



Vermont Highway Safety Alliance

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MINUTES



VHSA Education/Outreach & Marketing Focus Group Minutes

Thursday, June 18, 2015

10:30am-12:00pm, AOT - Davis Conf. Room N413

Attendees

Stephanie Busch, Susan Clark, Sharon Huntley, Norm James, Chrissy Keating (attending by phone), James Lockridge, Kevin Marshia, Bill Mitchell, David Peters, Lindsay Townsend

Working Presentation/Discussion: **Priority Ranking of CEA Action Items:**

Kevin sought help from EOM to 'whittle down' the number of actions measured by the VHSA. This was his second visit, seeking EOM suggestions for revisions to the measurements tracking tool. Kevin explained the priority ranking scoring system, distributing a handout.

Kevin is encouraging everyone as individuals to help rank action items, too. 30 Items have been scored so far as needing reconsideration. 11 Actions have had high scores, ensuring they will be preserved.

The EOM began reviewing action items at the top of page 3, where the group left off at the previous meeting.

Kevin ensured the EOM understood that our review of times today would be a quick, gut reaction, not a highly critical or time-consuming process. The group decided to start scoring at the back of the action item spreadsheet.

Scoring and discussion began 10:43am.

115 Decrease the cost of initial EMS education courses: 8, 8, 8

114 Increase the number and frequency of initial EMS education courses: 8, 8, 10

99 Research statistics, trends, and legislation related to distracted driving and evaluate ways to improve safety in specific locations, demographics, etc.: 4, 6, 8

97 Educate the public as to why rest stops are provided and the benefits: 4, 6, 4

95 Continue anti-texting initiatives: Discussion included noting that this action is now inclusive and not limited to YSCVT TOT program: 10, 8, 6

91 Continue implementing programs for impairment analysis and rehabilitation. *Proposed to 'push bak to law enforcement community' for further consideration*

88 Develop a program for judicial officials, enforcement officers, and instructors for education of impaired driving limits, fines, and other traffic violations: *Skipped, another action is inclusive of this one.*

87 Continue the Alcohol Seller/Server Program (ASAP) for servers, bartenders, and bar/restaurant managers: 6, 6, 6

80 Continue education and outreach regarding use of visible clothing for riders. 10, 6, 8

79 Continue education for bicyclists about helmet use: 10, 6, 8

78 Continue DMV outreach and initiatives during Motorcycle Safety Month: 10, 6, 6

77 Continue awareness through motorcycle training courses: 8, 8, 8

76 Develop a program for judicial officials, enforcement officers, and education instructors for education of occupant protection requirements, fines, and other traffic violations: 6, 8, 8

74 Support child safety fitting stations and car seat inspection events: 10, 8, 8

73 Continue the hospital initiative to teach new parents how to properly install a car seat and provide awareness of this public program to the public: 6, 8, 8

63 Develop a remedial driver education strategy: 6, 8, 6

62 Educate the public to why it is dangerous (speeding and aggressive driving): *Grid notes to "See 3.1.4"* Discussion: Why was this action assigned to the Education Focus Group? 6, 8, 4

55 Examine the new FHWA Guide to Older Driver Mobility and consider the recommendations: *Discussion: Decided to skip over this action.*

53 Increase physician awareness of their potential role in reducing the number of unsafe older drivers using VT roads: 4, 8, 8

52 Examine the possibility of requiring periodic vision tests as drivers age: 4, 4, 4

VHSA Update:

Susan explained next Tuesday is our last regional forum, to be held at LSC, 8am-1pm. It will be a small group.

Susan shared that the Champlain Fair at the end of August has Kid's Day on Monday with car seat people, Local Motion. Tuesday is Senior Day, with AARP and an Alzheimer's association; Thursday is College Night, which Stephanie will attend, too. The VHSA is hoping for partners to help staff booths.

DDTF Update:

The Distracted Driving Task Force has reviewed a proposal by Fuse Marketing to produce and manage a social media campaign that may carry VHSA member messages. The decision to work with Fuse is pending.

CoP Update:

The Children's Safety Network Community of Practice (CoP) on Distracted and Impaired Driving is a one year project focused group of professionals from across the nation working to learn and share best-practices and lessons learned related to reducing distracted and impaired driving in young drivers. Ten state teams have identified specific goals and topics of interest to move forward in their efforts. Washington and Colorado teams have been focused on marijuana impaired driving relating to the state laws. The Vermont team has been focusing on raising the awareness of the dangers of distracted driving among new drivers, as well as support the distracted driving taskforce efforts in statewide forward movement.

The CoP webpage (<http://www.childrendefinesafety.org/cop/distracted-and-impaired-driving>) and monthly webinars have been a great resource to program development. The webpage includes a “ toolbox” highlighting tools for assessment, coalition building, evaluation, design, and action planning, and communication and marketing resources; recordings of past webinars; resources organized by topic (distracted driving: passengers, data on distracted and impaired driving, pedestrians, etc). Stephanie strongly encourage people to check out the website for program development resources, as well as content specific information. — Stephanie

Safety Fair Update: Core safety fair programming content has been proposed and confirmed, enabling progress toward producing promotional materials and a resource web site.

Next meeting date: Thursday, August 27, 2015

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)