

JANUARY 2023

# BE **BRIGHT** AT NIGHT

EDUCATIONAL PILOT PROGRAM REPORT



AGENCY OF TRANSPORTATION  
DEPARTMENT OF HEALTH



# ABOUT THE PILOT PROGRAM

Most vehicle crashes with pedestrians occur at night and in places with poor lighting conditions. To help reduce the risk of crashes, injuries, and deaths on our roadways that happen at night, the Watch for Me Program – funded by the Agency of Transportation – created a pilot program that primarily ran from November - December with six of the nine Medical Reserve Corps (MRC) units, the Offices of Local Health, and community partners.

## PILOT GOALS

- Raise awareness of road safety issues by promoting driver safety messaging, and distributing thousands of free personal reflectors at events and locations across the pilot areas.
- Better understand the interest and needs of this type of program with Vermonters.
- Focus on populations disproportionately impacted by pedestrian crashes and those at higher risk of injury and death.

**Learn more:**

[safeststreets.vermont.gov/be-bright-night](https://safeststreets.vermont.gov/be-bright-night)



# PILOT LOCATIONS

A stylized map of the state of Vermont is shown in white against a dark background. The map is divided into several regions, each labeled with a text box. The labels are: 'MRC OF THE NORTHEAST KINGDOM' in the north, 'LAMOILLE VALLEY MRC' in the central-north, 'UPPER VALLEY MRC' in the central-east, 'RUTLAND/ADDISON MRC' in the central-west, 'SOUTHWEST MRC' in the south-west, and 'SOUTHEAST MRC' in the south-east. The background of the page features a night sky with stars and a blurred image of trees and a road at the bottom.

**MRC OF THE  
NORTHEAST KINGDOM**

**LAMOILLE VALLEY  
MRC**

**UPPER VALLEY MRC**

**RUTLAND/ADDISON  
MRC**

**SOUTHEAST MRC**

**SOUTHWEST MRC**



# PRIORITY POPULATIONS

While the majority of these events were open to the public, we worked to center priority populations in our distribution including communities most at risk for pedestrian injuries and deaths during crashes, and populations that have been systemically marginalized.

## Priority populations include:



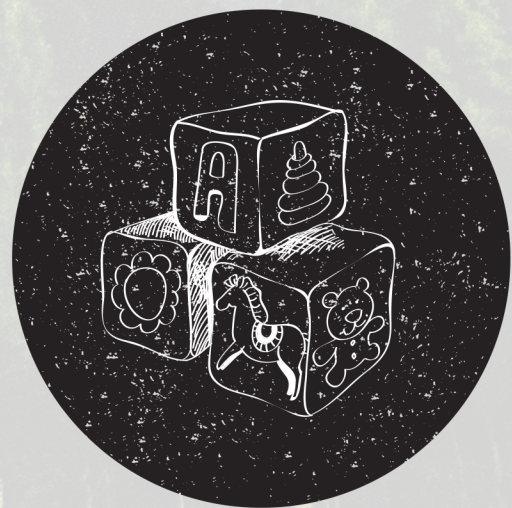
**People experiencing homelessness**



**Low-income Vermonters**



**Older Adults**




**Children & Youth**





# Outreach & Engagement

 VERMONT  
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health.vermont.gov

## PROGRAM OUTREACH

To help spread the word about the pilot program and event locations, we used the following communications channels:

- Health Department Social Media
- Social Media and Outreach Toolkit for Community Partners
- Be Bright at Night Pilot Program webpage
- Press release - picked up by television and newspaper outlets across the state
- Front Porch Forum statewide post
- Community partner engagement and outreach





# OUTREACH HIGHLIGHTS

WEBSITE USERS ON  
CAMPAIGN LAUNCH:

**+11,428%**

BE BRIGHT AT NIGHT  
PAGEVIEWS:

**5,265**

SOCIAL MEDIA TOOLKIT  
DOWNLOADS:

**197**

SOCIAL MEDIA REACH:

**3,721**

MEDIA INTERVIEWS:

**5**

Compared to the previous week, from December 1-6, there was an 11,428% increase in users on the [Watch for Me VT website](#) with over 4,500 distinct users visiting the site.

During the week of the launch, the Be [Bright at Night program webpage](#) was viewed 5,285 times.

The [social media and outreach toolkit](#) for community partners was viewed and downloaded almost 200 times.

The Health Department shared social media posts about the pilot on Instagram and Facebook. These posts reached over 3,721 people across both channels.

After the [press release](#) went out on December 1st, five media outlets picked up the story.



# Pilot Successes



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# 3,000

**Reflectors**  
handed out

# > 700

**Conversations**  
about roadway  
safety

# 22

**Distribution  
events** and  
locations for  
reflectors

# 28

**MRC volunteers**  
supported  
events and  
distribution

# 10

**Community  
Members**  
supported town  
events

# 152

**Hours**  
of volunteer  
service

“ —

Lots of interest. The folks running the event said that we "drove" traffic to the event, and they were very surprised how many were asking about it.

Most had heard about it through the paper or front porch forum. Some folks thought the reflectors would light up, but all were still very gracious and excited to have them.

I brought a lot of other "Be Bright" type examples that generated a lot of conversation.

The amount of time to chat per/person was limited with so much traffic and just one person doing the handout.

RUTLAND DISTRICT OFFICE AND MRC UNIT



A photograph of a community event taking place inside a wooden building. Several people are visible, including a young boy in a dark jacket and jeans, a woman wearing a bright yellow beanie and a safety vest, and another person in a dark puffy jacket. They are gathered around a display or activity. A large teal text box is overlaid on the center of the image.

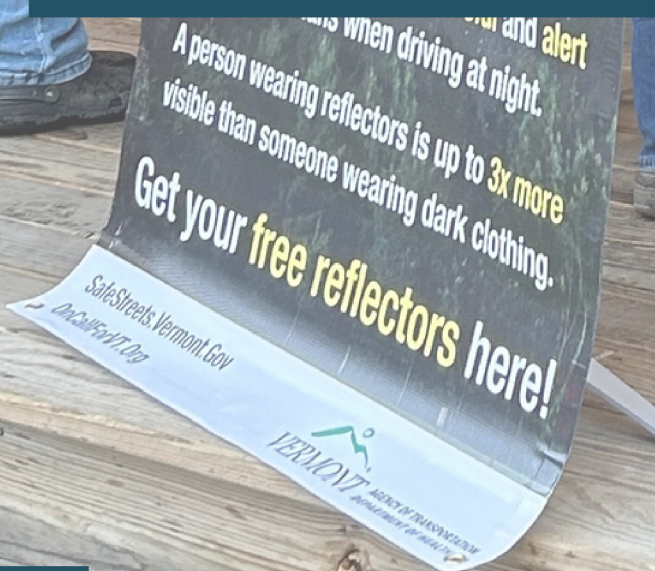
“ All positive conversations and feedback!

We also had 2 folks sign up for our UVMRC unit as well!

Everyone loves the program and want more events and places where they can collect the reflectors.

”

UPPER VALLEY MRC

A sign on a wooden floor. The sign is dark with white and yellow text. It says: 'A person wearing reflectors is up to 3x more visible than someone wearing dark clothing. Get your free reflectors here!'. At the bottom, it says 'SafeStreets Vermont Gov' and 'VERMONT AGENCY OF TRANSPORTATION'.

A person wearing reflectors is up to 3x more visible than someone wearing dark clothing.  
Get your **free reflectors** here!

SafeStreets Vermont Gov  
OnCallVT.org







# Pilot Program Feedback from MRC Leaders





# 100%

of units that participated  
were either **satisfied or  
extremely satisfied** with  
the program and want to  
see the program  
expanded statewide

# SUCCESSSES

The level of interest in receiving free reflectors was unexpectedly very high! I was very surprised!

Able to hand out reflectors at our first event for well over 100 people. Additionally able to engage at least that many people in addition with verbal information, direction to online materials and to offer follow up Q&A in the future.

People were contacting our District Office and driving from other towns to get a reflector.



# OPPORTUNITIES TO IMPROVE

"Our main challenge was that we did not have enough reflectors. We had given out all reflectors and information cards in 1 hr. I had one volunteer for the event, which was enough, would love to see a statewide training program for MRC volunteers to take to future events."

"Shorted timeline and limited supply made venue selection more important. Having sufficient reflectors and materials to handout at any event - or to supply groups requests would be great in the future."

"I would love to focus our distribution to people that are at highest risk and are the most under resourced. I'm thinking hotels for those on GA housing (If the program still exists), needle exchange sites, food distribution sites, substance use treatment sites, people that use public transit (which inevitably involves walking to stations), and schools, etc."

# GOALS FOR 2023

## PROGRAM EXPANSION

Due to the widespread success of the pilot program, our goal is to expand this program to all units across the state in 2023. We are currently researching funding opportunities to help make sure all Vermonters have the opportunity to learn more about being safe on our roadways at night and can find a reflector at a location near them.



## ADDRESSING SYSTEMIC ISSUES

We also plan to work to address some of the systemic causes that cause our streets to be unsafe for pedestrians.

Partnering with community organizations and state agencies, while centering equity, we are planning for a webinar/workshop series for municipalities and local leaders to learn how they can improve policies and find funding opportunities to protect community members while traveling.

Some examples include maintaining existing sidewalks, adding street lighting at the pedestrian level to improve the visibility of people walking and biking, and strategizing about infrastructure changes to maximize community health and safety.



# Thank you for your support!

## CONTACT INFORMATION

**Allie Breyer, Road Users Safety Program Manager**  
Vermont Department of Health  
[alexandra.breyer@vermont.gov](mailto:alexandra.breyer@vermont.gov)

**Heather Rigney, MRC Statewide Coordinator**  
Vermont Department of Health  
[heather.rigney@vermont.gov](mailto:heather.rigney@vermont.gov)



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