



# MINUTES

**VHSA Education/Outreach & Marketing Focus Group Agenda**  
**Thursday, March 24 2016**  
**10:00am-12:00pm**  
**National Life Conference Room 313**

Attending: Jim Baraw, Beth Bingham, Susan Clark, Scott Davidson, Lori Demingware, Chrissy Keating, James Lockridge, Doug Masson, Mandy White,

Susan presented the **2016 Highway Safety Outreach Calendar:**

A highway safety outreach calendar has been created with weeks/dates of various annual Vermont highway safety campaigns. These dates will help partners with marketing.

Discussion: **Strategizing EOM participation in VHSA outreach strategies; EOM Partner Updates and mutual supports among EOM members**

- VHSA Partners can use the opportunity of promoting the VHSA at their tabling events.
- Blogs and other forms of social media are other ways to market highway safety messages and the VHSA. UVM Medical Center is a big user of blogs.
- Teen ambassadors speaking at events can be a very influential way to send a message.
- AARP would like to be able to get the word out about the Safe Driver classes and bring more people into the class. Wants to get help marketing. Currently AARP has 50 classes set; goal is to have 100 classes available. They have 30 instructors; the classes are four hours with six components; a certificate is issued once passed; would like to get more marketing exposure about the website. Beth suggested having the students in her group attending an AARP Safe Driver class. Suggestion: "Senior Driving Recognition Week" added to the calendar and posted at the libraries, senior centers, hospitals, and a segment of the classes on WCAX. This also would help with "We Need to Talk" (about giving up the driving license).
- VHSA, on their YouTube channel, could promote the activities of the partners

A discussion of opportunities for the VHSA to benefit from a presence with VHSA partner programs and their strengths, and for partners to benefit from VHSA resources and efforts. Partners' strengths and needs were itemized, so that partners with capacity and matching interests could help each other. The discussion included partners present at the meeting:

## **AARP**

### ***Opportunities***

Senior Expos in Rutland & Burlington

Tabling

Events are at libraries, senior centers, hospitals, tech centers, churches (hosted by church groups)

### ***Needs***

Marketing

Insurance discount would be a good incentive for the four-hour class/six components

Facebook/Twitter (?)

"Senior Driver Recognition Week" - ("We Need to Talk" Curriculum helps ease seniors off the road)

## **UVM**

### ***Opportunities***

Tabling  
Social Media\*  
Blogs  
Safety campaigns that VHSA member orgs might utilize as an outlet  
Video studio with a green screen - partner logos!

### ***Needs***

Marketing UVM programs and partner programs. Use social media, FPF, findandgoseek?  
Videos  
How to evaluate programs?  
Documentary Photography

## **TextLess LiveMore**

### ***Opportunities***

Young person ambassador for distracted driving  
Have video PSA about distracted driving  
Consulting about video production from an executive producer perspective

### ***Needs***

Currently strategic planning

## **GHSP**

### ***Opportunities***

Web site kept current, using trending tool from Google  
March/April = third newsletter.

### ***Needs***

Grant program marketing through VHSA members?

## **VHSA**

### ***Opportunities***

Oct. 26 Annual Meeting at Mount Snow  
New web site  
Communication strategy  
Info graphic video to share

**From the GHSP:** Workshops are mandatory for "Education Grants". The next two meetings are March 28 in Williston and April 5, 2016 in Montpelier

The annual VHSA Meeting is scheduled for October 26, 2016 at Mount Snow in West Dover, VT.

*Next meeting date: Thursday, May 26).*

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