



Vermont Highway Safety Alliance

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MINUTES



VHSA Education/Outreach & Marketing Focus Group Minutes

Thursday, October 22, 2015

10:00am-12:00pm

UVM Medical Center Community Health Improvement Office,
128 Lakeside Avenue, Suite 106, Burlington

Attendees

Attending: Nancy Andrus, Susan Clark, Chrissy Keating, James Lockridge, Ken Millman.

Meeting began 10:00

We learned that the OP 802 Task Force is in 'standing-by' mode, not active at the moment.

Susan reported that the VHSA board, at the Annual Meeting, intended to highlight and present six accomplishments from the year. The minutes of the VHSA Annual Meeting are attached.

The EOM Focus Group agreed that it should request of its members:

1. Information for a VHSA EOM FG member directory that includes logo art, for use in a new VHSA web site;
2. A commitment from each EOM FG member organization to provide a blog post to a new VHSA web site at least once during each year at a minimum, to help create a record of our member activities in support of VT highway safety advancement and to create a repository of content for use by the media or for VHSA/VTrans promotional/outreach efforts and report-making.
3. "Tweet-sized" messages were to be sought of EOM FG members, to be delivered to Fuse Marketing for the upcoming Distracted Driving Task Force social media outreach campaign to students and parents of student drivers.

There was discussion and brainstorming to consider producing a campaign of student engagement with safety issues by offering prizes to weekly winners of a 'creative' Tweet contest, with participants Tweeting creative safety messages with a specific #hashtag that feeds to a VHSA campaign page.

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)