



Vermont Highway Safety Alliance

MINUTES



VHSA Education/Outreach & Marketing Focus Group Minutes
Thursday, December 18, 2014, 10:30 AM
10:30am-12:00pm, AOT - Davis Conf. Room N313

Attendees

Nancy Andrus
Glen Button
Rob Carey
Amy Gamble
Wayne Gammell
Amy Holloway
Jon Kaplan
Anne Liske
James Lockridge
John Lynch
Bill Mitchell
Bruce Nyquist
Dave Peters
Nancy Schultz
Lindsay Townsend

Introduction of attendees.

Review Minutes of October 16, 2014 Meeting. *Accepted with corrections.*

- Corrections to minutes: Local Motion's focus on Chittenden County should read "statewide," corrected by removing first bullet item.

Presentation: Robert Carey, Lamoille Restorative Center

- Took on the Victim Impact Panel from the DOC; Amy H. facilitated this.
- What they do: Referrals come from reparative boards as part of sentencing; Significant number are DUI and they are asked to attend and successfully complete the Safe Driver Class. Goal is to have the participants understand the impacts of their actions. The Impact Panel is a group that travels statewide to talk about the impact as they experienced it and they often are part of the Safe Driver class. At least 40 people have attended the Safe Drivers class in Lamoille. There have been more referrals for texting and impaired lately. Survey responses indicate there is a significant impact experienced from the class.
- Rob is here today to learn more about what is going on around the state re: safe driving. Goal is to increase the effectiveness of the class.
- Jim observed that Rob's visit is good timing due to the new EOM project and welcomed Rob with an invitation to continue participating.
- Anne: GHSP funds the Victim Impact Panel. There is data available to assist with determining the success of the program.

- Community Justice Network covers the state.
- This program has come from DOC. The emphasis has shifted from the Impact Panel to Safe Driving for a more long-term change. Safe driving encompasses more topics. Now it is intended to promote the concept that when they are in their cars, they are at their best. Goal is to host all classes out of the Community Justice Centers. The programs are supplemented by videos.
- Amy to send these videos to John L. and Lindsay. New one is coming out.
- Wayne asking about help for those who have killed someone on the road but it wasn't their fault, (example: snow plow drivers). Amy recommended that they call her department.

Presentation: Amy Holloway, Director of Victim Services, Vermont Department of Corrections

- The program requires the perpetrator to come up with a plan.
- Amy asking for ideas on a new campaign to shift the aura of the designated driver (DD). Improving it from the "goody two shoes" image of the traditional DD. The DD should be the hero. Give to the participants, examples might include: Hat, shirt, free soft drinks, everyone else buys dinner for the DD. Encourage celebrating the DD and taking them out of the shadows. The idea is that the DD is loyal to their friends. It's not changing the culture. Amy is looking for ideas on how to do this.
 - Either South Dakota or North Dakota uses the slogan "Code for the Road." Marketing uses testimonials.
 - There are some videos about the DD.
 - Work with Parents' Groups.
 - Parents as role models.
 - Should also include Drugged Driving.
 - Amy: This would not be targeted just at teenagers; this would be for everyone.
 - Marketing: Tap into Erik on getting a campaign ready to go by next November.
- Discussed where to hold the Red Ribbon Ceremony so all communities would be able to see it. The task will go to the community justice centers that will be taking over the RR Ceremony.
 - Possibly hold it in every community.
 - Do a video of the RR ceremony that can be shared.

Report: Impaired Driving Task Force (Nancy Schulz)

- 10,000 Reflective "Be Safe, Be Seen" ankle snap bracelet given to school bus drivers to distribute to riders.
- Move of the GHSP to VTrans.
- Greg Nagurney summed up legislative changes. Will take a year to see if there is an effect. Other states have a way to make changes more quickly.
- From the State lab, Trish Conti reports that lab tests are done outside of Vermont. This is another hurdle for LE because it takes longer.
- Discussed DUI fines. They haven't changed in a while and are low.
- Discussion on marijuana legislation will take place this year.
- Ben Joseph — his program gets offenders immediately into treatment after their conviction. The statistics show 18% recidivism versus 84%. Word of the program's success is not embraced around the state. It involves preliminary effort. There is someone in DOC working on spreading this program.
- Annie Ramniceau, (802) 951-5105, is the Diversion Coordinator for the State
- Checkpoints and their effectiveness: Numerous staff requirement at the location; social media means public awareness of checkpoints and that alone changes behavior.
- There is an anti-marijuana legislative movement in Vermont.
- The recession is a root to addiction and alcoholism in geographical areas experiencing low employment.

Announcement: Highway Safety Office to be Created at VTrans (Bruce Nyquist)

- To include:

- Behavior — GHSP
- Engineering — HSIP, HRRR
- Data — VTrans Highway Research section
- Looking for efficiencies and the message from DC is to work together with some flexibility in funding.
- Chief position is vacant, but will remain in place.

Report: Distracted Driving Task Force (James Lockridge)

- Has followed through with 2 of their 3 tasks: The video and the letter to business assoc. that have drivers.
- Will meet again on Jan 12th.
- To work on the 3rd task.
- To interact with the marketing consultant that VTrans intends to contract.

Public Web Query Tool (PQT) Request for Data Focus Group Support (James Lockridge)

- EOM was invited to share ideas on the PQT with a request from the Data FG on how to get the message out.
- Members are asked to visit the site, dabble with the tool, and complete the survey.
- URL can be located in a comment on the right side of today's agenda.
- Tool is for all crashes.
- Mary is planning on presenting the PQT at next EOM meeting.
- Recommendation for links from the tool to other places, for example, if a victim is using the PQT and would like to link to a support group. In this way the data isn't just out there, but is a step to another goal.

Strategic Planning Goal for the EOM (James Lockridge)

- Safety Fair — Bring together a diverse set of organizations and bring their message to high school campuses. Have not yet identified the organizations and how.
- Have not yet set protocol on reaching out to the schools. Recommendation to have committed anchor programs making it possible to create a message to bring to schools.
- This would be a way to consolidate resources and reach out to a bigger audience than strictly the Drivers Ed classes.
- VTrans also holds Safety Days.
- VTrans has connections at schools as a result of reaching out to schools to fill positions in AOT.
- Could Amy H. and Wayne send information on their programs?
- This is also a good opportunity to teach about driving around plow trucks.
- Recommendation to have a magnet, example: Rusty DeWees.
- To start with a general conversation that includes everyone on how to proceed with a high school safety fair. Will do this through email for now.
- Lindsay to take a look around and see what are out there for health fairs and safety fairs.

Adjourned 12:00pm

Reminder: Meeting notes can be found at <http://highwaysafety.vermont.gov/about/meetings/education>

Next meeting date: Thursday, February 19, 2014

Note: Contact information for James Lockridge, info@yscvt.org; (802) 881-9050 (Youth Safety Council of VT)