



CPDUD: Committee to Prevent DUI and Underage Drinking

April 7, 2021

Minutes

- **Welcome and Introductions:** *Jessica Vanoutryve; Sarah Lane; Tyler Frederick; Jennifer Cala; Leigh Barrows; Ken Dean; Jennifer Sabourin*
- **Review of the Minutes from March 3, 2021** *Approved*
- **Additions to the Agenda:**
- **Prevention Updates:**
 - **Summer movie nights scheduled**
 - *Waiting for confirmation from Bellwood Pool and Martinsburg Pool*
 - *Tyrone, Canoe Creek, Baker Mansion and Lakemont have confirmed dates and movies*
 - *Will begin in June – will have flyer distributed once all locations are confirmed*
- **CPDUD “Strategic Plan” / DFC – Discussion on future events and goals – Where are we going, what are we doing next?”**
 - **Social Hosting – aim for MAY**
 - **Billboards (edited design) - Attachment provided upon request**
 - **Stickers (new design) - Attachment provided upon request**
 - **Radio – same as last year**
 - *Sticker changed to be more readable on billboards*
 - *Billboards, stickers and radio send same message for social hosting*
 - *Feedback: Easier to read and eye catching*
 - *Monica will be reaching out to Sheetz for sticker shock*
 - *Radio ad using “Be Our Parent” which ties in with billboard and stickers*
 - **Letters home – Attachment provided upon request**
 - **“Dear Students” letter to be provided to colleges to Penn State Altoona, South Hills and Penn Highlands**
 - **“Dear Parents” letter to be provided to local high schools for parents/guardians**
 - **“PROM” cards**
 - *High school lunches; hair + nail salons; flower shops; dress/tux shops*
 - *Hoping to get into schools to set up tables for Prom and events*
- **Blair County DUI Task Force/DUI Details**
 - **Mobile Awareness: 3/15/2021: Attachment provided upon request**
 - *3 officers, 2 departments; 8 locations*

- **Roving: 3/19/2021:** *Attachment provided upon request*
 - *March 21, 22 officers, 10 departments, 144 contacts*

- **DUI Dept. Updates**
 - **Blair County DUIs/Data:** *Attachment provided upon request*
 - **Spring/Summer Billboard Campaign:** *Suggestions*
 - **CRN Data: February:** *Attachment provided upon request*
 - **Criminal Complaint Data:** *Attachment provided upon request*
 - **DUID Research: Marijuana:** *Attachment provided upon request*
 - **DUI Dept Data Collection:** *Attachment provided upon request*
 - **Highway Safety Classes:** *Report out:*
 - *3 classes scheduled for April with 36 people scheduled*

- **Open Forum:**
 - *Tyler reported there will be Penn State event on April 22 for drug and alcohol from 12-1*
 - *Jessica reported she has accepted a position at Altoona School district and will no longer be attending meetings with BDAP*

Next meeting: May 5, 2021 from 8:30am to 10:00am