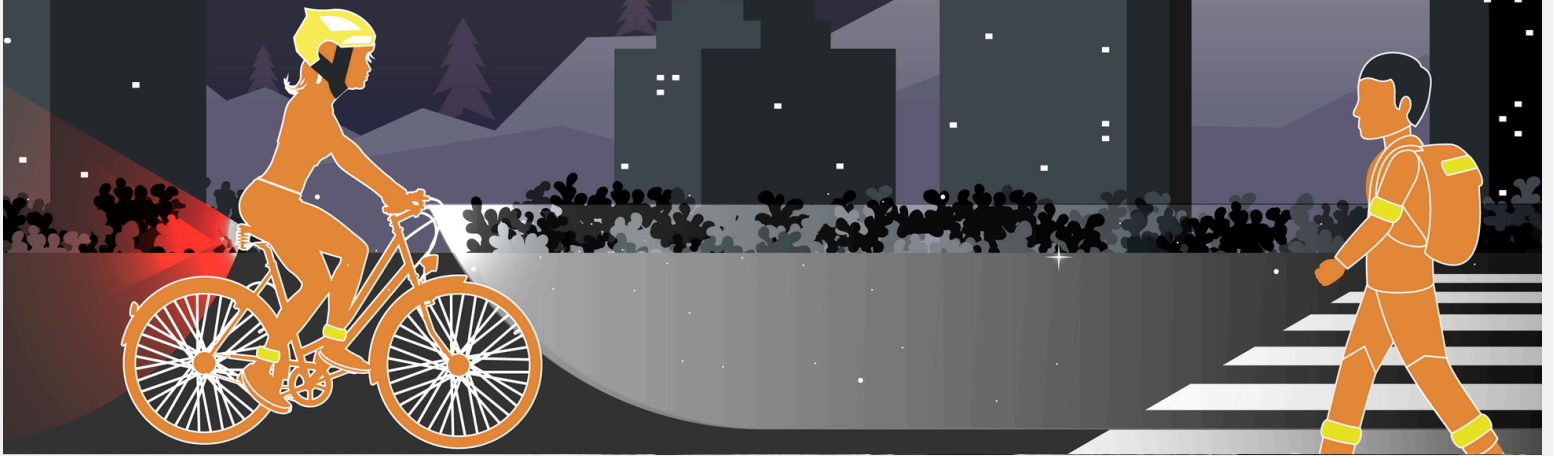


Be **BRIGHT** at Night



MRC STRONG

Year One Report,
November, 2024

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About Be Bright at Night

Be Bright at Night is an expansion of a collaborative effort between Vermont Department of Health and Vermont Agency of Transportation's Watch for Me VT program. Be Bright at Night, designed and supported through Vermont's Medical Reserve Corps (MRC) Program, seeks to educate pedestrians and road users on safety behaviors and practices to reduce pedestrian vs vehicle crashes in low-light conditions. The program was initially piloted in 2022, and expanded statewide in 2023 using funding from the MRC State, Territorial and Tribal Nations, Representative Organizations for Next Generation (MRC_STTRONG) grant.



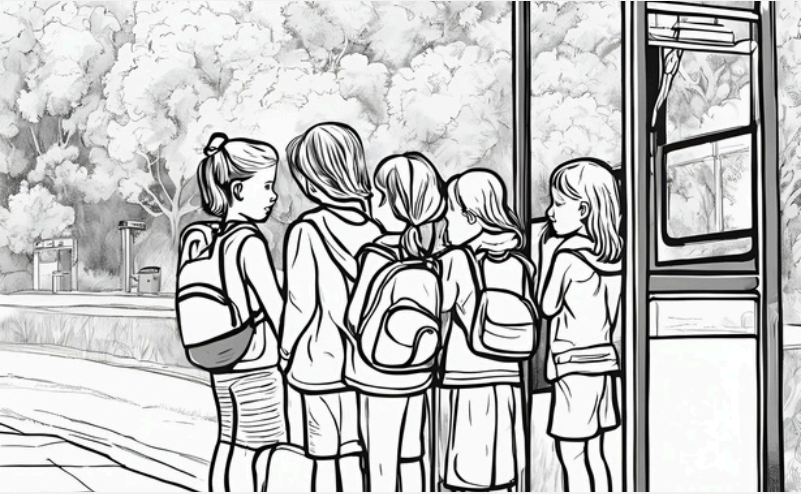
Program Goals

- Create a culture of nighttime safety whereby pedestrian road users habitually use reflective gear
- Raise awareness of drivers of the importance of safe driving that takes into consideration the hazards of nighttime driving
- Encourage municipalities to adopt measures to increase visibility at night on rural roadways

Inspiration

Be Bright at Night is based on a Norwegian educational campaign begun in the 1950's. Nationally highlighting pedestrian safety, including honoring a Refleks Day (Reflector Day) focusing on mass giveaways of reflectors Norway has seen a 46% reduction in vehicle on pedestrian crashes in both children and adults.

Priority Populations



Children/Youth

Unhoused

Focused on those populations that spend a disproportionate amount of time outdoors, particularly during early morning or late evening hours when light conditions are minimal.



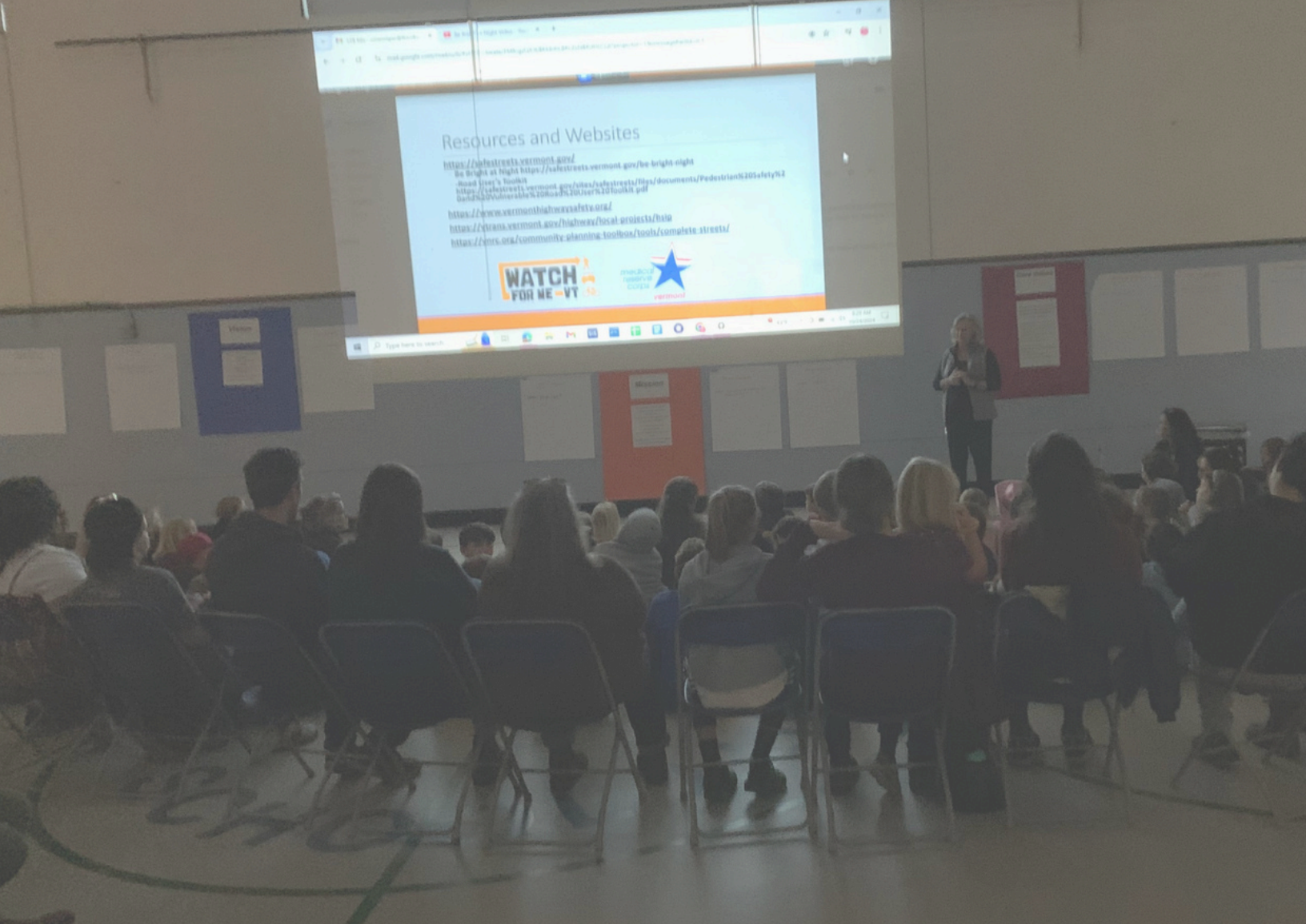
Older Adults

Low SES

New category added, focused on Vermont as a naturalists's haven where many walk, run, bike, hike and do regular outdoor activities, including residents and visitors to our state.



Outdoor enthusiasts



PROGRAM ELEMENTS

"The key chain reflectors were easy to distribute amongst the students along with the smaller fact sheet."

-School nurse, local elementary school

Program Elements

Funding

MRC STTRONG Grant (through ASPR)=\$60,000

Collaborators

- Vermont Department of Health's Watch for Me VT Program
- Vermont Department of Health's Communications Office
- Agency of Transportation
- Medical Reserve Corps

Vendors

- BVIZIBLE (reflectors)
- BGS Print Shop (printed materials)
- Propio (print translation)
- Vermont Language Justice Program (video development and dissemination)

Funding secured was for a two-year, non-renewable grant. Focus for Year 1 of Be Bright at Night was to create content that was timely, relevant and easy to disseminate via multiple collaborators at low cost, with heavy expenditures (translation, purchase of giveaways) done up front while money was available.

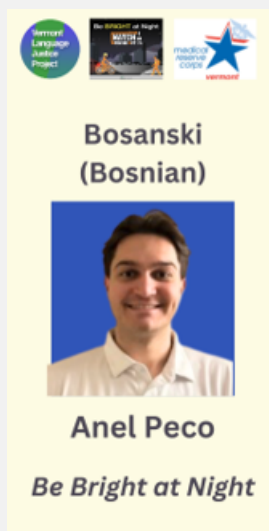
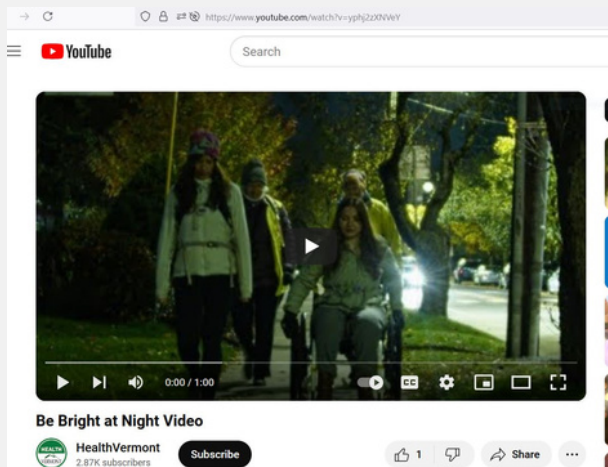
Grant, as well as departmental focus on Equity, ensured that alternate-language access to materials was high priority for the program, and focused on universal messaging and not just a Vermont focus, as many would share information with contacts in a larger diaspora out of state and overseas who faced the same challenges with nighttime safety.

Needs of using multiple communication channels to reach our predominantly rural state, ensured that investment was made in print, video and social media messaging, as well as an in-person component that could be adapted to a variety of settings.

Desired a component to encourage other organizations to 'take up the mantle' of nighttime safety by promoting investment in reflectors as safety gear instead of swag, and to train others to deliver the program once MRC funding went away.



Materials





OUTREACH AND SUCCESSES

"I'm[the Be Bright at Night] project is very unique and meaningful!"

-MRC member

Outreach

Promoted Be Bright at Night in school assemblies using MRC volunteers

MRC volunteers provide Be Bright at Night training to Priority Populations

MRC volunteers use tabling events to provide reflectors to general public

Be Bright at Night rack cards and Watch for Me VT (general roadside safety campaign) posters translated into 15 written foreign languages

Launch of Be Bright at Night video in English on Fall 2023 with translation into 16 foreign languages and American Sign Language in Fall 2024

Be Bright at Night social media campaign from October-March during Fall/Winter



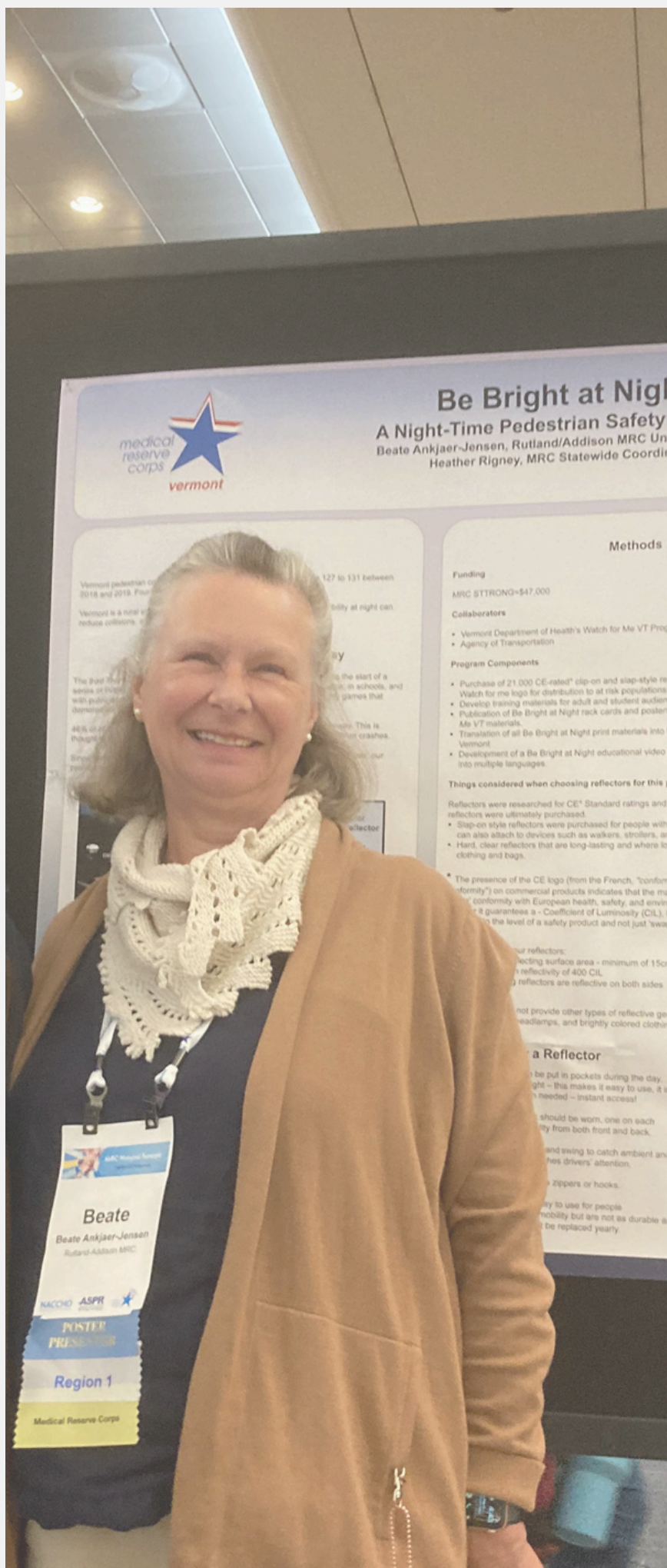
New Avenues

Be Bright at Night added to statewide Women, Infants and Children (WIC) programming as a nutrition education course

VT Agency of Education reviewing Be Bright at Night curriculum to include in 3rd through 5th grade public school Health Program recommendations

Be Bright at Night overview has been presented at two national conferences and as a poster presentation

Vermont MRC's Be Bright at Night program highlighted in Spotlight article for National Association of County and City Health Officials (NACCHO)



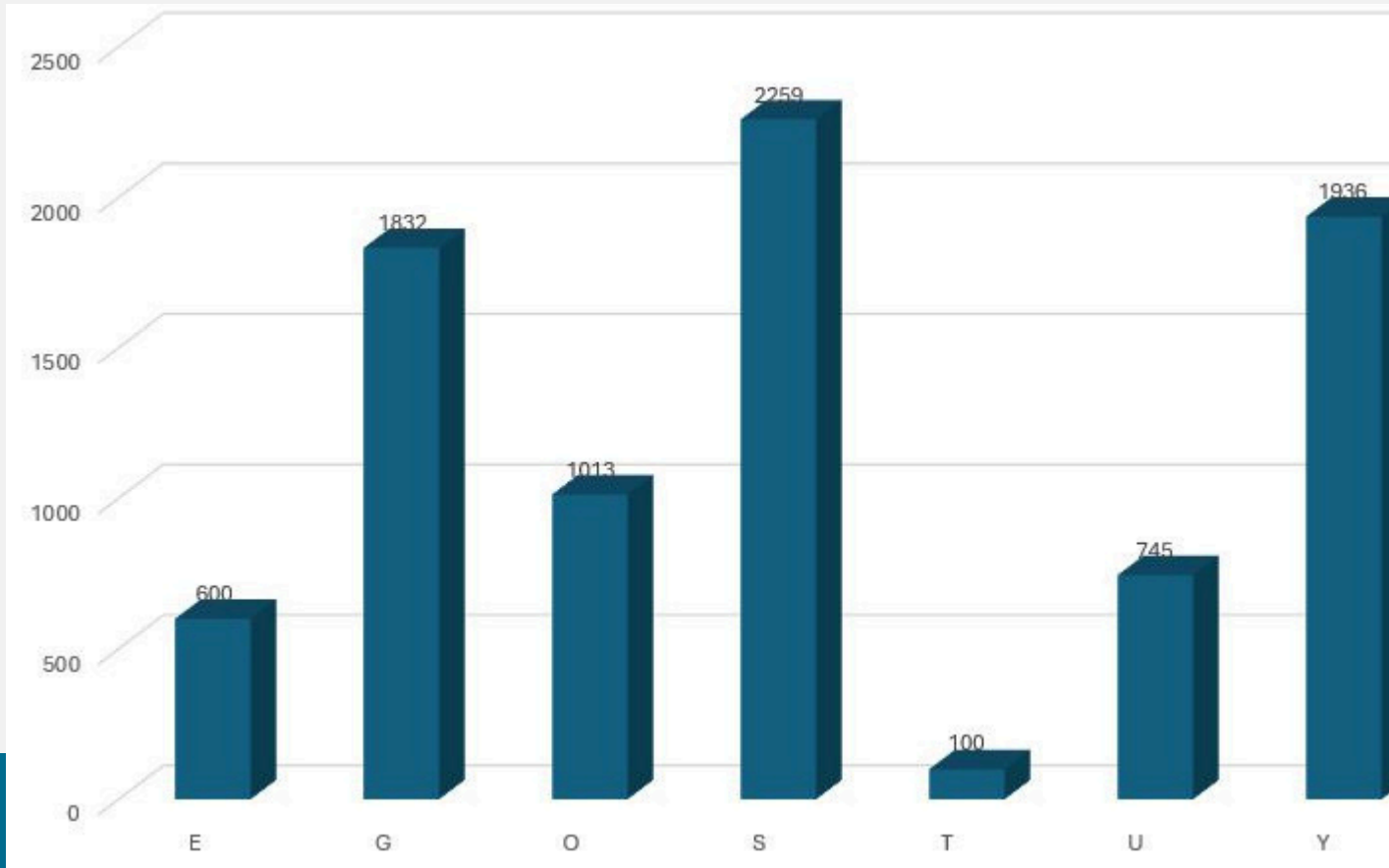


PROGRAM DATA

"I think the timing for presenting this was spot on. Going into daylight savings and Halloween this time of year makes the topic all the more relevant for the students, which I'm sure contributes to the efficacy of the program as a whole".

-Staff, local elementary school

Reflector Distribution by Priority Population



Legend:

1-Outdoor Enthusiasts

2-General Population

3-Other*

4-Schools

T-Transportation-dependent

U-Unhoused

Y-Youth (outside school setting)

*Other-inclusive of following groups (BIPOC, Seniors, Parolees, Recovery, Disabled, Low SES)

8,485
reflectors distributed Year 1

107

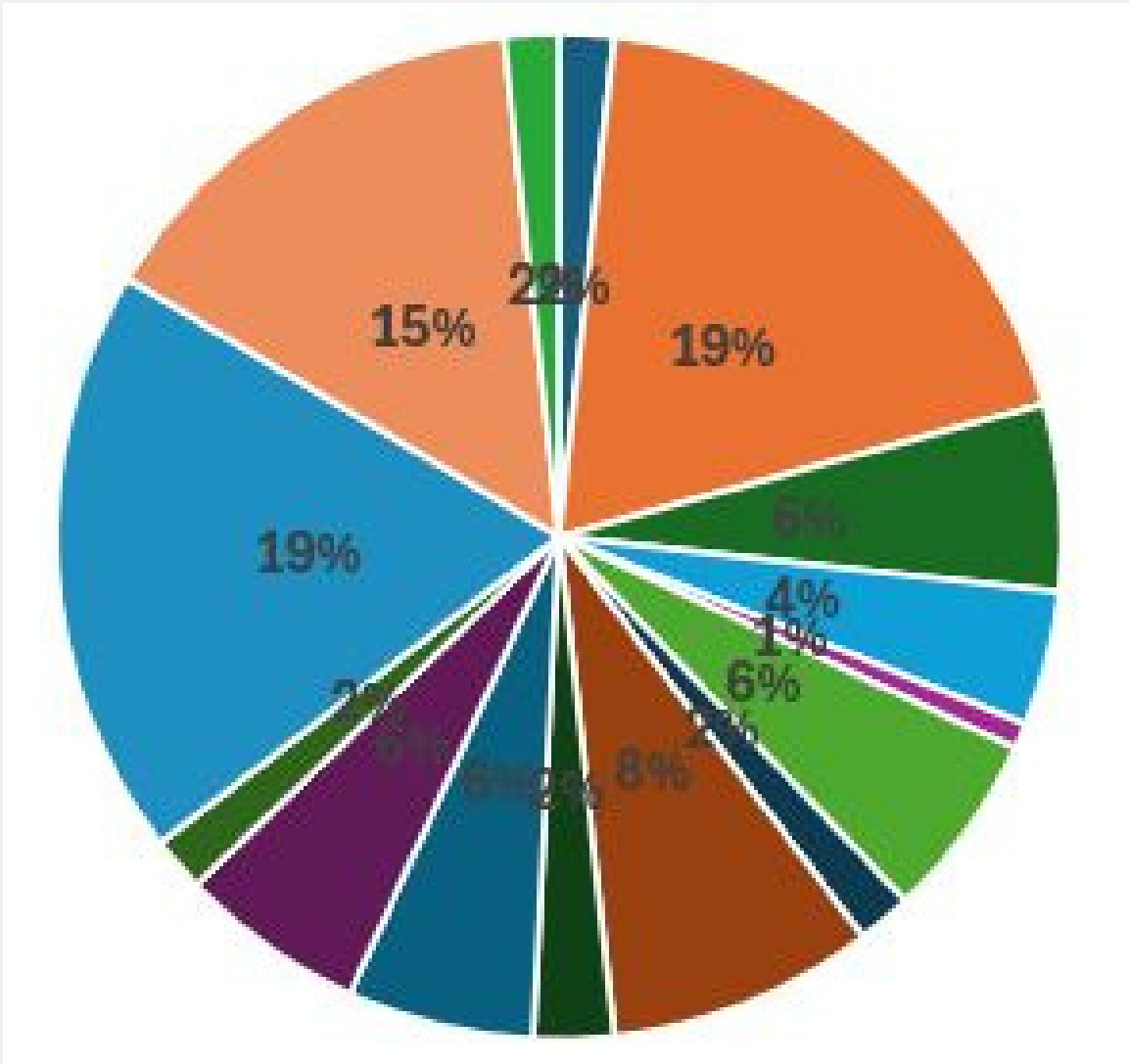
Be Bright Distribution events in
14 counties

Percent

Reflectors

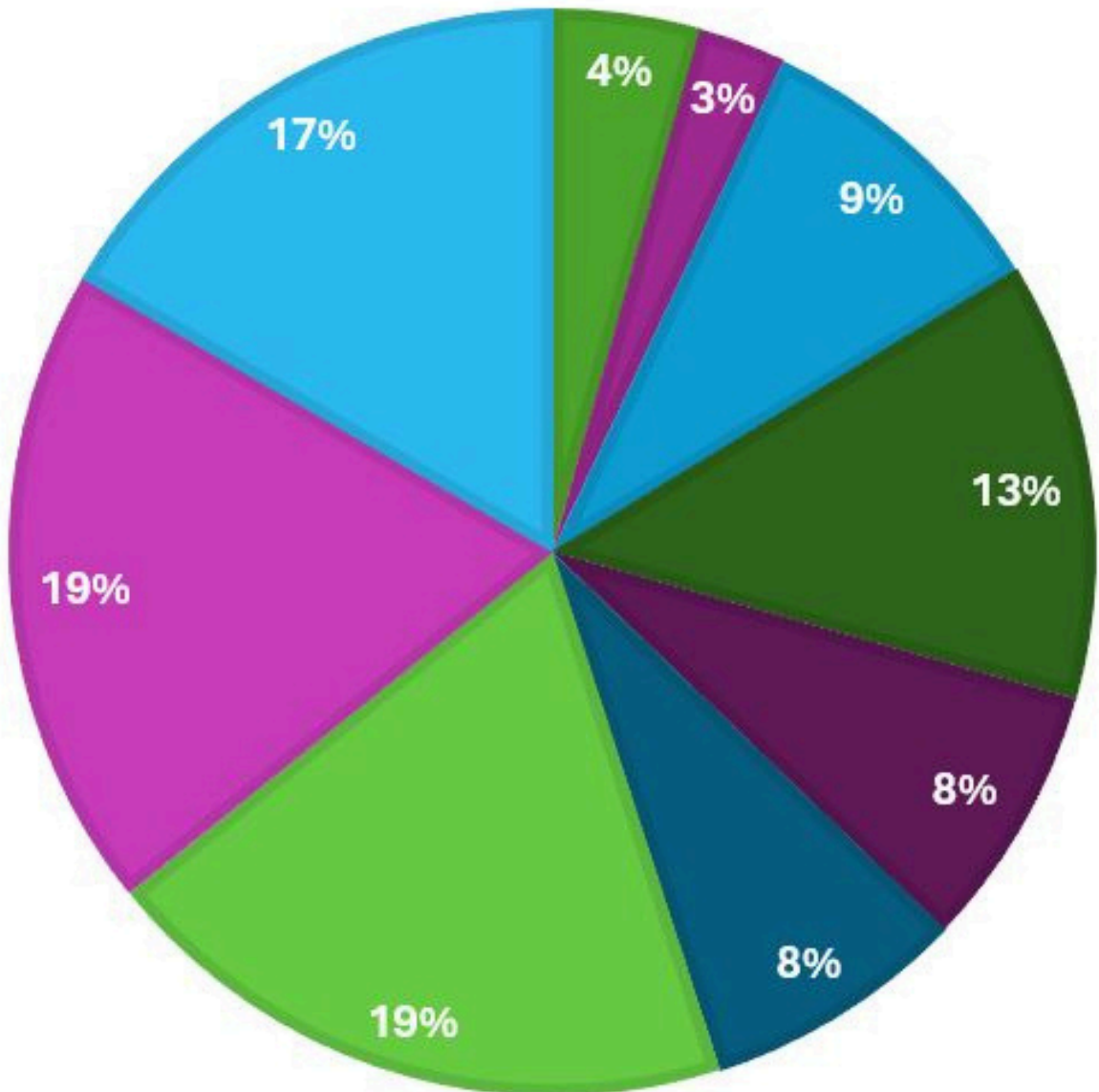
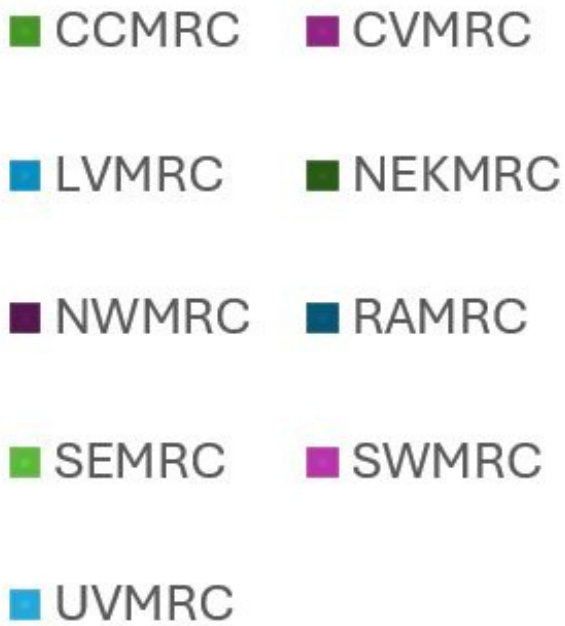
Distributed

By Vermont County



- | | | | |
|---------|------------|------------|------------|
| Addison | Bennington | Caledonia | Chittenden |
| Essex | Franklin | Grand Isle | Lamoille |
| Orange | Orleans | Rutland | Washington |
| Windham | Windsor | Not listed | |

Percentage Reflector Distribution by Vermont MRC Unit



Social Media Reach

Be Bright at Night Halloween Post
Facebook:

Impressions	6,061
Reach	5,878
Engagement	46

Instagram:

Impressions	451
Reach	438
Engagement	12



Be Bright at Night General Post
Facebook:

Impressions	1,655
Reach	1,608
Engagement	22

Instagram:

Impressions	373
Reach	352
Engagement	15



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