

Oregon Transportation Safety Committee
January 11, 2023
CONSENT CALENDAR

1. **Approve the minutes of the December 14, 2022 Committee meeting**
2. **Review 2023 grant adjustments to the 2023 Highway Safety Plan: N/A**
3. **Approve new projects to the 2023 Highway Safety Plan:**

<u>Project #</u>	<u>Project Name</u>	<u>New Project Total</u>
M5X-23-12-01 AAA	Deschutes County Impaired Driving Media Campaign	\$150,000 405d

Impaired driving is an issue of particular concern across the country, resulting in heavy burdens of injury and loss of life. Taking a prevention-focused approach and addressing youth in particular provides a proactive and cost-effective strategy. According to Oregon-Idaho High Intensity Drug Trafficking Areas (HIDTA) most recent report from 2020, Oregon leads the national average negatively in most every category of alcohol and drug metrics involving youth use, frequency of use, perception of harm, and age of onset use. The middle and high school age represents a unique overlap between potential for experimenting or initiating substance use, and learning to drive (or soon-to-be learning), and provides an important window of opportunity for upstream prevention.

The good news is that by focusing upstream on prevention, we have effective partners who want to keep new drivers safe and play a critical role in preventing and addressing risky behaviors early on: parents. Targeting parents is particularly effective since data tells us they have an important influence on whether youth will use substances and engage in other risky behaviors, AND they are a particularly receptive audience to prevention messages. In addition, we have student data from Deschutes County telling us that the "perception of parental disapproval" of youth using substances like marijuana has been trending down in recent years (Oregon Student Wellness Survey, 2014-2018). This is typically a metric paired with a later uptick in youth use. For this reason, we want to influence parental concern about substances and impaired driving and encourage communication of this concern to their kids. Encouraging parents to have open communication, parent modeling of healthy behaviors [5], parental monitoring of their kids, and clearly communicated family values, are all parental practices that act as "protective factors" against a number of concerning health behaviors, including substance use and impaired driving. In fact, a recent longitudinal study demonstrated that parental practices like these had enduring effects that lasted several years after high school, to protect against both impaired driving, and riding with an impaired driver.