

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



zero deaths | zero serious injuries

Attendees:

- Chair Janet Kenny, Highway Traffic Safety Section Supervisor (MDT)*
- Sgt. Greg Amundsen, Missoula Police Department*
- Jeremy Brokaw, Injury Prevention (DPHHS)*
- Robin Suzor, EMSC Program (DPHHS)*
- Pam Buckman, Occupant Protection Traffic Safety Planner (MDT)*
- Capt. Art Collins (MHP)*
- Sheila Cozzie, Cultural Liaison (MDT)*
- Roy Peterson, Traffic Safety Bureau (MDT)*
- Nanette Gilbertson, Program Manager, (Montana Sherriff's & Peace Officers Association)*
- Tracie Kiesel, BUMT Coordinator (Tri-County Buckle Up-L & C, Broadwater & Jefferson Counties)*
- Pam Langve-Davis, CHSP Program Manager (MDT)*
- Captain Jim Kitchin (MHP)*
- Sgt. Brett Friede (Lewis & Clark Co. Sheriff Office)*
- Sgt. John Spencer (MHP)*
- Conference Call:*
 - Gina Beretta, NHTSA Region 10*

The Chair, Janet Kenny, opened the meeting asking for any comments or revisions to the March 8, 2016 meeting notes. Hearing none the Chair requested a motion of approval on the revised meeting summary presented to the group. Sgt. Greg Amundsen made a motion to accept the revised meeting notes to be accepted as written. Sgt. Brett Friede seconded the motion. All were in agreement. The motion was carried to approve the March 8, 2016 meeting notes as written.

Old Business:

Strategy 2 Implementation Step 2: Support targeted enforcement based on demonstrated crash patterns and high risk drivers.
Crash Data Maps continue to be developed by MHP District and county. MHP Districts 1-5 and some counties have been posted to website <http://www.mdt.mt.gov/publications/datastats/crashdata.shtml>
The maps will be updated with 2015 crash data when the SIMS data base is finalized for 2015. Sgt. John Spencer has been provided a link for possible MHP Facebook posting.

New Business- Strategy Updates:

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

Reported by Nanette Gilbertson

Status: Potential lead for a seat belt safety group has declined. Ongoing outreach to identify a lead for a seat belt safety group will continue.

Discussion: MHP offers legislators the opportunity to participate in “ride-alongs”. It was mentioned that whenever the Seatbelt Coalition starts up again, Trauma nurses would like to be members. Jeremy Brokaw has developed a document entitled “Health in the 406” that highlights the cost of motor vehicle fatalities.

- Action Item: A spokesperson to request time on MACo’s September agenda to discuss the benefits of passing a primary seatbelt law.

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: Toolkit development is ongoing and is tentatively scheduled to be completed by May mobilization.

Status: The state Motor Pool trip ticket request has been submitted. Brandi Hamilton reported that a work request has been submitted. Fran Penner-Ray submitted a request to update the trip ticket to include traffic laws, i.e. seat belts, distraction, and impairment.

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

Lead: Tracie Kiesel and Sgt. John Spencer

Status: A law enforcement briefing on occupant protection was developed and presented by Spencer and Kiesel. This briefing will be available on the BuckleUp MT site and distributed through the MSPOA for May mobilization. The MHP will also implement this presentation.

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

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

Status: Alive@25 has two coordinators, Sgt McLaughlin in eastern Montana and Sgt. Darlene Lee in western Montana. Capt. Kitchin offered to have staff provide a program overview presentation for the September 13 meeting.

Status: Save by the Belt award recently featured survivor Ethan Baker nominated by Trooper Ben Havron. Ethan survived a roll over crash by wearing his seatbelt while traveling southbound on I-15 between Ulm and Cascade. Their story was developed by MDT as the May Mobilization paid radio spot.

Status: Missoula is developing two PSAs 1) includes the revision of cell phone ordinance <ftp://ftp.ci.missoula.mt.us/Documents/Ordinance/ORD3572.pdf> and 2) SETT high visibility enforcement from May 16-June 5 “Click it or Ticket” mobilization. The SETT team plans to partner with the Flathead Tribal Police Department.

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: May mobilization “Click it or Ticket” preparations are underway. Local STEP and MHP statewide will be participating in extra patrols. Director Tooley will kick-off May mobilization traveling media tour on May 24, in Billings. The tour will focus on the perspective of responders to crashes and the importance of seatbelt use. The tour will include visits with emergency response safety partners at St. Vincent’s Trauma Center and ICU, American Medical Response EMS Service, Montana Highway Patrol Troopers, and Hanser’s Automotive and Wrecker tow truck drivers.

Status: A survey collection agency has been contracted to conduct surveys on messaging and personal behaviors after the May mobilization and September campaign. Surveys will be conducted at Motor Vehicle Division Licensing stations.

- Action Item: Report on effectiveness of May mobilization campaigns to follow May and September survey reports.

Status: In conjunction with the Deadly Days of Summer the annual statewide observational seat belt count began on May 10 and will wrap up in June. Montana's observed use rate for 2015 was 77%.

Status: Vista volunteer: Jeremy Brokaw, DPHHS reported that applicant interview questions are being developed and Vista volunteer applications for assistance on occupant protection tasks are being reviewed. An update at the next meeting will be provided.

- Action Item: Notice of candidates and work plan development

Announcements:

- Billings Community Transportation Safety Summit is scheduled for May 25 at the Mansfield Center from 1-5 p.m. Billings has identified their emphasis areas as occupant protection, impaired drivers, and speeding/distracted driving.
- Northern Cheyenne SOAR program has received funding of \$200,000 to develop/conduct a driver's education program.

Action Items/ Next Steps:

- **Action Item: A spokesperson to request time on MACo's September agenda to discuss the benefits of passing a primary seatbelt law.**
- **Action Item: Report on effectiveness of May mobilization campaigns to follow May and September survey reports.**
- **Action Item: Update on Vista volunteer application. Notice of candidates and work plan development**

Next Meeting:

The next scheduled meeting is Tuesday, July 12, 2016, from 1-3 p.m. at the MDT Planning Division Conference Room A. Guest Speaker Linda Hull, architect of Utah's primary seatbelt law is tentatively scheduled.