



Vermont Highway Safety Alliance
Any One Can Do Something Communications Task Force
Creative Brief
1.25.2017

#Anyone Can Do Something

About

Any one can do some thing to help make and keep our highways safe. *Anyone Can Do Something* is a grassroots outreach campaign empowering Vermonters of all ages and socio-economic situations to easily join our cause, and somehow help make and keep our highways safe. Because the more people we reach, the better, and we can use help from everyone.

Objectives

The proposed goals of the Anyone Can Do Something Task Force are to:

1. Develop a robust and dynamic list of Things We Can All Do—purposeful, actionable and measurable.
2. Share the list of things with VHSA members and supporters for broader, statewide distribution.
3. Provide VHSA members and supporters a menu of distribution tactics.
4. Identify and produce tools required to efficiently support number 3, above.
5. Create a mechanism enabling the addition, modification, and deletion of things on the list.

Examples

1. Like the VHSA page on Facebook @Highwaysafetyvt
2. Take the VT Road User Pledge online at <http://vermonthighwaysafety.org/pledge/>
3. Put a highway safety sticker on your vehicle.
4. Refuse to be a passenger with people who don't drive safely.
5. Take a drivers education refresher course.

Resources

[Vermont Highway Safety Alliance](#)

[National Highway Traffic Safety Administration](#)