

VHSA Taskforce Project Implementation Sheet

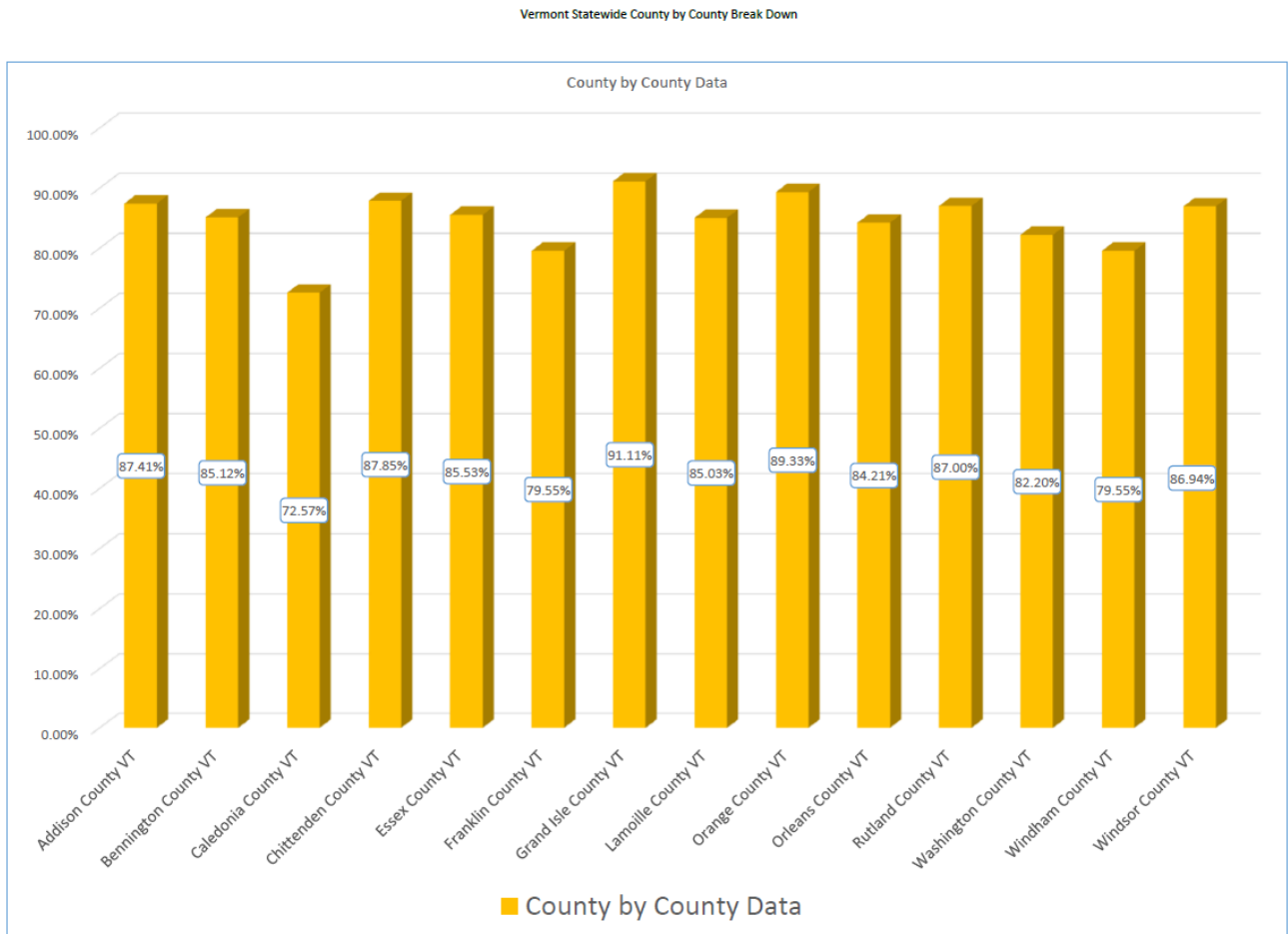


Project Title: OP-802 – Printed Media Campaign Targeting OP

Problem Identification:

OP use for the demographic of 21-35 y/o males - Occupant Protection – CEA 3
The need for the motoring public to have available printed materials with data and information relating to the promotion of traffic safety.

Supporting Data*: Seatbelt Use Rate Percentages by County



VHSA Taskforce Project Implementation Sheet



Ranking - Best to Worst = 1 through 14

Addison County VT	87.41%	4
Bennington County VT	85.12%	8
Caledonia County VT	72.57%	14
Chittenden County VT	87.85%	3
Essex County VT	85.53%	7
Franklin County VT	79.55%	13
Grand Isle County VT	91.11%	1
Lamoille County VT	85.03%	9
Orange County VT	89.33%	2
Orleans County VT	84.21%	10
Rutland County VT	87.00%	5
Washington County VT	82.20%	11
Windham County VT	79.55%	12
Windsor County VT	86.94%	6

Statewide Raw Average	84.31%
Statewide Weighted Average	80.00%

Project Area:

(Check One)

- Infrastructure
- Public Information
- VHSA Communications
- Law Enforcement
- Driver Education
- Emergency Medical Services
- Data

Critical Emphasis Area(s) Addressed:

(Check All That Apply)

- Infrastructure
- Speeding and Aggressive Driving
- Occupant Protection
- Vulnerable Users
- Age Appropriate Solutions
- Impaired Driving,
- Distracted Driving

Proposed Solution/Project Description:

- GHSP will design brochures, posters and print material with themes that include occupant protection, speed and distracted driving to distribute to the public at safety checkpoints, sports venues, fairs, schools and other events statewide. The efforts will specifically target the lowest use areas such as Caledonia, Franklin and Windham Counties. Some of these efforts will be coordinated in collaboration with the VHSA Education Focus Group. The cost of the materials will be charged to Governor's Highway Safety Program.

Goals:

- To increase the seatbelt use rates in Vermont.
- Increase the level of understanding and support for traffic safety priorities through information and data.
- To decrease unrestrained passenger vehicle occupant fatalities 6.0 percent from the a five-year average of 23.4 in 2010 - 2014 to a five-year average of 22 by December 31, 2017.

Evaluation:

- Solicit feedback via public opinion surveys and personal interaction.
- Data analysis.

Budget:

- Estimated at \$15,000.00

Other Resources Required:

- Time, funds, and distribution of materials via VHSA and LEA's

Team Leader(s): James Baraw, James.Baraw@vermont.gov 802-760-9222

Team/Subject Matter Expert(s): James Baraw, James.Baraw@vermont.gov
Mandy White, Mandy.White@vermont.gov
Norman James, njames@agcv.org

VHSA Taskforce Project Implementation Sheet



Contributing Partners:

(List organizations and partners who will be volunteering, and/or contributing in any way. Indicate if there are donations involved, and if they are in-kind (goods and/or services) or monetary. Please keep a record of all donations.)

GHSP, VDH-CPS, VSP, VHSA and LEA's

Target Start Date: 1/5/2017

Target End Date: 6/15/2017

Notes:

*** *Online Data Resources:***

<http://vermonthighwaysafety.org/data/>

<https://www.nhtsa.gov/research-data/>

<http://ghsp.vermont.gov/>