

Meeting Notes



Wednesday December 21, 2016
Advisory Council Meeting

Lead: Glen Button & Sue Clark
Note taker: Evelyn McFarlane

Bruce Nyquist, Kevin Marshia, Erik Filkorn, Ken Millman, Scott Davidson, Barbara Brody, Lt. John Flannigan, Jim Lockridge, Dan Batsie (Phone) Jacqui LeBlanc, Jim Baraw, Susan Clark, Paul White

- **Introduction/Updates:**
 - Introduction to new Coordinator, Evelyn McFarlane.
 - First meeting of the advisory council.
 - Suggested agenda items – Organizational Items, Aftermath, Anyone can do Something, Saliva Testing, Seatbelt Use Rate.
- **Organizational Structure of VHSA:**
 - Board to meet every two months - First Wednesday of the month. Next meeting Feb 1st 2017 9:00 to 11:00. Agenda to go out 2 weeks before the meeting.
 - Advisory Group to meet every month – Third Wednesday of the month. 9:00 to 11:00 Next meeting Jan 18th 2017 . Evelyn to prepare agenda. Submit agenda in advance for suggestions and distribute final agenda a week in advance.
 - Evelyn and Lori Demingware to take notes.
 - Meeting notes to be posted to web-site. (instead of emailed)
 - Reminder to be sent with meeting announcement that proxy to be submitted if not attending.
- **Suggestions for agenda items Board Meeting Feb 1st**
 - Presentation from EMS. Dan Batsie possibility. 20 to 40 minute presentation.
 - Presentation from Engineering. Bruce Nyquist, Mario suggested. Other suggestions welcome
 - Presentation regarding school buses and occupant protection. Evelyn to reach out to Bob Littletree & Pat McManamon.
- **Anyone Can Do Something – Ken Millman Task Force Leader**
 - Project to convene a strong task force. Large list of projects, tasks, actions that anyone can participate in.
 - The sticky notes from the Annual meeting had suggestions, but many were end results, not projects. Ken has contributed a long list of suggestions and examples.
 - Task force to continue to prepare list of things anyone can do for traffic safety, distribution tactics, develop tools to help people, and a list of social media sites.
 - Suggestion to have representation from one each of our 4 key E's.
 - Suggestion to tap into the community of teens and families who have lost loved ones in crashes.
 - Task force to develop a budget, strategy, goals and evaluation methods.
 - Task force to identify places for resources, businesses, sponsorships, foundations.

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- Ken to keep group in loop, includes Bruce, Paul, Mario, and will notify other members.
- Meeting locations to be flexible.

Vote to Accept 'Anyone Can Do Something' as a Task Force Project headed by Ken Millman

Motion to Accept: Glen

Second: Scott

Vote Passed: Unanimous

- **General Guidance Task Force Groups**

- Each task force should prepare a budget and list of resources needed for project.
- Private donations, fundraising efforts that include large donations should be vetted before the board to coordinate efforts and insure consistency of distribution of information about the VHSA and its mission.
- VHSA will prepare a template/outline to help guide task force members.
- Discussion of how to measure and evaluate projects. Raw data good for enforcement, infrastructure, But not all projects.
- Can use SARA – Scanning, Analysis, Response, Assessment.
- To initiate a project, identify problem, form a task force to address and analyze problem, develop a response to the problem – countermeasure, advisory board approves project, project is assessed along the way to measure success and decide, continue, modify or quit.

- **Seat Belt Survey**

- Vermont now 10 percent below National average. Report not posted publicly yet. Once the numbers are official, they will be posted and distributed.
- GHSP currently working with contractor to redefine survey.
- GHSP has initiated discussion with NHTSA for use of cameras for survey.
- Usage rates are down, and fatalities are up.
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- **OP802 – Jim Baraw Task Force Leader**

- Clarification that OP802 is still a task force – Yes, and it is a part of the GHSP plan.
- OP802 VHSA to cross pollinate with GHSP on efforts.
- Suggestion to conduct seat belt checks/ educational outreach at large employers and companies.
- IBM (now Global Foundries) had initiative and training for employees.
- Idea: Bonus for employees who wear seatbelts.
- January 4th task force meeting. Jim to report out using the SHSP CEA as part of the process. The who what where when of proposal(s), countermeasures and project ideas and updates.

Vote to Accept OP802 as a Task Force Project, headed by Jim Baraw

Motion to Accept: Glen

Second: John

Vote Passed: Unanimous

- **Aftermath**

- Background – Crash Car on Trailer. Actual consequences of a crash in front of young drivers. Can be brought to community events.
- Working with artist who is invested in this project. Works with Ken and Jim for illustrations that give authentic view of final product.
- Opportunities for supporters to be recognized. Potential for attracting new sponsors. Focus is now on presentation for generating support.
- Ken can provide more info on the project. Must be age appropriate. Depending on the venue.

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- Messaging will be on a loop. Not offensive nor gory. Photos taken on scene.
- Memorial component to it. John and Ken visited the parents of car crash, they are volunteering to be a part of the video.
- Barbara was not given permission to discuss the 5 teenager crash in Williston with teens.
- Already vetted issues about where this can be used for appropriate audience. Suggestion to develop list of organizations that can utilize such a program.
- Unique project. It does not exist anywhere in country.
- PACE awards possibility for financial support. Other types of recognition could be sought.
- Question of how you measure effectiveness. NHTSA good resource for evaluating education grants. Evelyn at VHSA and Jim GHSP have resource information for this. Tablet survey, written surveys following event are a possibility.
- Millennials – not responding to threats and scares about harm/injury.
- Discussion on targeting adults who are modelling behavior.
- Famous figures (Andy Pilgrim) race car driver is role model. Parents true role model. Texting laws – could/should extend to parents during the 40 hours of student driver training.
- Benefit of having people from real world (non-traffic safety) and/or peers can make a presentation more compelling.
- Own your ride. Suggestion for a message. Responsibility of rider to make ride safe.
- Aftermath. EMS involvement a possibility.
- AFTERMATH national – look at name and branding.

- **Oral Fluid Testing**

- To be discussed in later meeting.

Meeting adjourned. 11:00