

Winter
2012

MONTANA'S DUI TASK FORCES

preventing impaired driving and crashes

Task Force Exchange

Regional DUI Task Force Meetings Successful in building infrastructure

Three Regional DUI Task Force Meetings were held in Lewistown, Cut Bank and Bozeman during August and September 2011. The meeting locations were strategically selected to accommodate as many DUI Task Forces as possible and facilitate outreach and possible attendance by counties that do not have DUI Task Forces. As a result, Toole County has successfully completed the steps to start a DUI Task Force, and Glacier and Granite Counties are at various stages of forming DUI Task Forces.

Regional meetings will resume in the Spring of 2012.

If your DUI Task Force is interested in hosting one, please contact:

Lonie Hutchison, Statewide DUI Task Force Facilitator

406-258-3880 lhutchison@co.missoula.mt.us

Many thanks to the presenters who agreed to participate in all three meetings, making it possible for consistent information to be shared:

- Montana's New DUI Laws: Colonel Mike Tooley—Montana Highway Patrol
- Montana's New Mandatory RASS Training Law: Lisa Scates, Alcohol Education Coordinator, Montana Department of Revenue
- Drugged Driving; and 2013—Research and Direction: Becky Sturdevant, MADD Volunteer
- Media Advocacy/ Earned Media & The Domino Strategy on How to Drink Responsibly: Natale Adorni, Montana CSAP Fellow—DPHHS Prevention Resource Center
- SBIRT (Screening, Brief Intervention, Referral and Treatment Program): Bobbi Perkins—DPHHS/EMS
- Steps for Starting a DUI Task Force: Lonie Hutchison, Statewide DUI Task Force Facilitator & Missoula County DUI Task Force Coordinator

Local presentations were also made by:

- Rick Miller, DUI Task Force Coordinator, Fergus County
- Jenna Caplette, DUI Task Force Coordinator, Gallatin County
- Judy Christensen, DUI Task Force Coordinator—Carbon County
- Susan Wordal, Assistant City Attorney—Bozeman

Many thanks to the hosts!

August 30, 2011—Lewistown

Host: Fergus County DUI Task Force

August 31, 2011—Cut Bank

Host: Glacier County Sheriff's Dept.

September 15, 2011—Bozeman

Host: Gallatin County DUI Task Force



Presenters at Regional DUI Task Force Meeting in Lewistown (left to right) Natale Adorni, Bobbi Perkins, Becky Sturdevant, Lonie Hutchison and Rick Miller.

Missoula Welcomes New Safe Ride Alternative

Ucallus is not just another safe ride program...it's the first safe ride program in Missoula to receive the green light from the Montana Public Service Commission, which regulates motor carriers in the state. Why? Because the Ucallus program is a registered non-profit, operating on donations from tavern owners and their patrons.

Kevin Sandberg, a former cab driver, recognized the need for an additional safe ride option in Missoula as well as the need to take a different avenue for providing one. In recent years, other attempts to start safe ride programs in Missoula have failed because they were set up as fee- for- service operations and were contested by Missoula's cab companies and limo services at the hearings held by the Public Service Commission (as required by law). However, the Public Service Commission does not have jurisdiction over entities operating as non-profits under the Internal Revenue Code.

Ucallus, Home Safe Missoula, the Missoula Designated Driver Program, Yellow Cab, Green Taxi, Mountain Line, and UM's UDash (a free roundtrip bus service from campus to the downtown Missoula area) are all viable, well publicized options for preventing a DUI or an alcohol-involved crash. The trick now is to convince folks to utilize these safe ride alternatives.

Kevin Sandberg, owner of Ucallus, is already looking to launch Ucallus in Billings Bozeman and Great Falls. For more information go to:

www.ucallus.org

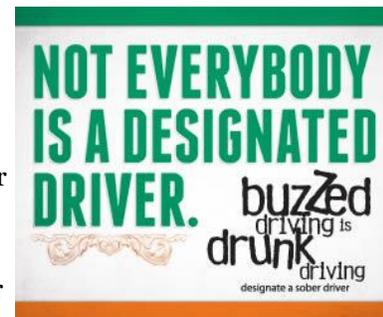
Not Everybody Wants to be a Designated Driver

DD Programs have been around now for several decades. The Missoula County DUI Task Force supports one in partnership with Noon's Petroleum and a couple dozen taverns. For several years, Noon's has donated two \$100 gas cards each month for the two lucky designated drivers whose names are picked in a monthly drawing.

Designated Drivers are given a wristband on which they write their name, phone number, the name of the bar they are in, and the name of the server or bartender who served them free non-alcoholic beverages. The DUI Task Force donates two \$50 gas cards each month for the server or bartender whose names are also on the wristbands drawn each month. The wisdom behind that is the servers may not be inclined to promote free pop for fear they will lose out on tips. So, the possibility of winning a \$50 gas card may encourage them to promote the Designated Driver program.

Promotion of the program is fairly aggressive with posters, radio and TV ads, and a Face Book site. Sadly, only a handful of wristbands are collected each month from participating taverns.

The possibility of a DUI arrest, an alcohol-related crash or winning a \$100 gas card are apparently not enough to convince most bar patrons and party-goers in Missoula to take a night off from drinking and volunteer to be the designated driver.



Pitfalls of Designated Driver Programs

- **Designated driver programs may condone or encourage heavy drinking and intoxication.** Those in the party who are not the designated driver may feel that they have a license to become intoxicated and are more likely to resist interventions from servers.
- **Designated driver programs address only the drinking-driving issue.** Over-consumption of alcohol leads to a host of other alcohol-related problems, including non-traffic injuries, violence both inside and away from the establishment, alcohol poisoning, alcoholism, long-term health problems, and other life-altering consequences.
- **An establishment has no control over the behavior of non-designated drivers once they leave the establishment.** They may insist on driving, or drive after returning home, creating a safety hazard and potential lawsuit against the establishment.

The Cost of Binge Drinking

The November 2011 issue of the American Journal of Preventive Medicine ran an article entitled, "Economic Costs of Excessive Alcohol Consumption in the US in 2006," which estimates that excessive alcohol consumption cost the U.S. \$223.5 billion in 2006—almost \$750 per person. Most of these costs were due to losses in workplace productivity, health-care expenses, crimes related to excessive drinking and motor vehicle crashes. Significantly, the majority (76%) of these costs were due to binge drinking defined as four or more alcoholic beverages per occasion for women or five or more drinks per occasion for men.

About 90% of the alcohol consumed by youth under the age of 21 in the United States is in the form of binge drinking.

Office of Juvenile Justice & Delinquency Prevention 2005

Responsible Retailing Forum

The Responsible Retailing Forum (RRF) consists of national retail chains, training organizations and mystery shop vendors; state regulators and attorneys general; producers; and researchers who have identified recommended measures that can be taken by licensed alcohol serving establishments to prevent unlawful alcohol sales, including sales to minors or to intoxicated individuals, and to guard against situations that may pose a risk to customers or staff.



Advancing the Art, and Science, of Responsible retailing

Learn more at www.rrforum.org

These collective measures, termed "Responsible Retailing," aim to protect the health and safety of customers, staff and the community, while reducing licensee and employee risk to issues such as penalties for unlawful sales, or legal liabilities associated with alcohol-related injuries. The RRF and its partners have produced the following reports on the topics:

Recommended Practices for Off-Premises Alcohol Retailers

Full report at [www.rrforum.org/documents/Recommended_Practices_Off-Premises_Alcohol_Licensees_9-09\[1\].pdf](http://www.rrforum.org/documents/Recommended_Practices_Off-Premises_Alcohol_Licensees_9-09[1].pdf)

- Create and maintain a written sales policy
- Train staff and management on the alcohol sales policy
- Provide the right tools
- Monitor staff conduct
- Employ security practices to reduce underage theft
- Keep records
- Communicate with the public

Responsible Retailing Practices for On-Premises Alcohol Serving Establishments

Full report at www.rrforum.org/documents/RR_Book-FINAL_lo-res_10_2011.pdf

- Owner/manager supervisory practices
- Hiring practices
- Training and point of sale practices
- Safety and security practices
- Community relations

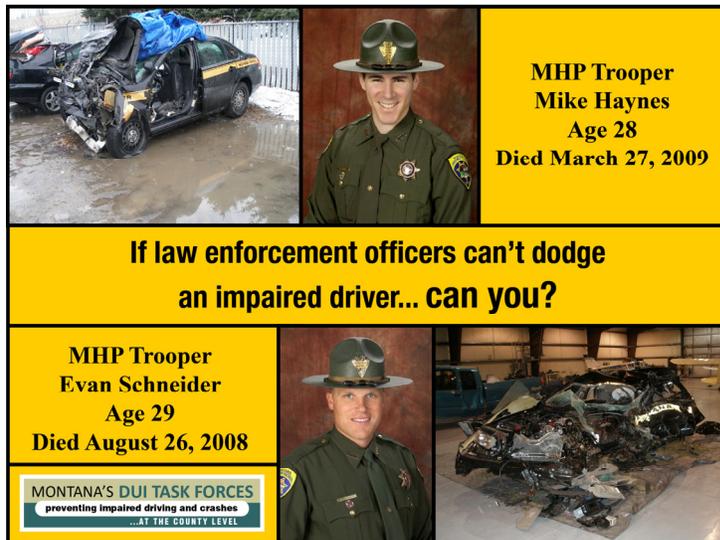


Project Aimed at Unifying DUI Task Forces

There is currently a network of 34 county-level DUI Task Forces in Montana representing 38 counties. To increase public awareness of these task forces and to demonstrate a unified front against impaired driving, Lonie Hutchison, Statewide DUI Task Force Facilitator, initiated a project in the Summer of 2010.

With input and permission from the Montana Highway Patrol, the families of MHP Troopers Evan Schneider and Mike Haynes, and fellow DUI Task Force Coordinators, Lonie developed, produced and distributed vinyl banners printed with a \$750 donation from a Missoula resident who lost her son as the result of an alcohol-involved crash. This is the first statewide project to carry the "Montana's DUI Task Forces" logo.

The artwork for the banner can be obtained from Sign Pro in Missoula. Contact Kim Ryan-Dufner at 406-721-9359 or 406-240-7767 (cell).



We Want Your Comments

A CALL TO ACTION

Please enhance the effectiveness of statewide efforts to reduce alcohol-involved crashes, injuries & fatalities in Montana by sharing your expertise, concerns, opinions, projects, challenges, successes, helpful websites, etc. with other traffic safety advocates in the state.

Email or mail articles for inclusion in this newsletter to:

Lonie Hutchison
Statewide DUI Task Force Facilitator
Missoula City-County Health Department
301 West Alder Street
Missoula MT 59802

Office 406-258-3880
Cell 406-546-9640
lhutchison@co.missoula.mt.us

Thank you for your dedication and support.

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www.mdt.mt.gov/safety/dui_taskforces.shtml

This site includes many resources for DUI Task Forces, including a contact list of DUI Task Forces in Montana.



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