

OTSC Liaison Report

CLEAR Alliance

April was a milestone month for the CLEAR Alliance team, marked by impactful outreach, education, and new program launches.

Team members actively participated in both the Multidisciplinary DUII Task Force Conference and a prevention-focused High Intensity Drug Trafficking Area (HIDTA) Conference, continuing efforts to stay at the forefront of prevention strategies.

In Redmond, CLEAR Alliance connected directly with youth by delivering a Counterfeit Pill/Fentanyl presentation to 11th grade health students at Ridgeview High School. These students also took part in a pilot session for the new Vape Course (VAPEC), designed to educate youth about vaping risks.

April also marked the official launch of the VAPEC course on CLEAR Alliance's website at www.clearalliance.org/courses. This is the first CLEAR Alliance curriculum to feature interactive elements and a comprehensive Toolkit for instructors and educators.

Meanwhile, the organization's first cannabis-impaired driving awareness campaign debuted across Central Oregon. Aimed at adult audiences, the campaign includes commercials on KTVZ's streaming networks, local TV stations, website, and targeted social media ads. Early analytics are promising, with 24,661 views and 15,702 accounts reached.

To round out the month, CLEAR Alliance launched its first-ever Victim Impact Panel, successfully facilitated by Executive Director Cate Duke. This new initiative represents another important step in the organization's mission to prevent substance abuse and impaired driving.