



**Community Health Improvement Planning
VRUMS Task Force Meeting
Meeting Minutes – Wednesday October 10, 2018
11:00-12:00 PM
Abrams Public Health Center: Room 3110**

In Attendance

Brian Eller, *Pima County Health Department*
Chris Blue, *Pima Association of Governments*
Corrine Garey, *Pima County Department of Transportation*
Elaine Mariolle, *Bicycle Ambassador Program*
Ignacio Rivera de Rosales, *Pima County Health Department*

Kim Tham, *Pima County Health Department*
Mary Kinkade, *Pima County Health Department*
Nic Cogdall, *Pima County Health Department*
Roseanne Nguyen, *Pima County Health Department*

Welcome and Introductions

Brian Eller from the Pima County Health Department welcomed everyone in attendance and a round-robin of introductions was done.

VRUMS Task Force Action Plan Follow-Up

The group reviewed the public service announcements that were brought up at the previous VRUMS meeting. In particular, the group was interested in using radio as a means of delivering the announcements to the public within the next two months. This includes both conventional and digital radio as well as services like Pandora and Spotify. The VRUMS Task Force will be contacted to gather input on targeting of audiences and gathering additional information to help guide this effort.

There was additional discussion around the adoption of a slogan as a means of delivering consistent shared messaging across the task force. Slogans have been useful in the past and can serve as a short, concise way of messaging to the broader public.

Based upon the previous meeting, the group wanted to narrow the topic areas for messaging, these include:

- Speeding;
- distracted driving;
- Night safety (for both pedestrians and cyclists);
- Impaired driving.

Additionally, there is a need to identify the appropriate channels for directing information. These include digital platforms like Pandora and Spotify and traditional methods including bus stops to reach specific populations. The group expressed interest in contacting Jessica Hersh-Ballering, Alternative Modes Program Manager with the UA Parking and Transportation Services for assistance.

Ignacio Rivera de Rosales, Pima County Health Department, noted that distracted driving campaigns, similar to those being discussed by the group, had been implemented in Florida. These include the [‘Put it Down’](#) and [‘Focus on Driving’](#) that promoted public awareness using broadcast radio and streaming services.

Chris Blue from the Pima Association of Governments (PAG) shared information about the ‘Light the Night’ program in which bike lights are distributed to cyclists. Previously, there have been other partnerships to distribute lights but currently, the program only distributes to individuals at the University of Arizona but is looking to expand to partner with the Tucson Police Department.



Potential Student Project

To help support the 'Light the Night' program, the group discussed having a University of Arizona student assess the best way to distribute bike lights. This could also include determining the presence bike lights on or around the UA campus. The student could also compare the data they collect with existent data to identify trends and tailor messaging based upon their findings. This may include the best avenue for disseminating lights and/or drafting communication.

The group discussed establishing a subgroup within the VRUMS Task Force for the purposes of working on designing the study. Additionally, the group proposed drafting a letter to the PAG to develop a partnership with 'Light the Night' to help develop baseline information that could be used to help inform the study. This partnership could help support the marketing and public awareness campaign and serve as a productive partnership to increase safety and reduce accidents and injuries. To help bolster support, the Task Force hopes to get the endorsement of the Board of Health and will present the letter at the next Board meeting.

Funding Opportunities

Nic Cogdall, Pima County Health Department, provided a brief overview of the America Walks Grant, a \$1,500 grant that supports local efforts that promote walkability and health in the community. The group proposed using these funds to help develop a 'pop-up park' in South Tucson as a way of supporting walking through community engagement and modifications to the built environment. A pop-up park is a temporary repurposing of traditionally 'car-designed zones' for pedestrian use. Such a project could also gain support from UA students, particular those in the Colleges of Public Health and Architecture, Planning and Landscape Architecture.

The group also noted that there are additional funding mechanisms through grants from the Governor's Office, beginning in March of 2019 to help promote pedestrians, though this funding will have to go toward infrastructure.

Healthy Pima Website and VRUMS Action Plan

Chris Blue from PAG encouraged members of the VRUMS Task Force to volunteer for the 2018 Regional Bike and Pedestrian Count. Volunteers need to attend a training session, sign up for a particular area to monitor for a shift, count pedestrians and cyclists (making note of specific characteristics), and mail in their tally. The bike county takes place between October 13th and 27th, with shifts available in the mornings, evenings, and weekends. If a group of individuals is interested in participating, they are encouraged to reach out to Chris to help set up a training session. After completing the training, volunteers can register for shifts at: bit.ly/PimaBikePed or [HERE](#).

Next Meeting

Date: Wednesday, Nov 14, 2018

Time: 11:00 AM – 12:00 PM

Location: Abrams Public Health Center: 3950 S. Country Club Rd. Tucson, AZ 85714

Room: 3110

Adjourn