



**Broadwater County DUI Task Force Plan
SFY-2022**

July 1, 2021 – June 30, 2022

Submitted 6/1/2021

to the

State Highway Traffic Safety Bureau
Montana Department of Transportation
PO Box 201001
Helena MT 59620-1001

Mission Statement

The Broadwater County DUI Task Force represents a diverse cross section of the community that includes citizens, government officials, law enforcement, business, health professionals, prevention and treatment specialists appointed by the Broadwater County Commissioners with the mission of reducing alcohol and drug related motor vehicle crashes, injuries, and deaths in Broadwater County. Efforts will include education regarding alcohol/drugs consequences, promotion of healthy choices, and community involvement.

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Approved by

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Every day, 30 people in the United States die in motor vehicle crashes that involve an impaired driver. This is one death every 50 minutes. According to the National Highway Traffic Safety Administration, the annual costs of alcohol-related crash deaths and damages totals more than \$44 Billion.

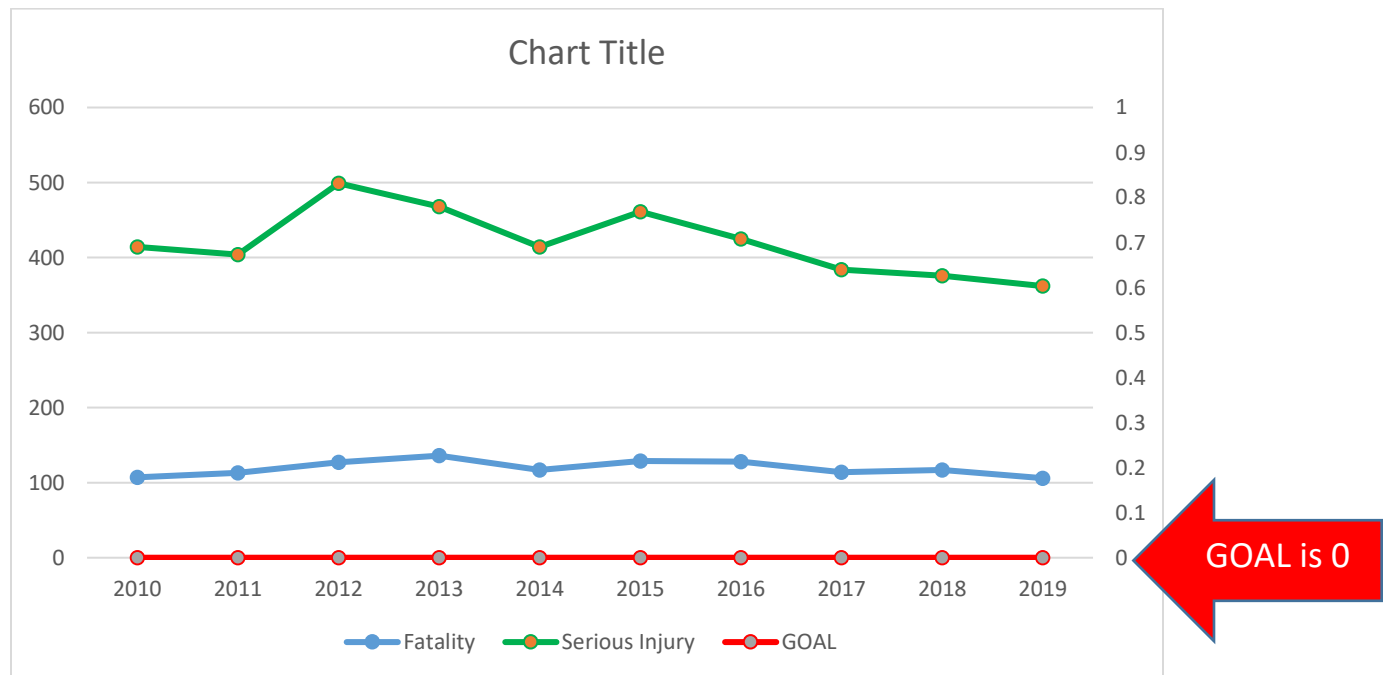
State Overview

Montana is the fourth largest state in the U.S. with a land area of approximately 145,546 square miles, which includes 74,881 miles of public roads. According to the US Census Bureau, an estimated 1.069 million people reside in the state of Montana.

Montana leads the nation with one of the highest rates of injury death and injury is the leading cause of death for Montanan’s age 1-44. On average each year, approximately 850 Montanans die from an injury. Death only represents a small number of injuries occurring each year. There are also many hospitalizations, emergency department and physician visits resulting from injury. For some, an injury is a temporary inconvenience while for others it leads to disability, chronic pain, significant changes in lifestyle, and death. The financial and quality of life costs due to injuries could be reduced in Montana through effective prevention efforts. Motor vehicle crash deaths top the list of this injury category.

Alcohol Impaired Fatalities in Montana

Montana has one of the highest fatality rates in the nation for number of deaths caused by impaired drivers per vehicle mile traveled. Data from 2019 indicates that 58% of all fatalities were the result of impaired driving, this is down from 64% during 2018.



•1,194 people died in crashes involving an impaired driver in Montana from 2010-2019.

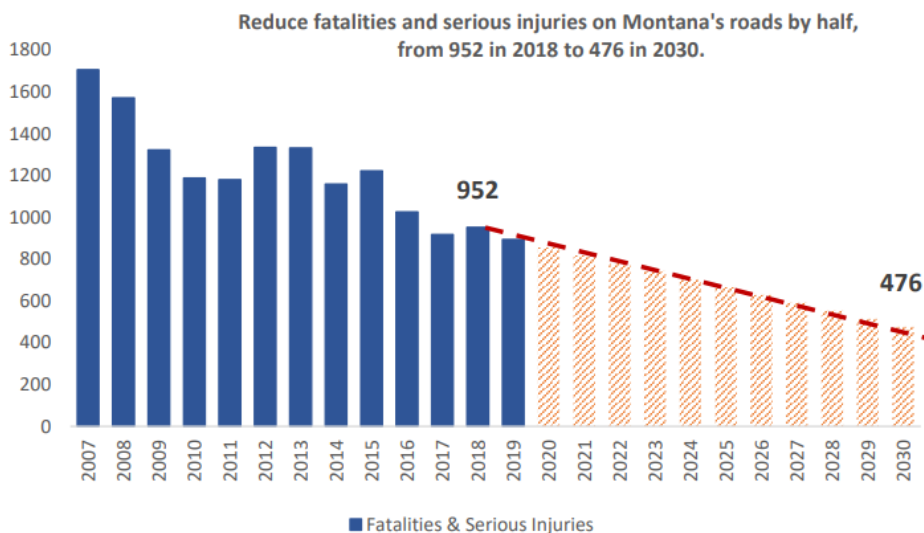
Statewide Effort and Data

The Montana Department of Transportation along with its partners and safety stakeholders across the state, are working to implement a wide range of programs to prevent and reduce motor vehicle crash deaths. Impaired Driving is one emphasis area with targeted objectives, strategies, and goals. This multi-faceted shared responsibility for safety approach includes strategies from the 4 E's of safety – Engineering, Education, Enforcement, and Emergency Medical Services.

Currently, Montana's Comprehensive Highway Safety Plan has four Emphasis Area strategies to reduce impaired driving fatalities and serious injuries:

- Reduce impaired driving through improved processes and regulations
- Reduce impaired driving through enforcement
- Reduce impaired road users through prevention education
- Continue to support and build collaborative partnerships to reduce impaired driving

In 2014, Montana committed to Vision Zero-a vision of zero fatalities and zero serious injuries on Montana's roadways. The interim goal to reduce fatalities and serious injuries in half in two decades from 952 in 2018 to 476 by 2030 is an established safety goal.



Data from 2019 indicates that 58% of all fatalities were the result of impaired driving, this is down from 64% in 2018. The goal is to decrease alcohol impaired driving fatalities by 3%, from the 2014-2018 five-year rolling average of 74 to 71.8 by December 31, 2025.

The Lewis & Clark County DUI Task Force supports Montana Department of Transportation's Vision Zero, Zero Deaths and Zero Serious Injuries Safety Efforts.

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Unrestrained Vehicle Occupants in Alcohol Related Crash Fatalities and Severe Injuries

Montana does not have a primary occupant protection law. Yet, crash and causation data indicate ejection from a vehicle is a major contributing factor to the fatalities and serious injuries in alcohol related crashes. Unrestrained Occupants are ejected when either not wearing a seat belt, or not wearing it properly. Restraint use in alcohol related crashes is low and is the primary cause of fatal injuries.

**Montana Passenger Vehicle Occupant Fatalities Age 5 and Above
by Restraint Use and Lives Saved Estimates**

Year	Fatalities Age 5 and Above*					Lives Saved Estimates**	
	Total	Restrained	Unrestrained	Unknown Restraint Use	Percent Known Restrained*	Lives Saved at Current Belt Use	Potential Additional Lives Savable at 100% Usage
2015	169	46	114	9	29	64	37
2016	143	46	92	5	33	65	32
2017	139	51	84	4	38	71	33
2018	131	44	85	2	34		
2019	116	45	66	5	41		

FARS Data

Blood Alcohol Concentration (BAC) in Fatal Crashes

In 2011, 39% of the drivers involved in fatal crashes were reported as having a BAC greater than 0.08. That percent went up in 2011, 2012, and 2013 and then returned to 38% in 2014 and dropped to 34% in 2015, increased to 44% in 2016, decreased to a low of 31% in 2017 and again increased to 43% in 2018. The current 5-year average in Montana is 38%, which is above the 5-year average for the US at 29% and is more than double the same 5-year average for the state with the lowest percent of Impaired driving fatalities with a BAC higher than 0.08.

Alcohol-Impaired Driving Fatalities:
Montana , U.S. and Best State**

Year		Total Fatalities in all Crashes	Alcohol-Impaired Driving Fatalities (BAC = .08+)		
			Number	Percent	Per 100 Million VMT
2015	Montana	224	76	34	0.61
	US	35,484	10,280	29	0.33
	Best State*			16	0.14
2016	Montana	190	84	44	0.67
	US	37,806	10,967	29	0.35
	Best State*			19	0.16
2017	Montana	186	56	30	0.45
	US	37,473	10,880	29	0.34
	Best State*			19	0.14
2018	Montana	181	80	44	0.63
	US	36,835	10,710	29	0.33
	Best State*			19	0.16
2019	Montana	184	66	36	0.51
	US	36,096	10,142	28	0.31
	Best State*			16	0.12

BAC statistic from the Fatality Analysis Reporting System (FARS)

The Cost of Alcohol Abuse

Data released by the Centers for Disease Control show that the alcohol abuse costs the State's economy in 2010 is more than \$870 million dollars per year in lost wages and productivity, alcohol treatment costs, medical costs, property damage, and other public and private spending to include extra police, judges and prison cells needed to protect citizens and enforce the laws that are broken because of the impairing impacts of alcohol. This data translates into a cost of \$1.73 per drink, \$2 million dollars per day, or \$880 dollars per person in the State of Montana. Approximately 40% of the economic costs of excessive alcohol use are paid by Federal, State, and Local Governments.

Montana's DUI Task Forces

DUI Task Forces were first formed in 1987, with the purpose of:

- (a) preventing driving while under the influence of alcohol
- (b) reducing alcohol-related traffic crashes
- (c) educating the public on the dangers of driving after consuming alcoholic beverages or other chemical substances that impair judgment or motor functions.

Their work is governed by Sections 61-2-105 through 108 of the Montana Code Annotated.

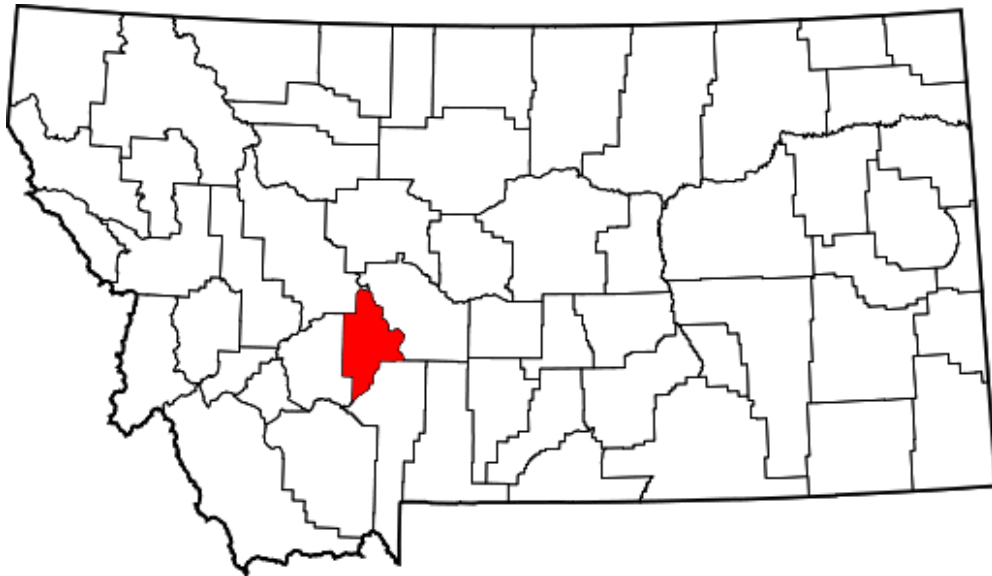
DUI task forces are multi-faceted coalitions that invite participation from a cross-section of community representatives in order to maximize their reach and effectiveness. Initial funding comes from driver license reinstatement fees. The task forces operate at the county level to reduce and prevent impaired driving, and may engage in a variety of activities. Effective DUI task forces are an important mechanism for decreasing the state's alcohol-related injury and fatality rates.

There are approximately 34 DUI Task Forces serving 38 counties throughout the state, to include 2 Tribal DUI Task Forces representing 5 Montana Tribes that all work closely with the Montana Department of Transportation's Highway Traffic Safety Section to reduce impaired driving. MDT periodically conducts an annual meeting with all of these partners. Many of the DUI Task Force members are Volunteers who have a vested interest in the safety on our roadways.

BROADWATER COUNTY OVERVIEW

Broadwater County covers approximately 1,239 square miles in the western part of the state. Broadwater County has an estimated population of 6,237 residents (Census Bureau Data).

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There are 2 Law Enforcement Agencies in Broadwater County: Montana Highway Patrol, and the Broadwater County Sheriff's Office.

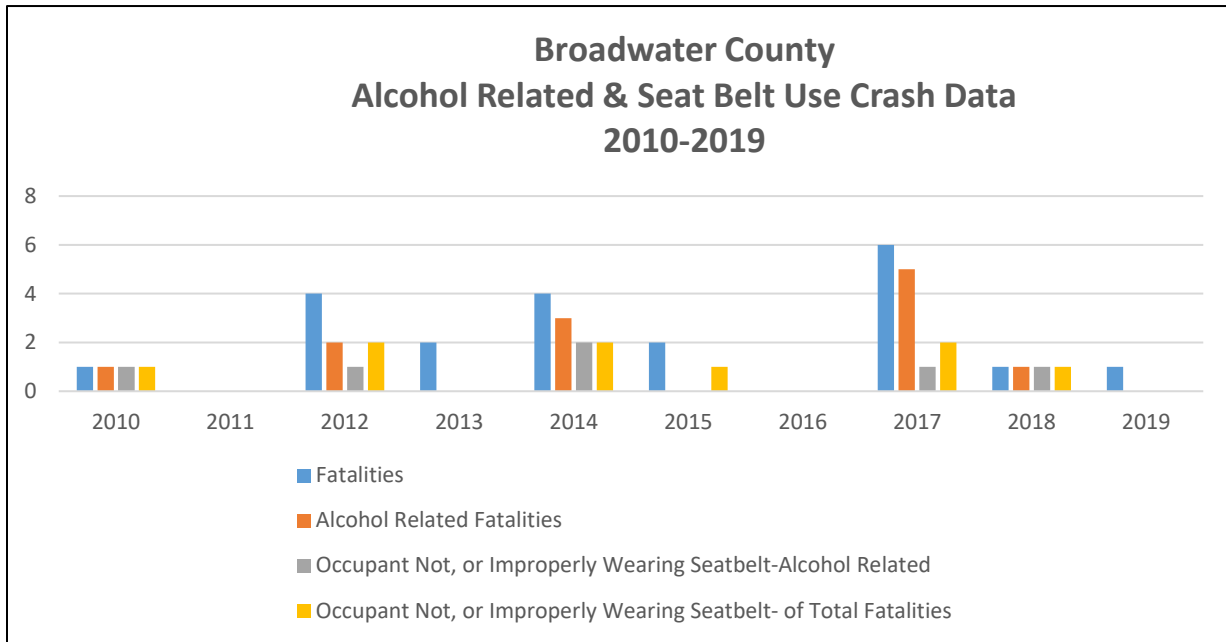
Broadwater County Citations 2011-2018

Montana Board of Crime Offense Code	Montana Code Annotated (MCA)	MCA Description	Year								8 Year Citation Totals	Citation Annual Average
			2011	2012	2013	2014	2015	2016	2017	2018		
2148	61-8-401 and/or 50-46-320 (1)(a)	DUI, intoxication by drugs or alcohol and/or DUI, under the influence of marijuana	28	34	32	16	11	16	28	31	196	25
2117	61-8-402	DUI undetermined level - refused to test	10	10	12	8	3	5	0	0	48	6
2118	61-8-406	DUI, determined level of intoxication, liquor 0.08 or greater	14	11	5	6	6	6	5	1	54	7
2138	61-8-410	DUI, under 21 with BAC of 0.02 - liquor	5	3	0	0	0	0	1	0	9	1
2158	61-8-465	Aggravated DUI	0	2	17	3	4	7	3	7	43	5
2128	45-5-106	Vehicular homicide while under the influence	0	0	0	0	0	0	0	0	0	0
2168	45-5-628 (e)	Criminal child endangerment, DUI	0	0	0	1	0	0	0	0	1	0
2178	61-8-411	DUI, marijuana, delta-9-THC	0	0	0	0	0	0	0	0	0	0
Yearly Totals			57	60	66	34	24	34	37	39	351	44

*Citations Table: Citations are issued at the time of arrest. DUI's commonly end up in an arrest.
 Disclaimer:
 Table illustrates a statewide picture of DUI Trends for citations only. The tables do not capture petition or adjudication information.*

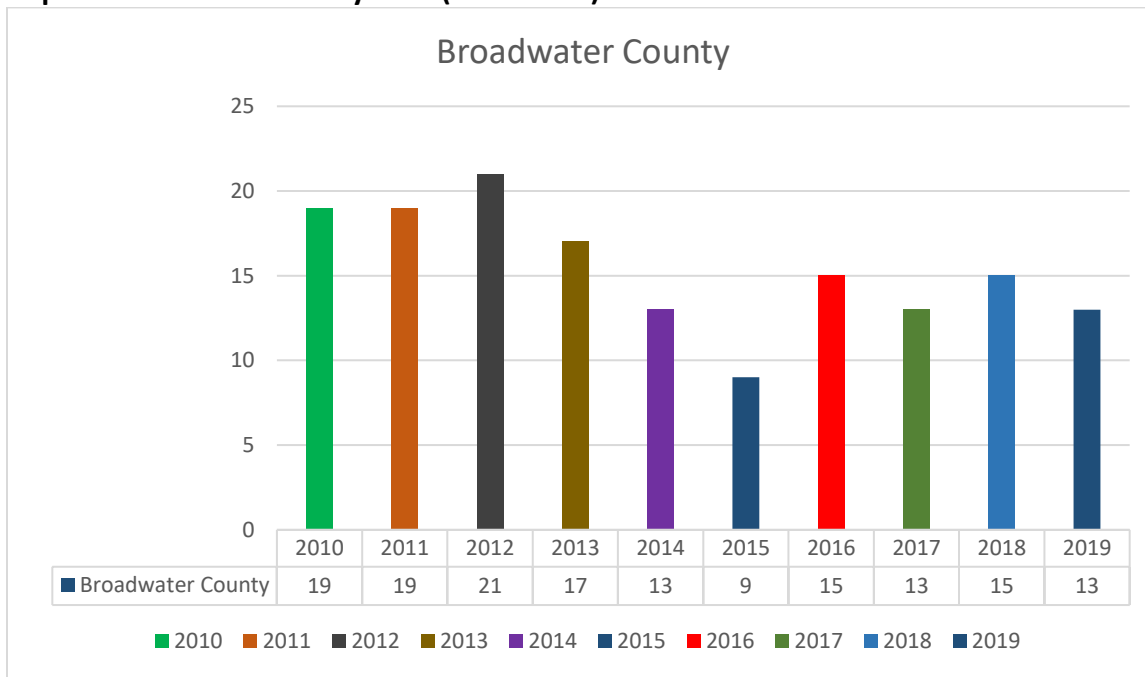
This Chart shows that there is work being done in the area of Enforcement, but there is still a lot of work to be done on the Education and Proactive end to reduce the number of DUI's in Broadwater County.

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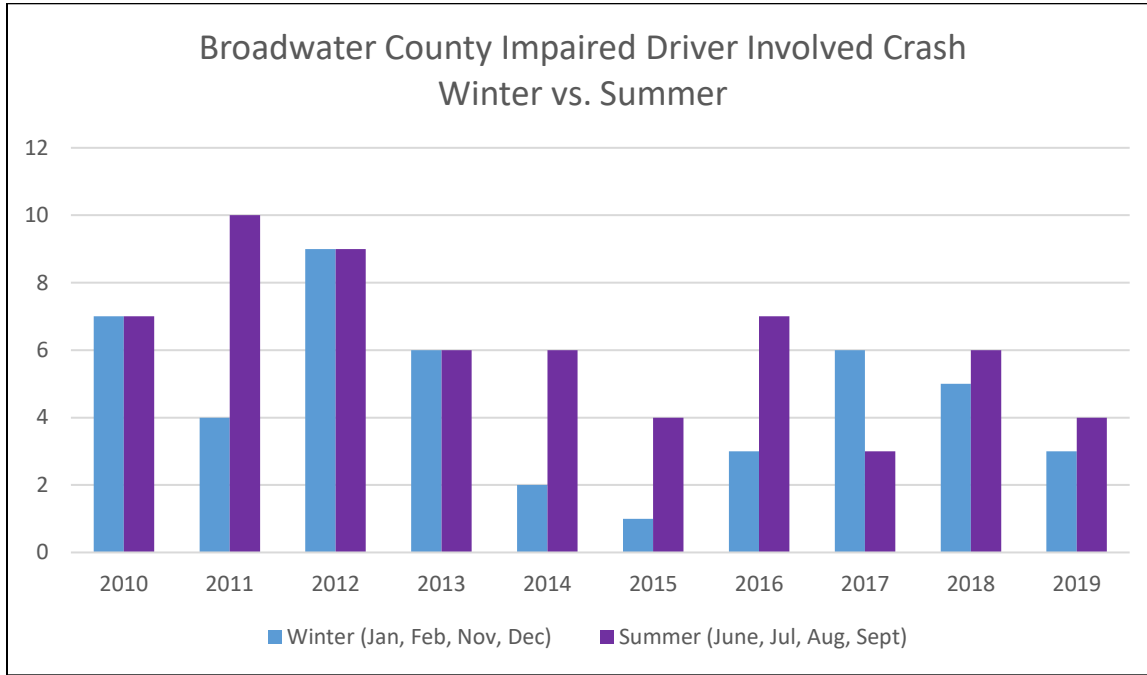
This graph shows the alcohol related crash fatalities in Broadwater County compared to the overall number of crash fatalities. The number of unbuckled occupants in alcohol related crashes plays a substantial role in the fatalities.

Impaired Driver Crashes by Year (2010-2019)



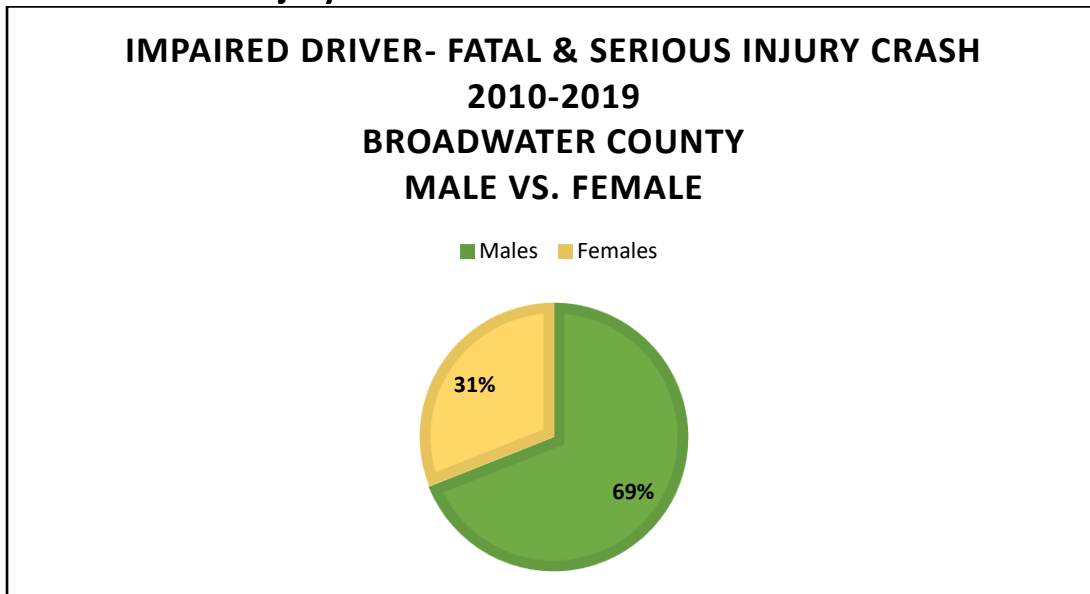
Impaired Driver Crashes in Broadwater County have fluctuated every year since 2010, and decreased dramatically from 2013 to 2015, but increased in 2016 and again in 2018.

Winter vs. Summer Months-Fatal & Serious Injury Crashes



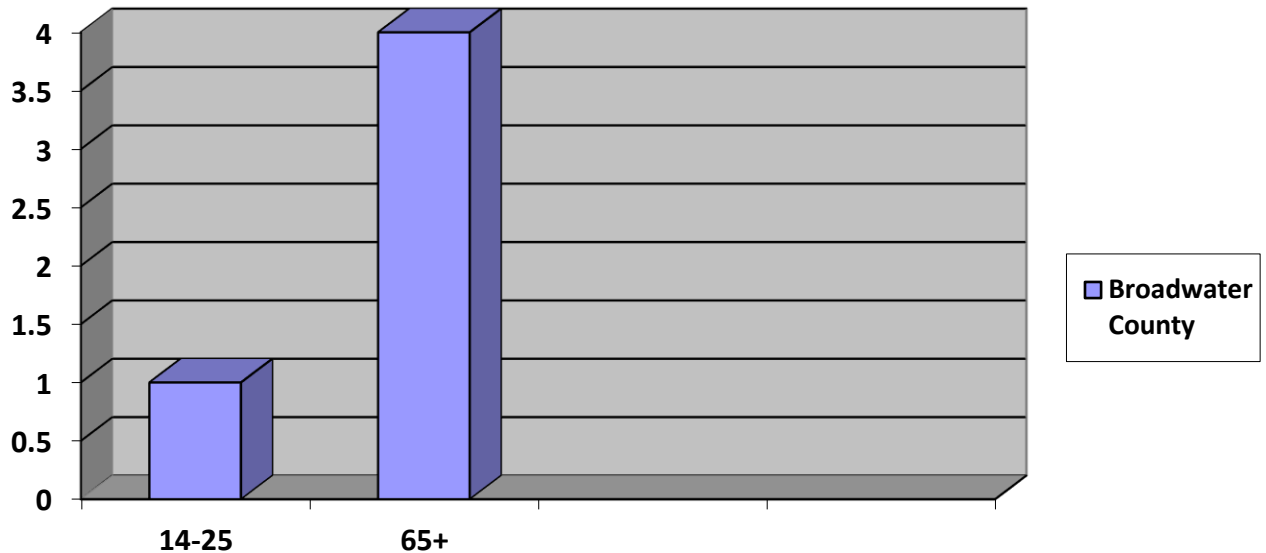
Fatal, serious, and other injury crashes involving an Impaired Driver in Broadwater County have been higher in the summer months for every year from 2010-2019 with the exception of 2010, 2012 and 2013 where the number was even and 2017 when there were more Impaired Driver Involved crashes in the Winter months.

Fatal & Serious Injury Crashes-Gender

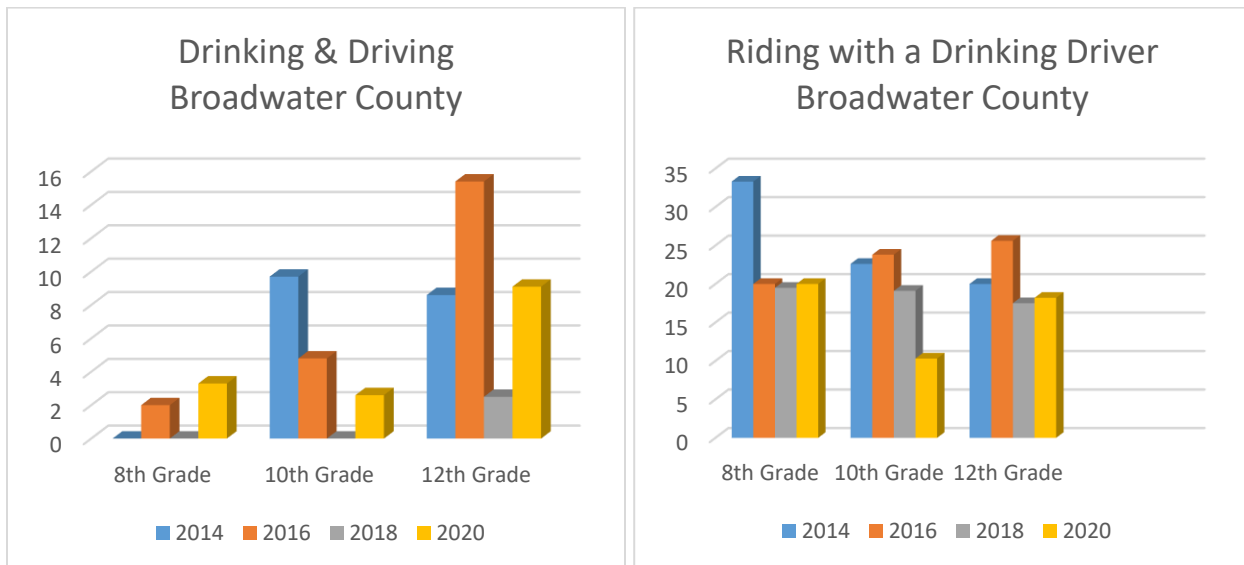


Males represent almost double the number of Females in Impaired Driver Fatal and Serious Injury Crashes in Broadwater County between 2010-2019, but there was an increase of Female Impaired Drivers in Fatal Injury Crashes in 2017.

Serious & Fatal Alcohol/Drug Related Crashes by Age of Driver (2010-2019)



Drivers over the ages of 65+ represent the highest amount of Severe and Fatal Alcohol/Drug related Crashes in Broadwater County between 2010-2019.

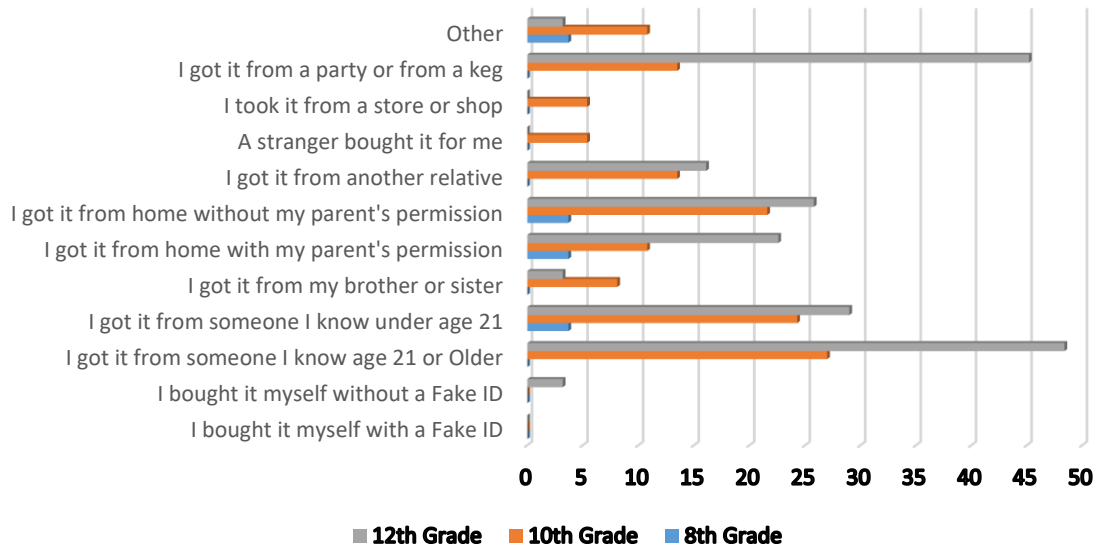


Montana DPHHS Prevention Needs Assessment Data

This chart shows that Drinking and Driving among 8th Grade Students increased from 2014-2016, but decreased from 2016-2018 and then again went up from 2018-2020. Riding with a Drinking Driver has decreased from 2014-2018. Drinking and Driving among 10th Grade Students has declined from 2014-2018 and increased in 2020, and Riding with a Drinking Driver increased from 2014-2016, but decreased from 2016-2020. 12th Grade Students who reported Drinking and Driving had a big increase from 2014-2016, but a rather large decrease from 2016-2018 and another big increase in 2020. Riding with a Drinking Driver increased from 2014-2016 but decreased between 2016-2018 and increased in 2020.

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2020 Broadwater County



Montana DPHHS Prevention Assessment Needs Data

This chart shows that 8th Grade Students predominantly get their alcohol from home with and without their parent’s permissions and from someone they know who is age 21 and older. 10th Grade Students predominantly get their alcohol from home without their parents’ permission, from someone they know age 21 and older and from someone they know under age 21. 12th Grade Students predominantly get their alcohol from a party or keg, from someone they know who is age 21 and older and under age 21, and from home with and without their parents’ permission.

BROADWATER COUNTY CONTINUES TO BE CHALLENGED WITH

- **DUI offenders**
 - Low risk perception of conviction and prosecution
 - Refusals to submit to breath testing
 - Expert HGN testimony
 - Recidivism rate

- **Minors and Underage in possession of alcohol (MIPs & UAPs)**
 - Low risk perception of conviction and prosecution
 - Vast rural area provides places that are difficult for quick LE response (lake, mountains, etc....)
 - Youth access to alcohol
 - Parents providing alcohol to youth
 - Drinking and Driving
 - Riding with someone who has been drinking

- **Illegal alcohol sales**
 - Over-service of alcohol to persons 21 and older
 - Sales to persons under 21 years of age
 - Compliance of current alcohol related laws

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- **Occupant safety and restraint issues**
 - Seat belt and restraint use is much lower in crashes that are alcohol related
 - Your best defense against an impaired driver are properly used seat belts and child safety seats
 - Lack of a Primary Seat Belt Law

Progress has been made in the attempts to reduce alcohol related crashes in Broadwater County. However, impaired drivers continue to pose a significant safety problem.

To enhance the effectiveness of Broadwater County's impaired and traffic safety programs in preventing injuries, saving lives, and reducing economic costs of motor vehicle crashes, this plan supports the priority recommendations of the State's Impaired Driving Assessment conducted by the National Highway Traffic Safety Administration Technical Assistance Team on December 3-7, 2018 and the State's Comprehensive Highway Safety Plan.

PROGRAM GOAL

The goal of the Broadwater County DUI Task Force Strategic Plan for the period July 1, 2020 through June 30, 2021 is to reduce the number of motorists who drive under the influence of alcohol and/or drugs, alcohol/drug-related traffic crashes, injuries, and fatalities in Broadwater County by implementing the methods and strategies outlined below. This reduction will eliminate the economic costs associated with those crashes, injuries and fatalities. The task force will support evidence based educational programs and messaging to address occupant safety and protection related to impaired driving.

DUI Task Force Program Administration

The Broadwater County DUI Task Force represents a diverse cross section of the community that includes citizens, government officials, law enforcement, business, health professionals, prevention and treatment specialists committed to reducing alcohol-related traffic crashes in Broadwater County by implementing best practice traffic safety countermeasures. One of the more important activities of the Task Force is bringing various parties together to focus and coordinate efforts and acquire and share resources. The Broadwater County DUI Task Force is committed to carry out the objectives set forth in this strategic plan for the period July 1, 2020 through June 30, 2021.

DUI Task Force Chairperson, Vice-Chairperson, and Secretary/Coordinator

A program responding to the many objectives and strategies contained in the Broadwater County DUI Plan requires some expenditure for accounting services, planning, coordination and administration. The Broadwater County DUI Task Force accounting services are provided by the Broadwater County Accounting Department.

The DUI Program Chairperson, Vice-Chairperson, and Secretary/Coordinator will be responsible for the following:

- Implementing and monitoring the Broadwater County DUI Task Force Plan;
- Writing and submitting the Broadwater County DUI Task Force Plan and the Annual Report to the Broadwater County Commissioners;
- Serving as the liaison to the media, the State Highway Traffic Safety Office and other community and State groups.
- In the event the Chairperson is not able to complete or monitor the objectives, strategies, and responsibilities in the Annual Plan, the Vice-Chairperson and/or the Secretary will be the representative for the Task Force.

I. POLICY & LEGISLATION

PROBLEMS: Need for stronger DUI and Seat Belt/Occupant Protection Laws in Montana

OBJECTIVE: Increase probability that impaired drivers will be subject to swift, sure, and appropriate sanctions

STRATEGY: Support rigorous DUI and impaired driving laws

METHOD: Provide legislators and constituents with information needed to introduce and enact DUI laws in the State of Montana that are sound, rigorous and easy to enforce and administer

STRATEGY: Support rigorous Primary Seat Belt and Child Safety Seat Laws

METHOD: Provide legislators and constituents with information needed to introduce and enact primary seat belt (occupant protection) laws in the State of Montana that are sound. Primary Seat Belt Laws have been documented and evidence based as a Countermeasure that works for reducing traffic crash injuries and fatalities and is listed in the December, 2018 Impaired Driving Assessment of Montana conducted by the National Highway Traffic Safety Administration

TIMELINE: Ongoing-Upon request, during Legislative sessions, with Task Force support

II. ENFORCEMENT/PROSECUTION/ADJUDICATION/TRAINING

PROBLEMS: Low Risk Perception of Arrest and Conviction of DUI related offenses, City & County Prosecutors are Overburdened with DUI Cases, DUI specific training, Recidivism

OBJECTIVE: Increase risk perception of being arrested and convicted of DUI

STRATEGY: Support efforts of Law Enforcement Officers, Prosecutors and Judges

METHOD: Fund DUI overtime shifts for patrol activity

The Broadwater County DUI Task Force may provide overtime funds for enhanced DUI and high visibility saturation patrols on weekends, holidays, and special events. The increased presence of law enforcement vehicles will send the message that impaired driving will not be tolerated. DUI overtime may be provided to the Broadwater County Sheriff's Office and the Montana Highway Patrol. The DUI Task Force Chairperson will administer/monitor the activity and collect quarterly arrest data from participating agencies.

METHOD: Fund DUI-Related Equipment & Processing Supplies

The Broadwater County DUI Task Force may provide funds to law enforcement agencies within Broadwater County to purchase equipment, supplies, and/or upgrading equipment and supplies needed for enforcing DUI laws and processing DUI arrests (portable Preliminary Breath Testing devices (PBTs), cameras, mouthpieces, DVDs, video tapes, etc.).

TIMELINE: Ongoing-Upon request, availability of funds and Task Force support

OBJECTIVE: Swift and effective prosecution of DUI offenders

STRATEGY: Implement and support visual trial technology

METHOD: Fund Prosecution efforts

Increased enforcement by local law enforcement agencies has resulted in an increase in arrests, which in turn have flooded the courts with an influx of DUI and related cases. Proficient and successful prosecution of impaired driving offenses is imperative. Refusal to submit to breath/blood testing complicates the prosecution of impaired driving cases as they deprive prosecutors of the ability to prove impairment through use of blood alcohol concentration evidence.

METHOD: Fund equipment to implement/support visual trial programs

The Broadwater County DUI Task Force may provide monetary support to the Broadwater County Attorney's Offices for the purchase of supplies and equipment needed to conduct visual trials.

STRATEGY: DUI-specific training for prosecutors, judges, Law Enforcement, Task Force Members, and others

METHOD: Support training in laws, awareness, education, and enforcement

The Broadwater County DUI Task Force may provide monetary support for DUI-specific training regarding legal issues, DUI detection and enforcement, and effective prosecution of DUI offenses.

TIMELINE: Ongoing-Upon request, availability and Task Force support

OBJECTIVE: Dissuade DUI offenders from driving under the influence in the future

STRATEGY: Increase offender compliance

METHOD: Support treatment and rehabilitation programs

Support the 24/7 Sobriety Program

The Broadwater County DUI Task Force may provide support to the 24/7 Sobriety Program. This program is designed to keep 2nd and subsequent DUI offenders sober while they are out of jail awaiting trial. The participants must provide breath testing twice-a-day or subscribe to SCRAM units. This program will reduce jail populations and increase safety. The program will include participation from the Montana Department of Justice, Broadwater County, the Broadwater County Attorney's office, the Broadwater County Sheriff's office, the Montana Highway Patrol, and city of Townsend.

TIMELINE: Ongoing, upon request, availability of funds and Task Force support

METHOD: Drug Recognition Expert (DRE) and Advanced Roadside Impaired Driving Enforcement (ARIDE) Support

The problem of identifying drug impaired drivers led officers within the Los Angeles Police Department, aided by scientists, physicians, other drug experts, and John Hopkins University to develop a drug recognition training program. This same need of trained professionals in Broadwater County also exists. The primary DRE activity is reliable identification of drug-impaired drivers. In addition to this service to the agency and the community, there is evidence that the program has a crossover effect on drug

trafficking and general crime suppression. These positive outcomes, however, are not without cost. The program places high demands on a police department for both officer training and duty time. Also, the increased number of specimens may tax the resources of the laboratory.

TIMELINE: Ongoing, upon request, availability of funds and Task Force support

OBJECTIVE: Assist and support the training of Law Enforcement to recognize behavior and physiological states associated with psychoactive drugs in the field of Drug Recognition

STRATEGY: Support DRE and ARIDE programs and training

The DRE evaluation, which is requested by an arresting officer when a suspect's BAC is inconsistent with his/her driving and behavior, includes 12 steps. Based on the evaluation, the DRE forms an opinion as to 1) Whether the suspect is impaired, 2) if impaired, whether the impairment is related to drugs, and 3) if related to drugs, which drug category or combinations of categories is causing the impairment.

At the present time, DRE and ARIDE training is available for qualified agencies nationwide under the auspices of the National Highway Traffic Safety Administration, U.S. Department of Transportation.

ARIDE-Advanced Roadside Impaired Driving Enforcement programs were developed to address the gap in training between the Standardized Field Sobriety Testing (SFST) and the DRE (Drug Recognition Expert) by providing officers with general knowledge related to drug impairment and promoting the use of DREs. The ARIDE program also stresses the importance of securing the most appropriate biological sample in order to identify substances likely causing impairment.

METHOD: Participate in study groups and provide input and support for the training of DRE's within Broadwater County and those affiliated with member agencies. The Task Force may also provide support ARIDE training.

TIMELINE: Ongoing-Upon request with Task Force support and available funds

III. EDUCATION/AWARENESS/MEDIA ADVOCACY/INTERVENTION

PROBLEMS: Lack of Safe Transportation Alternatives, Lack of clear knowledge and training of Alcohol Servers and Sellers regarding Laws and the Liabilities associated with serving and selling alcohol, there is a need to Educate the Public regarding the Dangers of Drinking and Driving and the laws associated, and there is a high percentage of unrestrained occupants in alcohol related crashes, injuries, and fatalities.

OBJECTIVE: Reduce Incidence of Alcohol/Impaired Driving

STRATEGY: Support age-appropriate transportation alternatives (For persons 21 yrs. of age and older)

The hospitality industry provides a large outlet for alcohol consumption. Fortunately, there are responsible and reasonable methods to enjoy what they offer. Safe Ride Programs are important and necessary for the hospitality industry and its customers. These alternative methods of transportation provide people who have consumed alcohol with safe rides home. Non-participants who are exposed to the program promotion and see others participate may be motivated to make more of an effort to not drive after drinking. The Broadwater County DUI Task Force does not support and/or promote

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transportation alternatives as a mechanism for licensed establishments to serve to excess or overserve their patrons.

METHOD: Support Safe Ride/Designated Driver Programs

The Broadwater County DUI Task Force may provide monetary, office, and administrative support to nonprofit alternative transportation programs for impaired tavern/establishment patrons. The program may provide free taxi rides from participating bars that subscribe to the safe ride service to the patrons' homes. This support may include items such as napkins, buttons, table tents, banners, posters, radio and TV ads, etc.....

TIMELINE: Ongoing-Upon request, availability and Task Force support

STRATEGY: Promote Policies & Practices that prevent underage drinking and over-service to persons 21 and older

METHOD: Support MDOR and Responsible Alcohol Sales and Service Training (RASST)

Many alcohol servers have little knowledge of their legal responsibilities and potential liability when persons under 21 years of age are served alcohol or when persons 21 and older are over-served. The

Broadwater County DUI Task Force will provide support for the coordination of the RASST Classes to provide the MDOR course for licensed establishments and individuals in Broadwater County.

A participant fee may be charged and collected. The fees will be used for coordination, instructor time, class materials, location fees, travel, mailings, telephone, class advertisements, and training or re-certification costs for instructors.

The course will include instruction on the following topics:

Clarifying the laws regarding sales of alcohol and the fines and liability associated with non-compliance;
How to ask for ID without offending the customer, acceptable forms of ID, invalid (fake) ID detection & speeding up the ID process;

How to identify minors;

How to be assertive, yet polite;

How to judge "Apparent Intoxication" levels of customers and patrons;

How to deal with an intoxicated or violent person;

The importance of documentation/incident reports;

How to establish or develop written company policies related to alcohol sales; and

Local resources for safe ride home programs, designated drivers, and alternative transportation options.

TIMELINE: Approximately 4 Classes per year. Average of 10 Participants per Class

STRATEGY: Increase Public Awareness and Educate about the problems and dangers of Impaired Driving

METHOD: Support comprehensive year round public information and education campaigns to enhance general deterrence by increasing knowledge and awareness, changing attitudes and modifying behavior. Support for PI&E activities and programs may include:

Speakers' Bureau of professionals, such as prosecutors, judges, nurses, doctors, emergency medical personnel, law enforcement officers, and treatment professionals, to educate the public about legal consequences, health risks, costs associated, and other consequences of impaired driving.

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Support evidence based educational programs and trainings for members, classroom traffic safety presentations (with appropriate emphasis on impaired driving and occupant protection), and student organizations that promote responsible traffic safety outreach.

High visibility evidence based messages (paid, earned and donated media) such as seasonal billboards, media events (live radio remotes) and movie theater slides scheduled in conjunction with National Mobilization Campaigns to reduce impaired driving and increase seatbelt use during the heavily traveled holidays of Christmas/New Year, Memorial Day, Independence Day and Labor Day. The Task Force will also focus on other high-risk times throughout the year such as spring break, prom and graduation, St. Patrick's Day, Halloween, etc. to the degree that funds are available. Messages will emphasize impaired driving enforcement, occupant protection, and personal responsibility including designated drivers and alternative safe transportation.

August 2021– Townsend Rodeo

August- September, 2021: Impaired Driving: Drive Sober or Get Pulled Over

October 2021– Townsend Fall Fest

October 2021: National Teen Driver Safety Week

October- November, 2021: Impaired Driving: Buzzed Driving is Drunk Driving

November - December, 2021: Thanksgiving Holiday Travel: Buckle Up. Every Trip, Every Time

December, 2021: Impaired Driving: Buzzed Driving is Drunk Driving

December, 2021 – January, 2022: Impaired Driving: Drive Sober or Get Pulled Over

March 2022 – Safe as a Bulldog Week

April – May 2022 – Community Clean Up Day

May 2022 – May Mobilization: Occupant Protection: Click it or Ticket

TIMELINE: Ongoing-Upon request with Task Force support

OBJECTIVE: Increase public awareness and education relating to occupant protection devices to decrease bodily injury or death of vehicle occupants

STRATEGY: Educate on the Importance of Occupant Protection Devices

Data shows that seat belt use is much lower in crashes that are alcohol related. Half (50%) of the alcohol related crash fatalities were unbelted fatalities, and 60% of the alcohol related severe crash injuries are a result of unrestrained occupants. It is also widely recognized the best defense against an impaired driver is a properly worn and fastened seatbelt or child safety seat. Occupant protection education and outreach is an evidence based method for reducing crash injuries and fatalities.

METHOD: Participate and provide input in occupant protection programs as they directly relate to impaired driving crashes through educational trainings, outreach, and at events, activities, and/or supporting articles. Provide training opportunities to Task Force members that will directly impact the increase in occupant protection use among all drivers and passengers in motor vehicles.

July 1, 2021 – June 30, 2022 – Responsible Alcohol Sales/Service Classes

July 1, 2021 – June 30, 2022 – High Visibility Mobilizations

July 1, 2021 – June 30, 2022 – Community Events (Rodeo, Fall Fest, etc....)

October, 2021-Teen Driver Safety Week

February, 2022-Annual Alcohol-Free Super Bowl Party for Teens

March, 2022- Safe as a Bulldog Week

April – May, 2022 - Community Clean Up Day

TIMELINE: Ongoing-Upon request with Task Force support and available funds

IV. EVALUATION

Outcomes to the strategies described in this plan will be closely monitored. Due to limited resources, we recognize that it is not possible to conduct a sophisticated evaluation on all aspects of this plan. Instead, we will get specific about particular projects such as the focus on crash data, dui arrests and convictions, sales to minors, compliance check failures and successes, responsible alcohol sales/service training, and the activities and or events provided to the youth and underage. To measure progress, we will look at trend data for the following measures:

- Alcohol related crash fatalities and injuries (all ages);
- Unrestrained occupant injuries and fatalities in alcohol related crashes
- Driving under the influence arrests and convictions
- Percent of drinking drivers ages 15-19 involved in fatal or injury crashes (NHTSA suggests the 15 to 19 age group to better target the analysis);
- Number of participants who attend Responsible Alcohol Sales/Service training; and
- Results of compliance checks
- Number of youth attending task force sponsored events/activities

V. Special Projects Fund

Donations and/or independently raised funds will be placed into the Special Projects Fund for traffic safety program strategies. The Special Projects Fund aids in the funding support of special projects and equipment in our strategic plan not covered under the specific MCA 61-2-106.

Requests for funding from this fund must be submitted in writing and presented to the task force at a monthly meeting and allocations will be considered by DUI Task Force voting members as they arise throughout each fiscal year.

VI. MEETINGS

The Broadwater County DUI Task Force will meet monthly. All Broadwater County DUI Task force meetings are open to the public. The task force shall give notice by publication in the community meeting announcement section of a locally used newspaper, post the meeting calendar on the county billboard in the county courthouse, or post the meeting notifications in a common social media site used by Broadwater County Residents.

Data Sources Used:

Montana Department of Transportation

FARS – Fatal Analysis Reporting System

Montana DPHHS Prevention Needs Assessment Data

Broadwater County Law Enforcement Agency Arrest and Citation Data

Montana Board of Crime Control

US Census Bureau