who are not or have not taken driver's education.

Other company who has an online course as a comparison:

- [Fatal Vision – Plan My Ride](#)
 - Web-based Distracted and Impaired Driving Prevent Skill Building Program
 - \$67.00 per student (25 Student Minimum) = \$1675
 - 150 Students @ \$61.60 = \$9240
 - 90 Minutes Total (5 Videos)

Time Frame?

- About 4 to 6 hours of work for every minute of produced video
- Getting ready to start building the course
 - Script writing and re-writing
 - Shooting Video
 - Editing Video
 - Producing Video

TikTok

- Collaboration video with Bozeman for a Griz-Cat TikTok Video Competition.

Meeting Adjourned

December Meeting – Combined with DUI Task Force – Date and time to be determined.