

Occupant Protection
CHSP Emphasis Area Meeting
MDT Planning Conference Room A
Tuesday, March 8, 2016, from 10:00 a.m. -noon

Vision Zero- Zero fatalities, Zero serious injuries

Attendees:

Chair Janet Kenny, Highway Traffic Safety Section Supervisor (MDT)
Gina Beretta, NHTSA Region 10
Jeremy Brokaw, Injury Prevention, DPHHS
Pam Buckman, Occupant Protection Traffic Safety Planner (MDT)
Mary Kay Burns, BUMT Coordinator (Cascade County)
Capt. Art Collins (MHP)
Sheila Cozzie, Cultural Liaison (MDT)
Nanette Gilbertson, Program Manager, (Montana Sherriff's & Peace Officers Association)
Lonie Hutchison, BUMT Coordinator (Missoula/Granite County)
Mark Keeffe, Data Analyst (MDT)
Tracie Kiesel, BUMT Coordinator (Tri-County Buckle Up-L &C, Broadwater & Jefferson)
Sgt. Phil Freed (MHP)
Pam Langve-Davis CHSP Program Manager (MDT)
Chad Newman, Law Enforcement Liaison, (MDT)
Wendy Olson-Hansen, BUMT Coordinator (Flathead County)
Charmell Owens, Compliance Officer, City of Missoula
Fran Penner-Ray, Traffic Education Director (OPI)
Sgt. John Spencer (MHP)
Conference Call:
Brandi Hamilton, Maintenance (MDT)
Anna O'Donnell, AAA

The Chair, Janet Kenny, opened the meeting asking for any comments or revisions to the January 12, 2016 meeting notes. Hearing none the Chair requested a motion of approval on the revised meeting summary presented to the group. Mark Keeffe made a motion to accept the revised meeting notes to be accepted as written. Sgt. Freed seconded the motion. All were in agreement. The motion was carried to approve the January 12, 2016 meeting notes as written.

Old Business:

Crash Data Maps- Janet reported that the crash data maps are available and are being posted online. Mark Keeffe and Joe O'Neil of the Road Inventory and Mapping Section (MDT) have been working to develop statewide and county level maps that feature the behavioral factors of impaired driving and lack of restraint use. The purpose of these maps is to provide educational resource information to law enforcement, DUI Task Forces, Buckle Up coalitions, and other educators in conducting outreach on crash factors that are contributing factors in Montana's crashes. Maps can be found at <http://www.mdt.mt.gov/publications/datastats/crashdata.shtml>

- Action Step: Sgt. John Spencer will work with Janet and Mark Keeffe to see about adding crash maps to MHP Face Book.

New Business- Strategy Updates:

Strategy 1: Support policies, education, training, programs, and activities that promote and increase seat belt and child safety seat use.

Lead: Nanette Gilbertson and Wendy Olson-Hansen - Reported by Nanette Gilbertson

Status: Outreach strategies to identify a lead for a seat belt safety group are being conducted.

Priority 1: Promote local jurisdictional adoption of a primary seat belt ordinance, if appropriate.

Status: Sub-committee efforts are on hold and awaiting direction. Charmell Owens is the lead on this strategy and will keep Team apprised on developments.

Priority 2: Encourage state agencies and employers to coordinate and implement workplace traffic safety policies to include seatbelt use and other traffic safety measures.

Status: A toolkit is currently under development and is tentatively scheduled to be completed by May mobilization. The Toolkit will include work safe policies, Montana crash data and CDC statistics, and loss of revenue and medical and Medicare costs associated with motor vehicle costs. The information will not only feature data on lack of restraint use but will include information on impaired driving crashes, distracted driving, and possible motorcycle helmet use Gilbertson will reserve a table for 2017 rotunda schedule.

Status: A request to update Motor Pool trip ticket has been submitted. Fran Penner-Ray reported that she has requested the trip tickets be updated to include the state seat belt policy. She has been provided confirmation of request received noting that the work request is in the "Q" to be included in reservation system.

- Brandi Hamilton will follow-up on request.

Priority 3: Research underlying beliefs and behaviors of high-risk groups to better understand them; develop and implement strategies by using the appropriate proven and innovative educational materials and outreach communication channels.

Status: OPI has completed an Adaptive Drivers Education Guide that is geared towards those that have not taken driver's education. The guide will provide the information necessary to learn the traffic rules and laws in obtaining a license. OPI also provided a recent graphic unbelted teen fatalities and serious injuries <http://www.opi.mt.gov/pdf/DriverEd/TeensDrivingTeensCrashData.pdf> High school surveys are being reevaluated by a Carroll student with the Youth Risk behavior survey (YRBS) and the prevention needs assessment (PNA) before May mobilization to ensure all questions are considered in survey.

Strategy 2: Support enforcement of existing seat belt and child passenger safety laws.

Lead: Tracie Kiesel and Sgt. John Spencer - Reported by Tracie

Status: An occupant protection safety presentation has been developed for law enforcement training which will be available in advance of May mobilization.

Status: SETT Program- Sgt. Phil Freed provided a Selective Enforcement Traffic Team (SETT) program overview which is federally funded by NHTSA. Safety focus includes occupant protection, impaired driving, crash prevention and other traffic violations. Mobilization is within the seven largest counties and conducted in consideration of special and yearly events and in coordination with other law enforcement agencies. Program is ongoing with the next event being St. Patrick's Day in Butte.

Strategy 3: Continue to support and build collaborative partnerships to increase seat belt use.

Lead: Charmell Owens and Capt. Jim Kitchin - Reported by Charmell Owens

Status: Approval has been received to expand Alive@25 to the general population.

- Next steps: Develop a coordination plan to conduct training and a PSA plan to increase public awareness.

Research continues on the viability of MHP conducting National Safety Council's Adult Safety Driving Course. This course could potentially be used as the court ordered adult driving court. The mid-term goal of implementing this program is three years.

Strategy 4- Evaluate the effectiveness of ongoing messages, campaigns, and programs in promoting and /or increasing occupant protection use.

Lead: Janet Kenny – Reported by Janet

Status: Working on plans for May mobilization which will feature *Lives Shattered, Lives Saved* televisions ads, a new radio voice overs and extra patrols.

DPHHS is submitting a Vista volunteer application for assistance on occupant protection tasks of research and survey development and distribution of public information and education materials to include data facts on impaired driving, distracted driving among others.

- Action Step: Work plan development

Announcements:

- Executive Leadership Team (ELT) meeting of state agency directors is scheduled for March 15

-2016 Annual Transportation Safety Planning meeting scheduled for October 12 & 13 in Helena.

- Partners Creative is developing a safety campaign for May mobilization that Director Tooley will kick-off with a traveling media tour on May 24.

-Tracie Kiesel shared #CRASHNOTACCIDENT is a movement to create awareness that crashes are preventable and not accidents. In recent press releases national figures have used the term "accident" when referencing crashes. This is part of the culture message that needs to change.

Action Items/ Next Steps:

- Share crash data maps with MHP for Face Book content – Sgt. Spencer/ Keeffe
- Statewide Alive @ 25 calendar – Sgt. Spencer
- Motor poll vehicle request
- Coordination and PSA plans for enhanced Alive@25
- Law enforcement briefing

Next Meeting:

The next scheduled meeting is Tuesday, May 10, 2016, from 10-12 at the MDT Planning Division Conference Room A. The conference call number will be provided in advance with the agenda.