



Meeting Notes

VHSA Education, Outreach, & Marketing Focus Group

January 14, 2016, 10:30am-12:30pm

National Life Conference Room 313

Present: Nancy Andrus, Emily Boedecker, Susan Clark, Lori Demingware, Marguerite Dibble, Erik Filkorn, Amy Gamble, Sharon Huntley, Norm James, Chrissy Keating, James Lockridge, John Lynch, Ken Millman, Bill Mitchell, Bonnie Reese, Lindsay Townsend, Mandy White

Introduction of Mandy as member of the Data Focus Group; Amy is on the Enforcement Focus Group.

Guests were Bonnie Reese and Marguerite Dibble from GameTheory, presenting about the company's proposed value to the VHSA. GameTheory uses game tools to promote behavioral change; to better motivate; and educate. Game theory is more universal and applicable than thought, and helps engage people more often. GameTheory helped build the JoyRyde app that the EOM and VHSA are familiar with. Portfolio projects were shown, including the Energy Champ Challenge that awards a badge within the app to 'Energy Champs.' Apps are a new tool, and novel. Apps can be designated to target a specific demographic, like age or gender. The development process begins with the smallest testable product and then develops it based on constant testing and evaluation.

GameTheory has digested some of the VHSA data and proposed that it is useful to consider game theory-based tools for younger drivers, motorcycles, and that current marketing tools could be rethought to make them more noticeable and sticky.

Tactile games, like board games, are also within their purview, but electronic formats are more far-reaching. One of the challenges now is educating people on the changes in laws since they first took Driver's Education classes. There's a special importance in keeping the majority of mature drivers up to date on the new laws so they can provide a better example of behavior for younger drivers. The VHSA should think about how to connect with the 15% of the population that doesn't change behavior and consider the value of game theory-based outreach and engagement campaigns.

Mandy reported from the Data Focus Group. One of the members brought up the idea of driver education students doing data collection projects; the Data Focus Group would like feedback. Nancy volunteered to participate in exploring the concept and attend meetings where there are further conversations. Mandy invited participation in the Data Focus Group by members of the Education, Outreach & Marketing Focus Group; John and Lindsay volunteered to participate in the Data Focus Group as EOM Focus Group delegates with Nancy.

The Red Ribbon Ceremony (and EOM FG interest in supporting it) was discussed. Attendance at the recent ceremony dropped off from previous years. It was proposed that the suggestion be made to postpone the ceremony until the legislature is in session each year, and to seek attendance by groups of high school students. There was support for inviting the leadership of the Community Justice Council, now thought responsible for the Red Ribbon Ceremony, to present to the EOM FG. The EOM membership feels strong support for the Red Ribbon Ceremony and would like it to be experienced widely.

Susan reported that a re-write of the Vermont Strategic Highway Safety Plan is coming up, and EOM FG review and feedback will be helpful at the next meeting.

Project Yellow Light, projectyellowlight.com, is a national video competition for high school and college students, producing distracted-driving themed video entries. The VHSA supports 'sponsorship' of Project Yellow Light by helping get the word out to Vermont students, through our driver educator contacts. The main contest prize is a \$5,000 scholarship. In upcoming competition cycles Vermont will develop a state-specific version of the contest. Because the framework exists, it will be easy for Vermont to step in with a localized, affiliate version of the competition, supported by sponsors. It could be a way to engage Vermont insurance companies with the VHSA, by securing their sponsorship.

The Crash Trailer Project been steadily developing. At present, funding is being made available to purchase a trailer and a presentation of the final design is being developed. A protocol for transporting it around the state will need to be developed.

The official keepers of the new VHSA logo and its use sheet are Erik, Susan, Jacqui, and James. This will hopefully go onto VHSA member websites using the area to the right of the logo to include language like "Proud Member" or something similar. A web resolution version of the logo will be distributed with these minutes.

Ken presented about the architecture of the new VHSA web site in development. There would be 'calls to action' throughout the site, encouraging VHSA membership, and the site would be a compendium of items like blog posts and photographs that reflect current activity of the VHSA and its members. The site will be able to automatically aggregate the social media content of VHSA members who use a #hashtag that is agreed on to be specific to the VHSA, with Vthighwaysafety.org (and.com) being proponed. VHSA.com and VHSA.org are currently used by horse show associations. Ken would like to use a non-governmental hosting platform, preferring WordPress. With WordPress it would be convenient for members to publish their own content to categories of posts created for that purpose. Ken provided suggestions for VHSA web site domain names and looks forward to moving forward when a large majority of members are happy with a domain name. The opportunity exists to 'tweak' the proposed web site architecture, and some changes might occur if the VHSA reorganizes to any degree. The data section and links to resources will be the content most relevant to the public. When a new web site is published, VHSA members will be encouraged to add the URL to their email signatures.

It was discussed that the Vermont Horse Show Association ought to be invited to participate in the VHSA. Nancy will provide their address to Susan.

Jim has reached out to the administration of Mount Abraham Union High School to seek to cooperatively produce a safety fair there. It would be an opportunity to gather photography, videography, and endorsements from participants, in preparation for promoting independent fair production to other schools. It will also provide a better understanding of the politics and logistics of presenting safety fair events, giving a basis for 'how to' content on the VHSA Safety Fair web site. It would be helpful for EOM members to help spread the word of the Safety Fair web site to schools, <https://yscvt.wordpress.com/> Lindsay offered the opportunity for the Safety Fair web site to be promoted at an upcoming Driver Educator conference. It was suggested that health teachers be given the information, too.

Partner Updates:

Chrissy: The next Text U L&R event is Wednesday, April 27, 6:00-7:30 pm at UVM Medical. It was suggested that a Facebook event page would be a handy way for VHSA members to help share word of the event.

Local Motion: Brought bill H.560 to EOM awareness, <http://legislature.vermont.gov/bill/status/2016/H.560>

Jim raised awareness of H.527, a bill with several distracted driving components,
<http://legislature.vermont.gov/bill/status/2016/H.527>

The next meeting is Thursday, March 24, 10am-12pm.

Meeting ended 12:00pm.

*Reminder: Meeting notes can be found at <http://highwaysafety.vermont.gov/about/meetings/education>
Note: Contact information for James Lockridge, info@yscvt.org; (802) 881-9050 (Youth Safety Council of VT)*