



**Community Health Improvement Planning  
VRUMS Task Force Meeting  
Meeting Minutes – Tuesday February 13, 2018  
2:00-3:00 PM  
Abrams Public Health Center: Room 1106/1108**

**In Attendance**

D. Tyrell McGirt, *Town of Marana Parks & Recs*  
Brendan Lyons, *LOOK!SaveALife*  
Kristi Currans, *University of Arizona CAPLA*  
Mary Kinkade, *Pima County Health Department*

Matt Zoll, *Pima County Department of Transportation*  
Sam Chia, *Pima County Health Department*  
Susan Kinkade, *Banner Health - BUMCT*

**Welcome and Introductions**

Sam welcomed everyone in attendance and a round of introductions was done.

**VRUMS Task Force Action Plan**

Sam provided the group with a brief history of the VRUMS Task Force and how the action plan was developed. Since only a handful of members were able to make the meeting, the group decided to review the action plan at a later date.

**Current Community Initiatives and Programs**

Each member of the group provided an overview of the work they are currently doing as it relates to pedestrian and motorist road safety.

**Pima County Health Department:**

- Partnering with Desert View High School’s Student Wellness Advocacy Team (SWAT) to reduce distracted driving. The students host campaigns, which can be a day or a week long, where they bring awareness to their school on the dangers of distracted driving.
  - Example: One of the activities was counting the number of distracted drivers who entered the school – such as drivers who were applying make-up, texting, eating, and any distraction where the focus is not on the road. They found out that 5% of drivers entering school grounds were distracted. (20 out of the 400 cars surveyed. That’s 20 instances where someone could have been hurt.)
- Desert View High School held a distracted driving town hall with the Pima County Health Department, David Hazan (Down For The Count), Brendan Lyons (Look! Save A Life), and Lieutenant Brian Parker (Tucson Police Department) on February 2<sup>nd</sup>, 2018.
- David Hazan has created a phone app called [Down for the Count](#) that rewards users for not using their cell phones while driving a vehicle. Pima County sponsored \$1,000 worth of gift cards (100 cards at \$10 each) for Desert View High School students who complete 10 hours of cell phone-free driving using the phone app.
- The Health Department provides car seat safety education and assists with car seat installations. Car seat technicians also encourage parents to avoid distracting behavior such as cell phone use while driving. Contact Sam for more information: [Sam.Chia@pima.gov](mailto:Sam.Chia@pima.gov)

**University of Arizona - College of Architecture, Planning & Landscape:**

- Kristi is a new faculty member at CAPLA who studies travel behavioral and land use development (e.g., how much parking the University needs). She’s interested in how policy decisions are made (e.g., street lighting) but is not currently working on any ongoing efforts related to public safety.



**Community Health Improvement Planning  
VRUMS Task Force Meeting  
Meeting Minutes – Tuesday February 13, 2018  
2:00-3:00 PM  
Abrams Public Health Center: Room 1106/1108**

Banner University Medical Center - Trauma Outreach & Injury Prevention:

- One of Susan's goals for 2018 is to increase pedestrian safety, including education/awareness efforts specifically targeting the adult population. Banner has hospital data showing the peak days/times accidents occur, and would like to use this data to develop an educational outreach plan with community partners. (The group will explore this further at the next meeting).
- Banner UMC and several agencies in southern Arizona have formed a [Stop the Bleed Coalition](#). The agencies provide training to community groups free of charge. Participants learn basic techniques to control bleeding using hands, dressings and tourniquets. The next training Saturday, March 31<sup>st</sup> from 10am to 12pm at the Abrams Public Health Center. Contact Susan to RSVP or for more details: [susan.kinkade@bannerhealth.com](mailto:susan.kinkade@bannerhealth.com)

LOOK! Save A Life:

- Brendan and fellow advocates are trying to pass a state-wide cell phone free bill: [SB 1261](#). **Please contact your representatives encouraging them to support this bill.** (See page 3 for more details).
- Hosted 2<sup>nd</sup> annual [distracted driving summit](#) in January that included elected officials.
- Created "down for the count" app that's being implemented in several high schools in Pima County.

Pima County Department of Transportation:

- The goals of the Pima County-Tucson Bicycle and Pedestrian Safety and Education Program are to reduce roadway crashes and injuries among pedestrians and bicyclists, increase awareness of the responsibilities of pedestrians, bicyclists and motorists, and promote tolerance among all roadway users.
- Matt supports pedestrian and bike safety, and started bike boulevard in Tucson.
- Since 2006, Pima County Bicycle and Pedestrian Program has focused on youth safety and safe routes to school, particularly bicyclist safety for middle school students and pedestrian safety for elementary school students. The main goal is for youth to become better pedestrians and cyclists.
  - 22 schools are part of their teen bike program.
  - 2 paid safety instructors implement the programs at local schools.
  - A full time bike and pedestrian educator (Ignacio) works with local schools.
  - The program also works with local high schools including Sunnyside, Cholla, and Pueblo.
- Working on roadway and transportation projects.
- Current grant allows them to provide helmets and conduct outreach safety and education efforts.

Town of Marana: Parks and Reactions

- Many of the activities carried out by Parks & Recreation deals with connectivity and connecting communities:
  - Making sure there is connection to shopping centers, schools, and other immediate areas.
  - Aim to keep people off the roadway. Trying to identify and develop trails and sidewalks to steer people away from the roads.
  - Strong advocate for The Loop, since part of The Loop comes through Marana.
  - MPD may have more of a direct tie in with the work being carried out by the Task Force

Next Meeting

At the next meeting, the group will review the action plan to identify the timeframe for the listed activities. A Doodle Poll was sent out to the group to identify the next meeting date and time: <https://doodle.com/poll/krffqytydwc76ggv>

Adjourn



**Community Health Improvement Planning  
VRUMS Task Force Meeting  
Meeting Minutes – Tuesday February 13, 2018  
2:00-3:00 PM  
Abrams Public Health Center: Room 1106/1108**

Dear Community Partners,

In a unanimous vote, [SB 1261](#), a bill aimed at outlawing texting and driving in the state of Arizona cleared the Senate Transportation and Technology Committee yesterday. The fight now moves to the House!

Tucson, Pima County, and Oro Valley have all passed laws. Now it’s time for Arizona legislators to step up and pass a law, banning distracted driving.

For the protection of all our citizens, please write to your representatives encouraging them to support this bill. Brief personal stories (even just a few sentences) will help your legislator shapes his or her position, so please contact them today:

<a href="mailto:jallen@azleg.gov">jallen@azleg.gov</a> <a href="mailto:bbarton@azleg.gov">bbarton@azleg.gov</a> <a href="mailto:sborrelli@azleg.gov">sborrelli@azleg.gov</a> <a href="mailto:rbowers@azleg.gov">rbowers@azleg.gov</a> <a href="mailto:pboyer@azleg.gov">pboyer@azleg.gov</a> <a href="mailto:kbrophymcgee@azleg.gov">kbrophymcgee@azleg.gov</a> <a href="mailto:ncampbell@azleg.gov">ncampbell@azleg.gov</a> <a href="mailto:hcarter@azleg.gov">hcarter@azleg.gov</a> <a href="mailto:robb@azleg.gov">robb@azleg.gov</a> <a href="mailto:dcoleman@azleg.gov">dcoleman@azleg.gov</a> <a href="mailto:kfann@azleg.gov">kfann@azleg.gov</a> <a href="mailto:efarnsworth@azleg.gov">efarnsworth@azleg.gov</a> <a href="mailto:mfinchem@azleg.gov">mfinchem@azleg.gov</a> <a href="mailto:rfriese@azleg.gov">rfriese@azleg.gov</a> <a href="mailto:akern@azleg.gov">akern@azleg.gov</a> <a href="mailto:jlawrence@azleg.gov">jlawrence@azleg.gov</a> <a href="mailto:vleach@azleg.gov">vleach@azleg.gov</a> <a href="mailto:dlivingston@azleg.gov">dlivingston@azleg.gov</a> <a href="mailto:btoma@azleg.gov">btoma@azleg.gov</a> <a href="mailto:ddavis@azleg.gov">ddavis@azleg.gov</a> <a href="mailto:ktownsend@azleg.gov">ktownsend@azleg.gov</a>	<a href="mailto:lalston@azleg.gov">lalston@azleg.gov</a> <a href="mailto:randrade@azleg.gov">randrade@azleg.gov</a> <a href="mailto:wbenally@azleg.gov">wbenally@azleg.gov</a> <a href="mailto:iblanc@azleg.gov">iblanc@azleg.gov</a> <a href="mailto:rbolding@azleg.gov">rbolding@azleg.gov</a> <a href="mailto:kbutler@azleg.gov">kbutler@azleg.gov</a> <a href="mailto:mcardenas@azleg.gov">mcardenas@azleg.gov</a> <a href="mailto:cchavez@azleg.gov">cchavez@azleg.gov</a> <a href="mailto:kenclark@azleg.gov">kenclark@azleg.gov</a> <a href="mailto:edescheenie@azleg.gov">edescheenie@azleg.gov</a> <a href="mailto:kengel@azleg.gov">kengel@azleg.gov</a> <a href="mailto:mepstein@azleg.gov">mepstein@azleg.gov</a> <a href="mailto:despinoza@azleg.gov">despinoza@azleg.gov</a> <a href="mailto:cfernandez@azleg.gov">cfernandez@azleg.gov</a> <a href="mailto:rfriese@azleg.gov">rfriese@azleg.gov</a> <a href="mailto:sgonzales@azleg.gov">sgonzales@azleg.gov</a> <a href="mailto:dhernandez@azleg.gov">dhernandez@azleg.gov</a> <a href="mailto:rmartinez@azleg.gov">rmartinez@azleg.gov</a> <a href="mailto:tnavarrete@azleg.gov">tnavarrete@azleg.gov</a> <a href="mailto:ppowershannley@azleg.gov">ppowershannley@azleg.gov</a> <a href="mailto:mudall@azleg.gov">mudall@azleg.gov</a>	<a href="mailto:kfann@azleg.gov">kfann@azleg.gov</a> <a href="mailto:dfarnsworth@azleg.gov">dfarnsworth@azleg.gov</a> <a href="mailto:ggriffin@azleg.gov">ggriffin@azleg.gov</a> <a href="mailto:jkavanagh@azleg.gov">jkavanagh@azleg.gov</a> <a href="mailto:skerr@azleg.gov">skerr@azleg.gov</a> <a href="mailto:wpetersen@azleg.gov">wpetersen@azleg.gov</a> <a href="mailto:fpratt@azleg.gov">fpratt@azleg.gov</a> <a href="mailto:stsmith@azleg.gov">stsmith@azleg.gov</a> <a href="mailto:bworsley@azleg.gov">bworsley@azleg.gov</a> <a href="mailto:syarbrough@azleg.gov">syarbrough@azleg.gov</a> <a href="mailto:kyee@azleg.gov">kyee@azleg.gov</a> <a href="mailto:sbowie@azleg.gov">sbowie@azleg.gov</a> <a href="mailto:dbradley@azleg.gov">dbradley@azleg.gov</a> <a href="mailto:ocajerobedford@azleg.gov">ocajerobedford@azleg.gov</a> <a href="mailto:lcontreras@azleg.gov">lcontreras@azleg.gov</a> <a href="mailto:adalessandro@azleg.gov">adalessandro@azleg.gov</a> <a href="mailto:sfarley@azleg.gov">sfarley@azleg.gov</a> <a href="mailto:khobbs@azleg.gov">khobbs@azleg.gov</a> <a href="mailto:jmendez@azleg.gov">jmendez@azleg.gov</a> <a href="mailto:cmiranda@azleg.gov">cmiranda@azleg.gov</a> <a href="mailto:mquezada@azleg.gov">mquezada@azleg.gov</a>	<a href="mailto:jmesnard@azleg.gov">jmesnard@azleg.gov</a> <a href="mailto:dmitchell@azleg.gov">dmitchell@azleg.gov</a> <a href="mailto:jnorgaard@azleg.gov">jnorgaard@azleg.gov</a> <a href="mailto:jolson@azleg.gov">jolson@azleg.gov</a> <a href="mailto:fpratt@azleg.gov">fpratt@azleg.gov</a> <a href="mailto:pmosley@azleg.gov">pmosley@azleg.gov</a> <a href="mailto:tshope@azleg.gov">tshope@azleg.gov</a> <a href="mailto:bthorpe@azleg.gov">bthorpe@azleg.gov</a> <a href="mailto:jweninger@azleg.gov">jweninger@azleg.gov</a> <a href="mailto:rrios@azleg.gov">rrios@azleg.gov</a> <a href="mailto:msaldate@azleg.gov">msaldate@azleg.gov</a> <a href="mailto:sallen@azleg.gov">sallen@azleg.gov</a> <a href="mailto:nbarto@azleg.gov">nbarto@azleg.gov</a> <a href="mailto:sborrelli@azleg.gov">sborrelli@azleg.gov</a> <a href="mailto:sborrelli@azleg.gov">sborrelli@azleg.gov</a> <a href="mailto:jburges@azleg.gov">jburges@azleg.gov</a> <a href="mailto:mugenti@azleg.gov">mugenti@azleg.gov</a> <a href="mailto:mugenti@azleg.gov">mugenti@azleg.gov</a> <a href="mailto:jpeshlakai@azleg.gov">jpeshlakai@azleg.gov</a> <a href="mailto:mssms@azleg.gov">mssms@azleg.gov</a> <a href="mailto:trivero@azleg.gov">trivero@azleg.gov</a> <a href="mailto:dstringer@azleg.gov">dstringer@azleg.gov</a>
--	--	--	--

Arizona’s Senate Bill 1261 would make it a petty offense for a driver to “read, write or send an electronic message” while driving. Hands-free devices still could be used as could GPS or navigation systems. Drivers could use a phone to dial 911 or read an electronic message “that the person reasonably believes concerns an emergency.”

**Nothing on the phone is worth the price of losing a loved one!**

As always, thank you for all that you do,



*Healthy now, wellness for generations to come*