



Oregon

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TO: Members of GAC – DUII

FROM: Nicole McAda
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DATE: January 2nd, 2025

SUBJECT: Liaison Report for CLEAR Alliance

SIGNIFICANT REPORT ITEMS

In December the CLEAR Alliance team focused on kicking off ODOT grant-funded projects set for 2025. Commercial filming and production of cannabis-focused impaired driving commercials were completed in the first half of the month, made possible through our media partnership with local news and media conglomerate KTVZ. The first set of commercials is scheduled to air during February 2025 's Super Bowl LIX. KTVZ is also putting together a widespread social media campaign focused on cannabis-impaired driving for the organization. A drafted first concept was completed by the CLEAR Alliance team for project consideration.

Progress has continued to be made on the development of the Vaping Education Course (VAPEC). The educator's review of the content is almost complete. Graphic design elements are also ongoing. The anticipated launch of the completed curriculum project is January 2025. The course set includes several new interactive elements, including an interactive Jeopardy game, animated skill-based scenarios, student quit vape/tobacco/nicotine resources, and a lesson plan for instructors and educators.

NOTEWORTHY DATA OR STATISTICS

UPCOMING PROJECTS OR EVENTS