



ILLINOIS DUI PREVENTION AND EDUCATION COMMISSION

MEETING MINUTES

Meeting Date: 1/10/2022

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: 11:10 a.m.

Meeting Scribe: Shannon Alderman

AGENDA

- **Welcome**

Chairperson Huffman called the meeting ot order. 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 December 13, 2021 meeting minutes were shared onscreen. Additionally, a copy had also been shared with members via email for review. Brenda corrected one typo and a motion to approve was made by Brenda Glahn and seconded by Pat Delfino. to approve as written and the group concurred with the approval of the December 13, meeting minutes.

- **Business**

Chairperson Jody Huffman led the meeting discussion explaining the intention to utilize this meeting to get consensus among the group regarding the messagin ideas to be conveyed by the media campaigns being planned by the Commission.

Discussion around this topic took place among the members and attendees.

Shannon Alderman said that drug-impaired crash data for recent years that can be used to determine target demos for the campaign will likely not be available until late February or early March. Shannon attempted to show current NHTSA and IDOT drunk and drugged-driving media spots, but the group was not able to see via the online portal. Links were sent to the group so they could view these examples at another time.

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

Brenda Glahn asked if the NHTSA-produced spots could be utilized saving the money of producing the spots. Shannon said that is definitely a possibility.

Jody Huffman talked about the timing of the airing of the campaigns and specifically suggested that prom season would be a good time to air a teen/underage campaign. She asked if that would be doable under the current IDOT contract and Adam Gabany said it should be feasible.

The group discussed what an adult message would look like, and there was specific discussion around emphasizing to adults that the legalization of cannabis doesn't mean its legal to use and drive. Henry Haupt asked about the campaign focusing on just cannabis or drugs (illicit and prescribed)? Jody emphasized again that you can't use and drive and also there are strict laws regarding the transportation of cannabis. She said that smoking cannabis while driving is happening very frequently. Shannon said the media consultant could provide feeback on how best to communicate the message, i.e. how cannabis is used, smoked, edibles, etc.

"Drive High. Get a DUI" was discussed as a possible slogan.

Shannon kept notes throughout the discussion and the group agreed to move forward with some ideas for teen and adult campaigns. Shannon will take these ideas to the current IDOT media consultant for their input.

Shannon then asked about ideal times to run such messages saying currently, impaired driving spots run during the major holidays and coincide with stepped up grant-funded law enforcement activity. He said that any drug-impaired campaign established could run concurrently with what already happens during the holiday times adding to what already happens. He mentioned that this may be a good way to add value to the current messages that focus so much on alcohol. Discussion took place on this topic.

Laura Garcia talked about the common message that cannabis has “never killed anyone.” She said perhaps you can counter this perspective saying it does in fact kill if people use and drive. Jody added to this discussion saying so many cannabis users say they are not high after using, i.e. that they know their “limits”. Henry suggested a slogan such as “Drive High. People can Die.” or “Drive High. People Die.”

It was agreed to move forward with the ideas as discussed today. Shannon will present them to the IDOT media vendor.

Brenda Glahn suggested the group should vote formally on the creation of the campaign, and also the dollar amounts. She said we should place the vote on the agenda for the next meeting. Shannon said he would do that.

The next meeting was set for Monday, February 7, 2022, at 11:00 a.m. – 1:00 p.m. online.

Brenda Glahn moved to adjourn, it was seconded by Shannon Alderman. The meeting was adjourned.

MEETING END

Meeting Schedule End: 1:00 p.m.

Meeting Actual End: 11:55 a.m.

NEXT MEETING

Next Meeting: Monday, February 7, 2022 12:00 p.m., online