

Occupant Protection  
CHSP Emphasis Area Meeting  
MDT Planning Conference Room A  
Helena, MT  
Tuesday, July 12, 2016, from 1:00 – 3:00 p.m.



zero deaths | zero serious injuries

**Attendees:**

*Chair Janet Kenny, Highway Traffic Safety Section Supervisor (MDT)*  
*Audrey Allums, Grants Bureau (MDT)*  
*Sgt. Greg Amundsen, Missoula Police Department*  
*Jeremy Brokaw, Injury Prevention (DPHHS)*  
*Capt. Art Collins (MHP)*  
*Sheila Cozzie, Cultural Liaison (MDT)*  
*Lonie Hutchison, Buckle Up MT Coordinator (Missoula/Granite Co)*  
*Mark Keeffe, Data Analyst (MDT)*  
*Captain Jim Kitchin (MHP)*  
*Pam Langve-Davis, CHSP Program Manager (MDT)*  
*Roy Peterson, Traffic Safety Bureau (MDT)*  
*Wendy Olson- Hansen, Buckle Up Coordinator (Flathead Co)*  
*Chad Newman, LE Liaison/EMS Grant Program (MDT)*  
*Fran Penner-Ray, Traffic Education (OPI)*  
*Lynn Zanto, Planning Division Administrator (MDT)*  
*Linda Hull, Policy & Legislative Services Director (Utah)*  
*Conference Call:*  
*Gina Beretta, NHTSA Region 10*

The Chair, Janet Kenny, opened the meeting requesting approval to the May 10, 2016 meeting minutes as written. Fran Penner-Ray provided comment on motor pool trip ticket which occurred after the May 10 meeting. Hearing no revisions the meeting minutes were approved as written.

**Updates:**

***Strategy 1: Support policies, education, training, and activities to promote and increase Seat Belt Use***

**Community Partners in Promoting Occupant Protection**

Reported by Lonie Hutchison, Missoula & Granite County Buckle Up MT Coordinator

Actively engages with safety partners to educate communities. A strong relationship has developed with the MSU-School of Nursing in conducting outreach with elementary students. Collaborate with the EMS and law enforcement for help with fitting events and outreach to TV and radio.

**Efforts to Support a Primary Seat Belt Law**

Wendy Olson Hansen, Flathead & Lake Co Buckle Up Coordinator

An employer's toolkit has been developed and will be piloted by a couple of local businesses in the Kalispell area to get their input and recommendations. The tool kit includes seat belt policy examples, educational materials, Montana data, and other resources. Much of the same material could be used as a legislative educational tool for the upcoming session.

## **Health Perspective**

Reported by Mary Kay Burns, Cascade County Buckle Up MT Coordinator

According to the 2009 Harborview report, each year in Montana some

- 887 unbelted people are involved in motor vehicle crashes are hospitalized.
- 819 of these hospitalizations could have been prevented if buckled up.
- 2.3 days longer in the hospital and 2.7 more days of intensive care compared to an occupant that was buckled up.
- \$9.9 million is the approximate cost of associated preventable emergency visits incurred by unbelted occupants.

Lifetime costs for unbelted occupants in a crash:

- \$36.7 million per year in total health costs, including rehabilitation and skilled nursing
- \$192 million in total productivity costs.

## **Alive @25**

Captain Jim Kitchin noted the training course has been approved for expansion and classes are being scheduled.

## **Partnerships/ Activities with Schools**

Reported by Charmell Owens, Ravalli County Prevention Coalition Buckle Up Project  
Coalition began with 60 members to educate preschoolers and kindergarteners. Education focuses on teaching preschoolers about wise choices, including activities and buckle up songs. The efforts continue with the students into middle school covering impaired driving and reinforcing the importance of seat belt use. The coalition also works with drug free programs with high school students that include mock crashes and victim/survivor stories.

## **Increased Occupant Protection Focus among Tribes**

Reported by Sheila Cozzie, Cultural Liaison & SOAR Program Manager-MDT  
As SOAR program manager, outreach is conducted with all seven land based tribes to promote awareness and education of seat belt safety and the importance of always using safety restraints. Work is ongoing to update traffic codes and ordinances with tribal governments. Currently 3 of the 7 tribes have a primary seat belt law.

## **Guest Speaker**

Linda Hull, Policy and Legislative Services Director, Utah Department of Transportation and architect of Utah's Primary Seat Belt Law spoke on the three keys to passing a seat belt law – leadership, coalition, and messaging; and timing of activities before, during, and after session.

Key points-

- Strong leadership with a personal mission to pass a primary seat belt law- DOT, Highway Patrol, and influential legislators.
- Steering Committee worked together to develop and drive the strategy to achieve the law, consisting of high level senior leaders of the Highway Patrol, Highway Safety Office, DOT, and communication consultants. As needed others specialists were pulled in as part of a larger committee, especially communication specialists.
- Large coalition- SLC Chamber of Commerce, influential business leaders, transportation industry leaders, and state and local government representatives that were committed and personally advocated for the law.

- Accurate facts – have them and don't give opponents an opportunity to discredit you. Keep current and share updates with coalition members.
- Developed Key Messages, and shared those messages with all partners and encouraged everyone to use these messages. Everyone spoke from the same page to ensure consistent messaging and statistics. Different elements of the Key Messages were used by different entities (transportation, health care, law enforcement, etc.), but everyone spoke from these messages. Key partners met when statistics change to continue consistent messaging.
- Repeatedly used contributing factors chart of comparison years before and during legislative session.
- Collected personal stories and shared them with media.
- Relied on the personal relationships among leaders and within the coalition. Strategized with coalition networks and worked with lawmakers who could influence other lawmakers.
- Anticipated arguments like personal rights and government overreach/excuse for law enforcement to pull drivers over.
- Addressed concerns from rural legislators about difficulty of putting on seat belt when driving on farmland vs. UPS trains drivers to put on seat belt EVERY TIME they get in their vehicle. A driver can make up to 180 stops in a single day – that's 180 they put on their seat belt in a day without impacting delivery time.
- Discussed acceptable concessions including sunset legislation
- Set clear goals, objectives, and strategies after the session to ensure permanent law in next session.
- Leadership within the difference agencies and in the kick-off meeting everyone in the group agreed to a common goal, objective and strategy.
- More data, more frequently to determine whether progress was being made, and to demonstrate to lawmakers the results of the bill.
- Get the word out. Educate law enforcement. Track traffic stops and fatalities and show resulting correlation. Initial results showed – when the number of contacts goes up, the number of fatalities goes down.
- Develop an "influencer" campaign. Conduct focus groups in both rural and urban settings to determine why some do not use a seat belt. Tell a love one to buckle up  
<http://ut.zerofatalities.com/influencer/>

#### **Action Item**

- **Action Item: Request time on MACo's September agenda to discuss the benefits of passing a primary seatbelt law.**

#### **Announcements**

- **Annual Transportation Safety Meeting- October 12 & 13, 2016**  
On October 12, the Highway Traffic Safety Section will discuss program grant funding and criteria, web grant system, and grant management from 1-4 p.m. On October 13, safety stakeholders will come together to discuss the emphasis area issues and assess Montana's progress in transportation safety from 1-4 p.m. The agenda is under development and will be posted at <http://www.mdt.mt.gov/visionzero/plans/chsp-meetings.shtml>

#### **Next Meeting and Adjournment**

- Tuesday, September 13 from 10 a.m.- noon
- Tuesday, December 13 from 10 a.m.- noon