

<p>Minutes</p> <p>Communications Sub-Committee</p>	<p><i>Alberta Occupant Restraint Program</i></p> <p><i>A.O.R.P.</i></p> <p><i>April 21, 2005</i> 1:30 – 3:00 Twin Atria Building Alberta Transportation 4999 - 98 Ave. Edmonton, AB</p>
--	---

Decisions & Actions Resulting from the Meeting

ACTION 001, April 21, 2005. J. McBean-Salvador to follow-up on minutes of last meeting and forward to committee members for next meeting.

ACTION 002, April 21, 2005. C. Marler to forward billboard listing to J. McBean-Salvador for distribution to committee members.

ACTION 003, April 21, 2005. J. McBean-Salvador to ensure that L. Kohle is available for the next meeting with Leger and Calder Bateman.

ACTION 004, April 21, 2005. J. McBean-Salvador to ensure information is forwarded to Aboriginal committee under the McDermid group and/or FNIHB coordinator.

ACTION 005, April 21, 2005. J. McBean-Salvador to set up meeting with RCMP video unit and C. Marler of Calder Bateman to discuss possibilities and bring forward to the next meeting.

Alberta Occupant Restraint Program

Communication Sub-Committee Meeting Minutes

April 21, 2005

1:30 – 3:00

Attendees:

L. Bremness (Insurance bureau of Canada), L. Kohle (Alberta Health & Wellness), Cst.A. Nickolson (RCMP Red Deer Highway Patrol), Craig Marler (Calder Bateman), Kathryn Badry (East Central Health Authority), Patti Stark (ACICR) Joyce McBean-Salvador (AORP)

Regrets: J. Risto (David Thompson Health Authority), E. McDonald (Alberta Infrastructure), K. Baron (Student U of A), M. O'Connor (Calgary PS), C. Thompson (Calgary HR)

Agenda Item #1

Welcome and additions/deletions to Agenda

L. Bremness welcomed everyone and those attending by teleconference. There was one addition to the agenda by J. McBean-Salvador to discuss opportunities for developing commercials

Agenda Item #2

Ratification of Minutes of Previous Meeting

No Minutes were presented. J. McBean-Salvador to follow-up and bring to next meeting.

ACTION 001, April 21, 2005. J. McBean-Salvador to follow-up on minutes of last meeting and forward to committee members for next meeting.

Agenda Item #3

Review action items from last meeting.

Carried over to next meeting.

Agenda Item #4

May STEP Campaign

J. McBean-Salvador reminded the committee that the May STEP campaign is beginning in a couple of weeks. An update and electronic media kit have been provided to primary contacts for the campaign.

C. Marler updated the committee on communication components. Billboards are being posted on May 2 or one week later depending on board availability. The "crutches" image will also appear on the street level posters in Calgary/Edmonton. Committee members requested a listing of where billboards will be.

ACTION 002, April 21, 2005. C. Marler to forward billboard listing to J. McBean-Salvador for distribution to committee members.

Radio spots are ready and final agreement has the same over all mix as previous campaigns. Trena will be added into appropriate stations. C. Marler also informed committee of progress on booster seat commercial which will be added to the May mix. This was produced in partnership

with Calgary Health and injury coalition. AORP supported financially with the condition that no logo's and could be used for provincial distribution.

Wild postings, based on community results of rural seat belt survey, postings will mostly be in RHA 9 for targeted distribution, mostly in the Fort MacMurray and High Level areas. Good coverage in the north, but slim in the south.

Seat survey also used to find tune the distribution of the billboards. Key chains will be delivered ASAP.

NORP, RSV2010 & Canada Road Safety Week.

J. McBean-Salvador informed the committee that NORP, RSV2010 and CRSW will all be occurring during the month of May. NORP has modified the original AORP media kit and is using the AORP radio and television spots for the national campaign. For the Alberta component, an additional media release was added to reflect the Alberta situation more than the national situation. Several groups are focusing on the occupant restraint issue for May.

J. McBean-Salvador also informed the committee that NORP is using this process to kick start a national approach and process to occupant restraints.

Potential focus testing for RHA 9 and High Risk Drivers.

The committee discussed the opportunity for qualitative research for the high risk drivers in RHA 9 (10% lower seat belt rate) in conjunction with oil, gas and petroleum sector. It was discussed that although AORP is occupant restraints, above the 85% the drivers are engaged in other high risk behaviour that may have to be addressed in conjunction with the seat belt issue. It is suggested that the focus groups look at speed, belts, and intersections but not impaired driving. It is also industry specific as it is a defined group that can be reached and interventions designed for. An initial teleconference to determine interest was held April 21 9:00. Appears to be sufficient interest in RHA 9 and oil/gas/petroleum/mining sector to proceed. Leger (formerly Criterion Research) has provided additional information on research and an additional meeting will be held to discuss further. Possible locations include, Fort MacMurray, Edmonton (Nisku) and a southern location, to be finalized later.

ACTION 003, April 21, 2005. J. McBean-Salvador to ensure that L. Kohle is available for the next meeting with Leger and Calder Bateman.

J. McBean-Salvador informed the committee that the morning teleconference members indicated a strong desire to include Aboriginal data in the study. The committee discussed inclusion of specific Aboriginal data and felt that it would be best to have the study be inclusive but remain specific to industry based and not culturally based. The committee recommended that it be forwarded to the Aboriginal committee under the McDermid traffic safety group.

ACTION 004, April 21, 2005. J. McBean-Salvador to ensure information is forwarded to Aboriginal committee under the McDermid group and/or FNIHB coordinator.

Additions to the Agenda.

J. McBean-Salvador informed the committee that the RCMP video unit had approached AORP with suggestions that they could produce the "Australian" type commercials at no charge for

production. They are extremely interested in pursuing this idea. The committee discussed the aspect that television is expensive in terms of air time, actors even if production costs are covered. Also discussed that the emotional tone is critical to obtain. Committee also discussed whether it could be used as support materials for community partners rather than a commercial.

ACTION 005, April 21, 2005. J. McBean-Salvador to set up meeting with RCMP video unit and C. Marler of Calder Bateman to discuss possibilities and bring forward to the next meeting.

Adjournment and next meeting.

May 18, 2004

Alberta Transportation

1:30 – 3:30

Calgary Room