

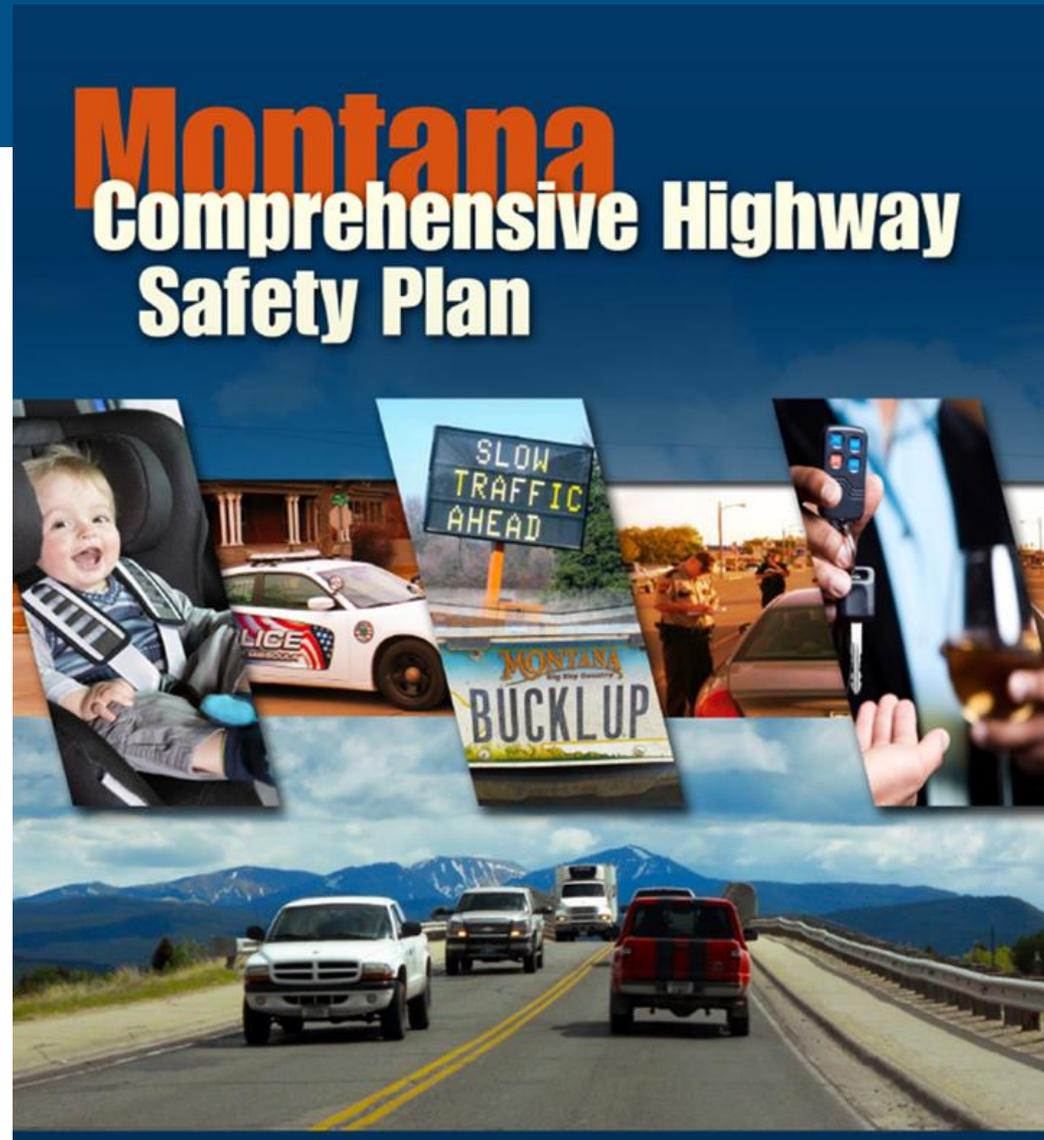


VISION ZERO
zero deaths • zero serious injuries

MONTANA DEPARTMENT
OF TRANSPORTATION

Occupant Protection
Emphasis Area
Great Northern Hotel
Helena, MT
October 11, 2018

BUCKLE UP MONTANA PROGRAM



MONTANA
MDT
DEPARTMENT OF TRANSPORTATION
May 2015

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Occupant Protection Emphasis Area

- 1 *Support policies, education, training, programs, and activities that promote and increase seat belt and child safety seat use*
- 2 *Support enforcement of existing seat belt and child passenger safety laws*
- 3 *Continue to support and build collaborative partnerships to increase seat belt use*
- 4 *Evaluate the effectiveness of ongoing messages, campaigns, and programs in promoting and/or increasing occupant protection use*

Buckle Up Montana Coordinators



Cascade County
20 Years



Lewis & Clark,
Jefferson, and
Broadwater
Counties
13 Years



Flathead County
18 Years



Missoula and
Granite Counties
35 Years



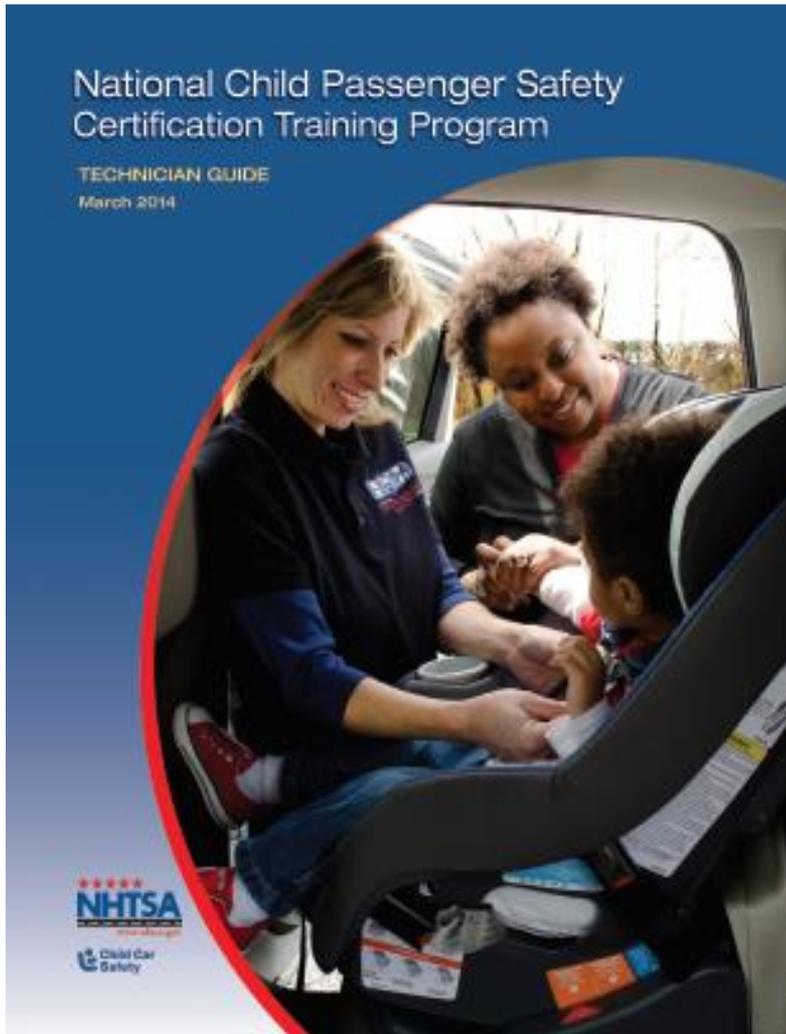
- Child Passenger Safety Training, *Mary Kay Burns*
- Support Enforcement of Existing Seat Belt & Child Passenger Seat Laws, *Tracie Kiesel*
- Engaging Child Passenger Safety Technicians, *Wendy Olson-Hansen*
- Outreach Events, *Lonie Hutchison*

Child Passenger Safety (CPS) Certification Training

Mary Kay Burns

- Who
- What
- Where
- When
- Why

CPS Trainings



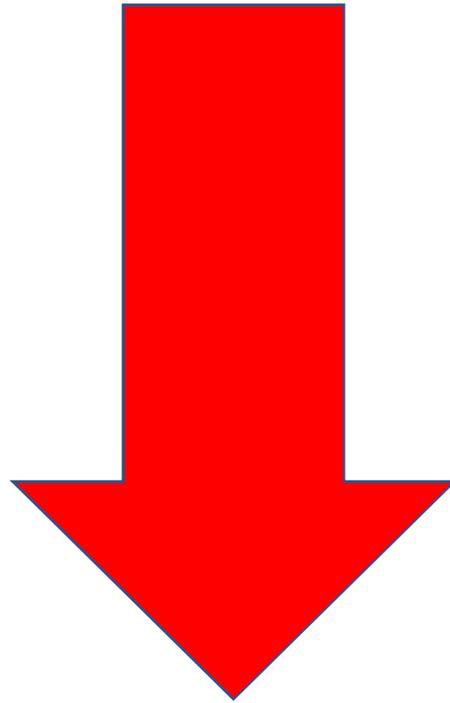
This is a National Standardized Curriculum

Typically 3-4 Days Long

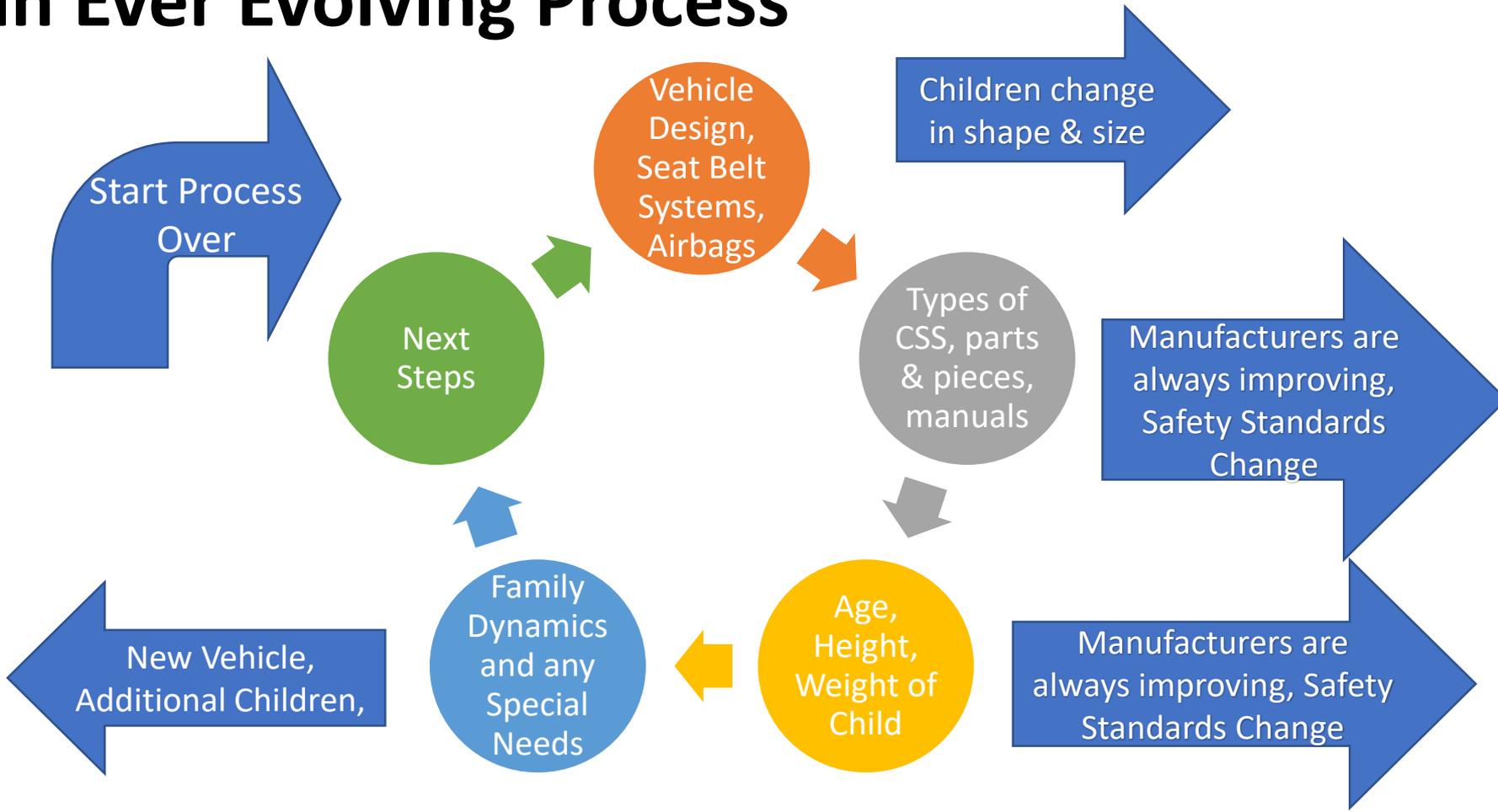
Certification Cycle is 2 years

Attended by: Law Enforcement, First Responders, Nurses, Prevention Specialists, Insurance Industry, Baby Specialty Store Staff, & Traffic Safety Advocates, Teachers, and Others

Why in the World is the Training 4 days



For Families, Transporting their Children Safely is an Ever Evolving Process



Requires help and assistance along the way-Preferably from a Trained Expert

Shows When and Where

Developed every year CPS Instructor Availability Geographic Needs

This Flier is available on
the MDT Website and is
also Distributed via our
partners



October 16-19, 2017
Helena, MT (Closed Class—
MLEA)
Tracie Kizel (406) 324-1072

May 2-3, 2018
TECHINSTRUCTOR UPDATE
(For this training, register via email
to abuckman@mt.gov)
MACo Building—Helena, MT
Pam Buckman (406) 444-0809

May 29 - June 1, 2018
Kalispell, MT
Wendy Olson (406) 751-8106

June 6-9, 2018
Billings, MT
Koren Bloom (406) 259-9601

June 12-15, 2018
Gladwin, MT
Lorie Hutchison (406) 258-3880

June 20-23, 2018
Bellevue, MT
Jezzi Malcolm (406) 223-1991

Questions?
Pam Buckman (406) 444-0809
abuckman@mt.gov
Hearing Impaired: 1-800-335-7592 or
Montana Relay at 711

To register

- Go to <http://cert.safelids.org>
- Click on "Find a Course" and follow the instructions
- The \$85 registration fee includes your first two years of certification



FFY 2018 National Child Passenger Safety Technician Certification Training Dates and Locations

Provided by the Montana Department of Transportation

Classroom Information

- Hands-on activities to become familiar with all types of car seats and seat belt systems
- Learn which car seat systems are appropriate for different age & weight of children and how to correctly install them
- Optimal instructor-participant ratio for maximum learning

Course highlights

- Reference manual to take home
- 22-23-hour course with 2 written tests, 2 skills evaluations
- Hands-on experience installing car seats
- Participate in a real community car seat checkup event!

Become a certified child passenger safety technician.

Use your new skills to teach parents and caregivers about proper car seat safety for their children.

Make a difference...

Help ensure Montana's little ones are safer while traveling.

There is no conflict of interest for any Planners or Presenters of the activity.

Who should attend?

- Parents
- Car dealerships
- Teachers
- Child care providers
- Firefighters
- Head Start personnel
- Law enforcement
- Caretakers
- Medical personnel/Registered Nurses
- Emergency medical technicians

A \$200 stipend may be available for those traveling more than 30 miles each way to attend the 3-4 day training!

- POST Credits are available for law enforcement
- Teachers can earn CE Renewal Units
- EMT's and Paramedics can earn 84 hours credits

This continuing nursing education activity was approved by Montana Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

There is no conflict of interest for any planner or provider of this activity

Criteria for successful completion: Participant must attend the entire course, pass 2 written exams with at least 42 out of 50 correct, pass 2 skills assessments, and participate in the car seat checkup event



Montana Department of Transportation attempts to provide accommodations for any known disability that may interfere with a person participating in any service, program or activity of the Department. Alternative accessible formats of this information will be provided upon request. For further information: (406) 444-0809 TTY (800) 335-7592; Montana Relay at 711 or fax (406) 444-9400.

This flier was produced at a cost of \$0.36 each.

Montana's CPS Training Trailers



Helena



Kalispell



Billings

Supplies and Materials



We can't train without them

3-4 Days to learn and absorb all there is to know about all the different types of vehicles and seat belt systems, types and styles of car seats, and sizes and needs of children.



Seat Belts are designed for Adults

Kids don't fit them

We need Trained Experts in this subject matter who can help Parents and Caregivers



Some Trainings make it into the Media



<https://www.youtube.com/watch?v=DCgiNoLQs84>

Kalispell, MT May 2018

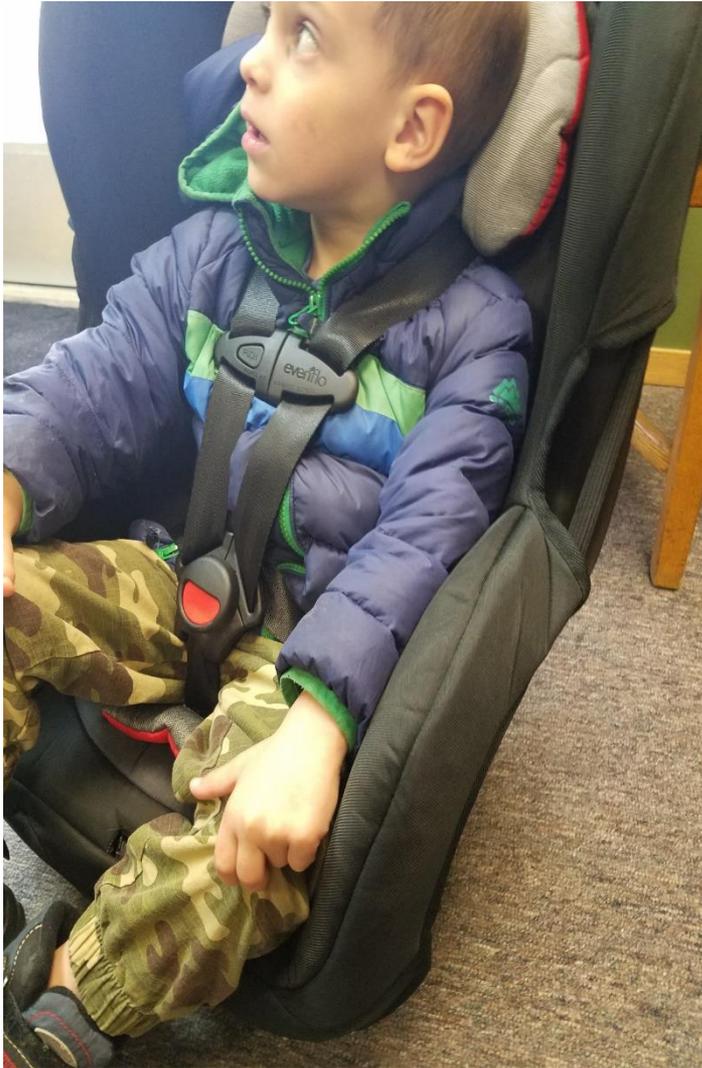


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2015-2020

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**The goal is
To help parents
and caregivers
correct Misuse
by
providing the
information
regarding
correct
use per CSS
Manufacturer
Instructions**





How do you secure your Child Safety Seat with the Vehicle Seat Belt?

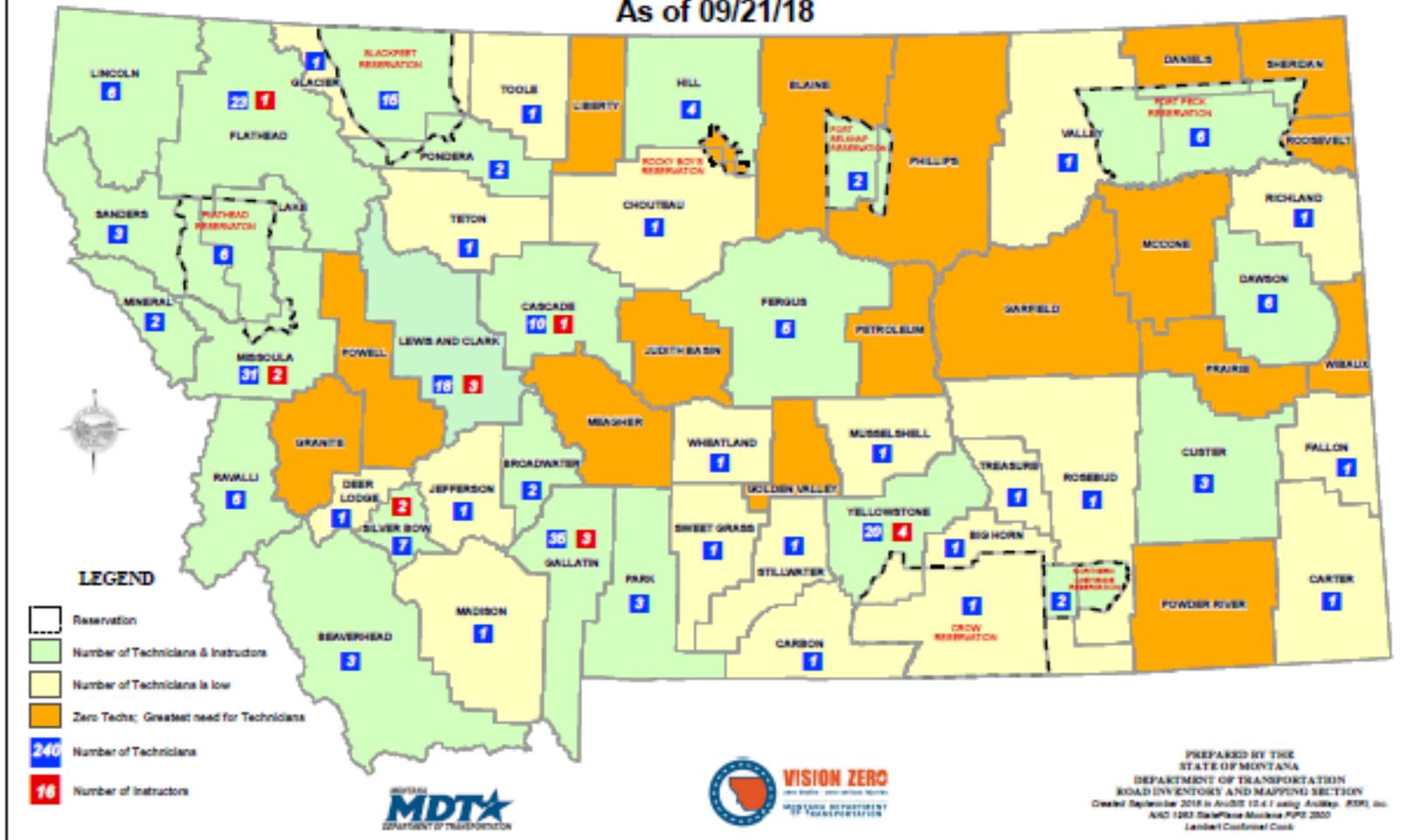


Is my child ready for a Booster Seat?



What are all these buckles and straps for?

2018 MONTANA CHILD PASSENGER SAFETY TECHNICIANS and INSTRUCTORS As of 09/21/18



**240 CPS Technicians, 16 CPS Instructors, 45 Fitting Stations
97% of Montana's Population is covered**



Protecting our most precious cargo!

Montana Comprehensive Highway Safety Plan
2015-2020

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A young girl with blonde pigtails, wearing a red long-sleeved shirt and red and white plaid shorts, is using a shovel to dig a path in a garden. She is standing on a dirt path, and the background is filled with green foliage and trees. The word "Cultivate" is written in large white letters on the left side of the image.

Cultivate

**Cultivating Safety Practices right from the start
We are going to GROW these kids right!**

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Outcome

Child Passenger Safety Certification Training

Chapter 2. Strategies to Improve the Safety of Passenger Vehicle Occupants

“An evaluation of the child restraint fitting station network in New South Wales, Australia, found that children whose parents attended a fitting station were significantly more likely to be properly restrained than children whose parents had not visited a fitting station. While specific to Australia, these results suggest similar benefits are possible in the United States (Brown, Finch, Hatfield, & Bilston, 2011).”

Countermeasures That Work:

A Highway Safety Countermeasure Guide
For State Highway Safety Offices
Ninth Edition, 2017



7.2 Inspection Stations

Effectiveness: ★★ ★

Support Existing Seat Belt and Child Safety Seat Laws

Tracie Kiesel

- Alternative Sentencing
- Education (refresh the Laws)
- Outreach Activities
- Training

How the BUMT Coordinators can partner with and support our local LE

Alternative Sentencing Option

Alive at 25 Class

4 Hours

Defensive Driving Course

National Safety Council

We know that a fine is not going to change behavior

Talk about beliefs and attitudes throughout class

Montana Highway Patrol-Training Center for Montana

Only State in the Nation that it is FREE





MHP Trooper Kruse



MHP Trooper Zufelt

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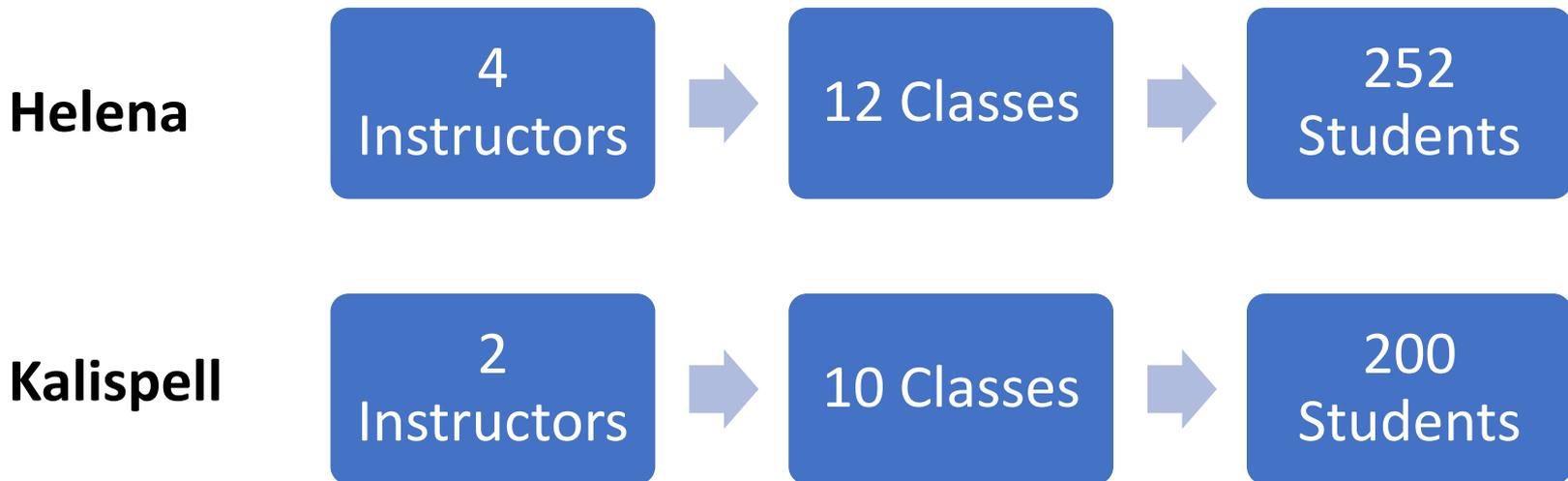


MHP Trooper Horton

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Buckle Up Montana Program Support of Alive at 25 Classes



October, 2017-September, 2018

The Classes are also being held regularly in Bozeman and Missoula and as needed in other areas

OCCUPANT PROTECTION **A.K.A.** SEAT BELTS AND CHILD SAFETY SEATS



WHAT'S THE BIG DEAL ANYWAY?
CAN YOU MAKE A DIFFERENCE?
WHAT'S YOUR ROLE?

Housed on the Vision Zero Website: <https://www.mdt.mt.gov/>



Townsend, MT

Providing Opportunities for Outreach Activities
Positively Interacting with the Public

Whitefish, MT





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Montana Comprehensive Highway Safety Plan
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zero deaths | zero serious injuries



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Saved by the Belt Program

Real Montana People with Real Survival Stories



Putting emphasis on the Positive side of Buckling Up
and the role Law Enforcement can play

WELCOME

World's 1st Class
SOUTHGATE MALL

Mountain
BROADCASTING
7025

Money & Music
“All Hits.”
“All the Time.”

AMBERT
Family Chiropractor



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A SEATBELT KEPT
THE SMILE ON
HER FACE.



BUCKLE UP MONTANA

*Montana Comprehensive Highway Safety Plan
2015-2020*

#VisionZeroMT
zero deaths | zero serious injuries



Montana Comprehensive Highway Safety Plan
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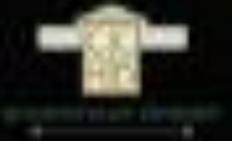
#VisionZeroMT
zero deaths | zero serious injuries



**Wearing seatbelts
kept the smiles
on their faces.**



BUCKLE UP MONTANA



*Montana Comprehensive Highway Safety Plan
2015-2020*

#VisionZeroMT
zero deaths | zero serious injuries

Supporting Law Enforcement Training

CPS Classes at the Montana Law
Enforcement Academy-MLEA

Started with the Advanced Training
Academy for Montana Highway Patrol

Request Submitted to and Accepted by
POST-Optional Continuing Training
Opportunity

POST Credits for all Law Enforcement-MLEA
or Any Location in Montana

Future Classes-Need and Interest



Outcome

Support Existing Seat Belt and Child Safety Seat Laws

Strategies to Improve the Safety of Passenger Vehicle Occupants

“The most effective strategy for achieving and maintaining restraint use at acceptable levels is well publicized high-visibility enforcement of strong occupant restraint use laws.”

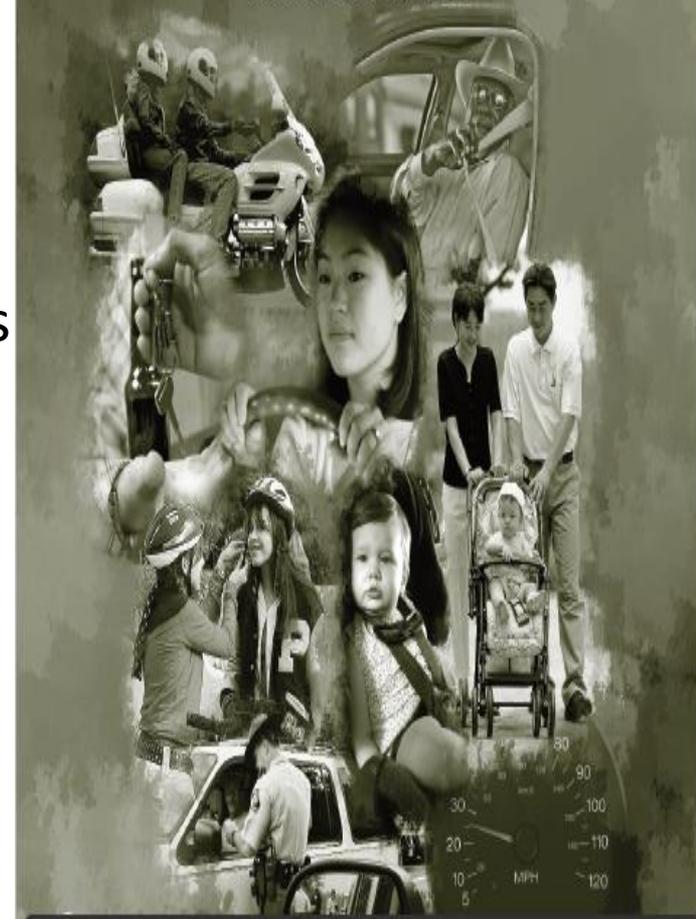
3. Communications and Outreach

Countermeasure	Effectiveness
3.1 Supporting Enforcement	★★★★★
3.2 Strategies for Low-Belt-Use Groups	★★★★†

†For programs supporting enforcement

Countermeasures That Work:

A Highway Safety Countermeasure Guide
For State Highway Safety Offices
Ninth Edition, 2017



Engaging Technicians and Building Networks

Wendy Olson-Hansen

- Mentoring our current Child Passenger Safety Technicians
- Finding unique and unusual partners to build our outreach efforts

Montana Car Seat Safety By the Numbers



16
instructors



240 certified
technicians



97% of
population
is served



15
counties
with out a
technician

Statewide Car Seat Safety Programs

Last Year
2100
Seats were checked
in Montana



**74% of the
seats had at
least one
misuse**



45

Fitting Stations

541

Car seats distributed
by MDT



Saving lives one car seat at a time.

Technician Mentoring & Engagement



**Is your child in
the safest car seat?
Stop by & find out !**

Free Car Seat Checkup

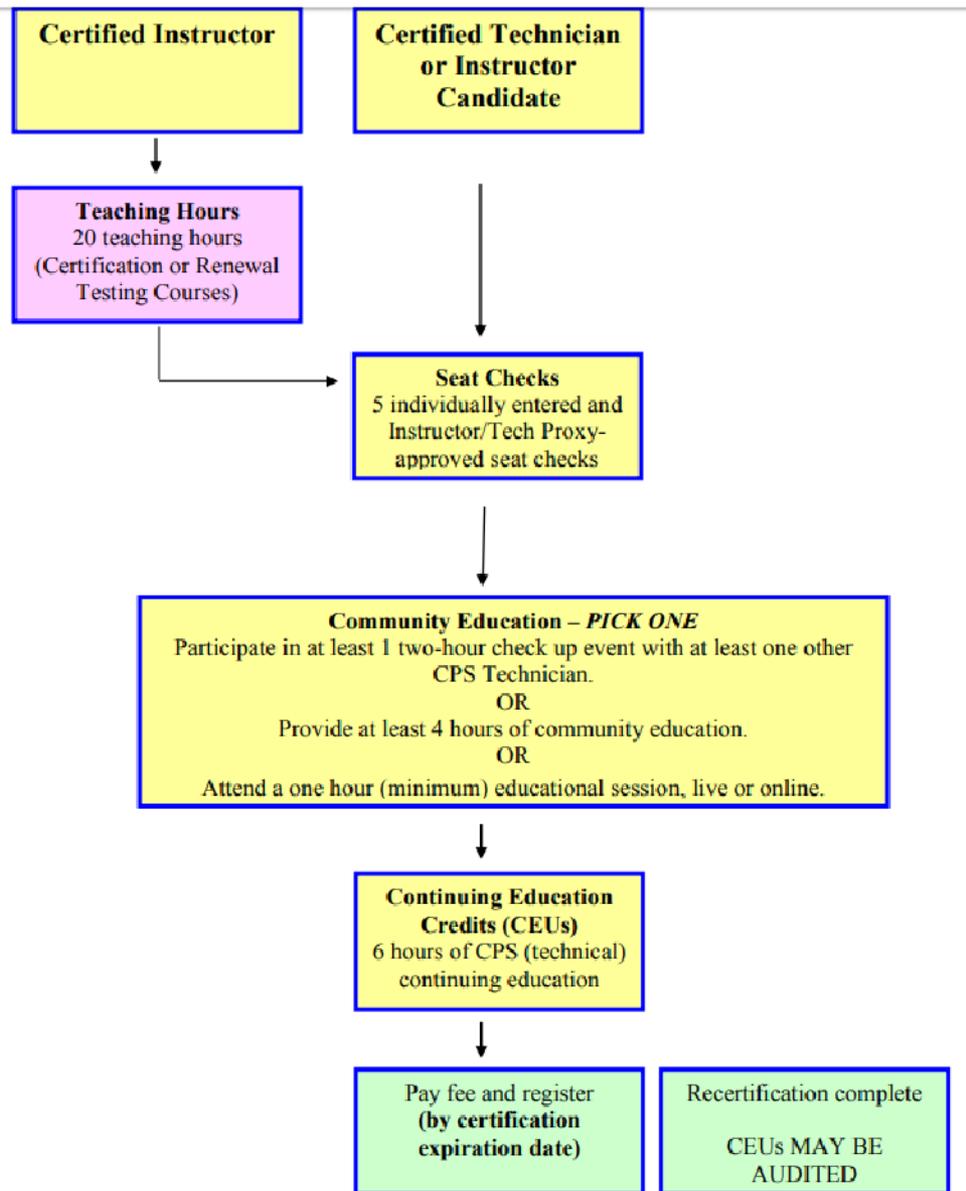
When: Sept 29 10 am - 1 pm

Where: **Kalispell Fire Department**
255 Old Reserve Drive - Kalispell
Behind Costco

Sponsored by:
Kalispell Fire Department
Flathead City-County Health Department

Photo by E... Car seat images from NHTSA. All other artwork Copyright © Child Safety Solutions, Inc. 1-877-686-7233, 405 or 408.

Recertification Assistance



Recertification: 2018 Calendar Year (January-September 2018)

- Eligible for Recertification: 15,557
- Recertified: 8,493
- Percentage Recertified: 54.6% (same as last month and a decrease from 57.8% this time last year)

Any states/territories that do not appear had no one eligible for recertification during this time period.

State	Eligible	Certified	%	State	Eligible	Certified	%	
Outside US & terr.	45	20	44.4%	MP	29	13	44.8%	
AF Americas	1	0	0.0%	MS	136	57	41.9%	
AB	1			MT		115	65	56.5%
AE	7							
AK	117	61	52.1%	ND	104	69	66.3%	
AL	125	58	46.4%	NE	173	95	54.9%	
AP	1	0	0.0%	NH	75	53	70.7%	
AR	176	82	46.6%	NJ	423	247	58.4%	
AZ	380	168	44.2%	NM	171	77	45.0%	
CA	976	486	49.8%	NV	77	37	48.1%	
CO	505	256	50.7%	NY	810	548	67.7%	
CT	166	94	56.6%	OH	384	245	63.8%	
DC	39	10	25.6%	OK	356	201	56.5%	
DE	27	14	51.9%	ON	1	0	0.0%	
FL	577	254	44.0%	OR	198	108	54.5%	
GA	835	445	53.3%	PA	566	339	59.9%	
GU	29	3	10.3%	PR	39	31	79.5%	
HI	120	39	32.5%	RI	59	30	50.8%	
IA	142	89	62.7%	SC	518	212	40.9%	

Why do techs not recertify?

- Job change
- Couldn't get 6 CEU's completed
- Unable to have an instructor check off seats
- Waited to last minute to start process
- Were not engaged in car seat safety community

What are we doing to help recertify?



Annual CPS Tech Update is held in Helena

**2019 will
be the 13th
Annual
Event**



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Regional Updates



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TEAM TRAFFIC SAFETY

TOGETHER
EVERYONE
ACHIEVES
MORE



Lead Agencies



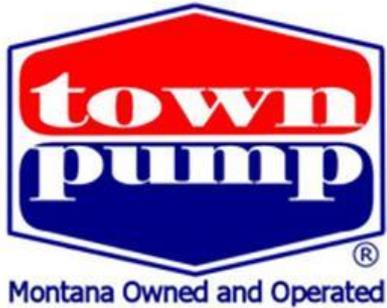
CITY-COUNTY HEALTH DEPARTMENT

COMMUNITY HEALTH CARE CENTER, INC.



Missoula City-County Health Dept.

Statewide Partners



Can't do what we do without building Networks-Every Partner is Important



CITY-COUNTY HEALTH DEPARTMENT

COMMUNITY HEALTH CARE CENTER, INC.

Montana Comprehensive Highway Safety Plan 2015-2020

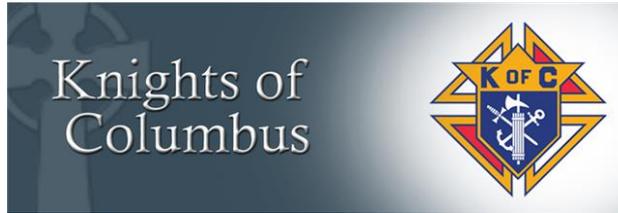
#VisionZeroMT zero deaths | zero serious injuries

Partners with a twist



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CHILD CARE CONNECTIONS



St. Peter's Health



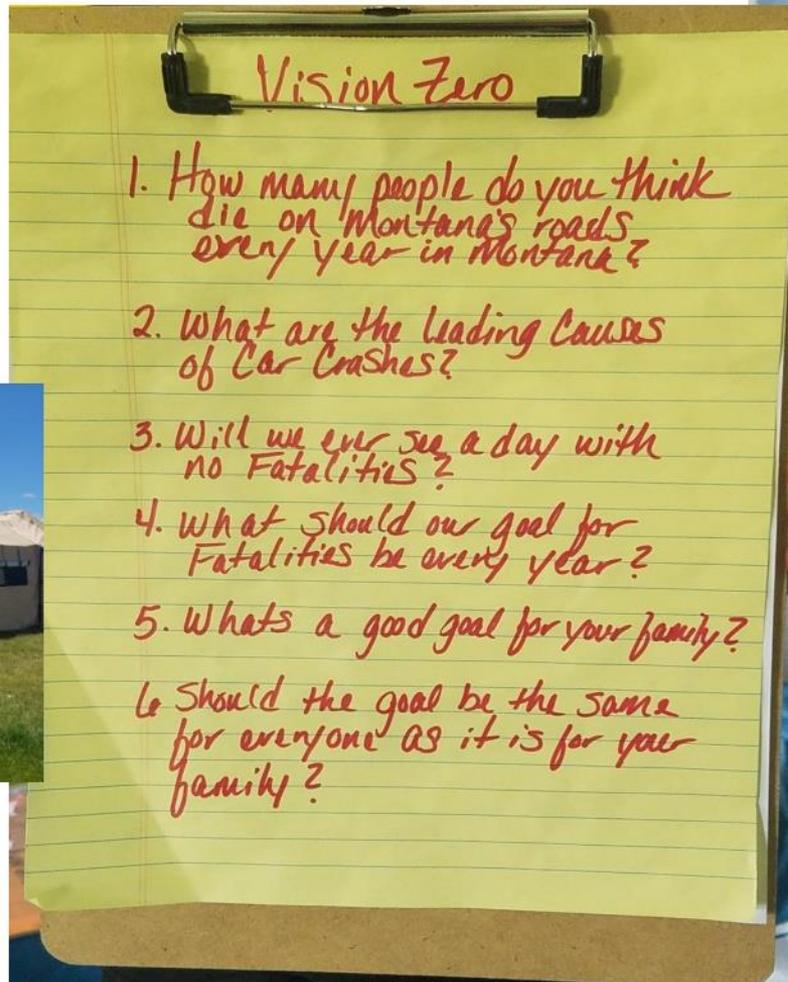
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BOY SCOUTS
OF AMERICA®

Today's Scouts, Tomorrow's Leaders Montana Council Camporee Townsend, MT



Flathead County

BUCKLE UP MONTANA



Kalispell Public Schools
Commitment

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Roundup for Safety... Fostering Safer Communities

"Fire extinguishers provide safety for foster children."

"Christian Lighthouse smoke alarms help keep residents safe."

"Scaffolding makes Habitat for Humanity's worksite safer."

"A scouting project built a new handicap ramp."

"Shepherds Hand Clinic responds faster with a defibrillator on site."

"Safe Kids, Safe Communities delivers carseats to little ones."

Roundup For Safety

Your Co-op
Flathead Electric
Community... Integrity... Reliability





**SAFE
KIDS**
MISSOULA



CURRY
HEALTH CENTER
medical - dental - counseling - wellness - sarc



Missoula City-County Health Dept.

PROVIDENCE
St. Patrick Hospital



townsquare
media missoula

SINCLAIR
BROADCAST GROUP

MISSOULA RURAL FIRE DISTRICT

MISSOULA/GRANITE COUNTY COALITION



NBC
MONTANA

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Countermeasures That Work:

A Highway Safety Countermeasure Guide For State Highway Safety Offices Ninth Edition, 2017



5. Child Restraint/Booster Seat Law Enforcement

Countermeasure	Effectiveness	Cost	Use	Time
5.1 Short high-visibility CR law enforcement	★★★★★	\$\$\$	Medium [†]	Medium

[†] Used in many jurisdictions but often only once or twice each year

6. Communications and Outreach

Countermeasure	Effectiveness	Cost	Use	Time
6.1 Strategies for older children	★★★	Varies	Unknown	Medium
6.2 Strategies for child restraint and booster seat use	★★ [†]	Varies	Unknown	Medium

[†] For stand-alone programs not supporting enforcement

7. Other Strategies

Countermeasure	Effectiveness	Cost	Use	Time
7.1 School programs	★★★	Varies	Unknown	Varies
7.2 Inspection stations	★★	\$\$	High	Short



Tracking of
recertification
rates statewide

Overview of Buckle Up Outreach and Events

Lonie Hutchison

- Health and Safety Fairs
- Child Safety Seat Check Up Events
- Educational Presentations
- Presentations to Groups or Clubs



Western MT Fair

Frenchtown High School Homecoming





Community Medical Center
Health & Safety Expo

U of M Campus





Whitehall Annual Safety Fair

Boulder-Fall into Learning



Missoula Mall-Mountain Broadcasting Annual Kids Fair





Health & Safety Expo Community Medical Center, Missoula



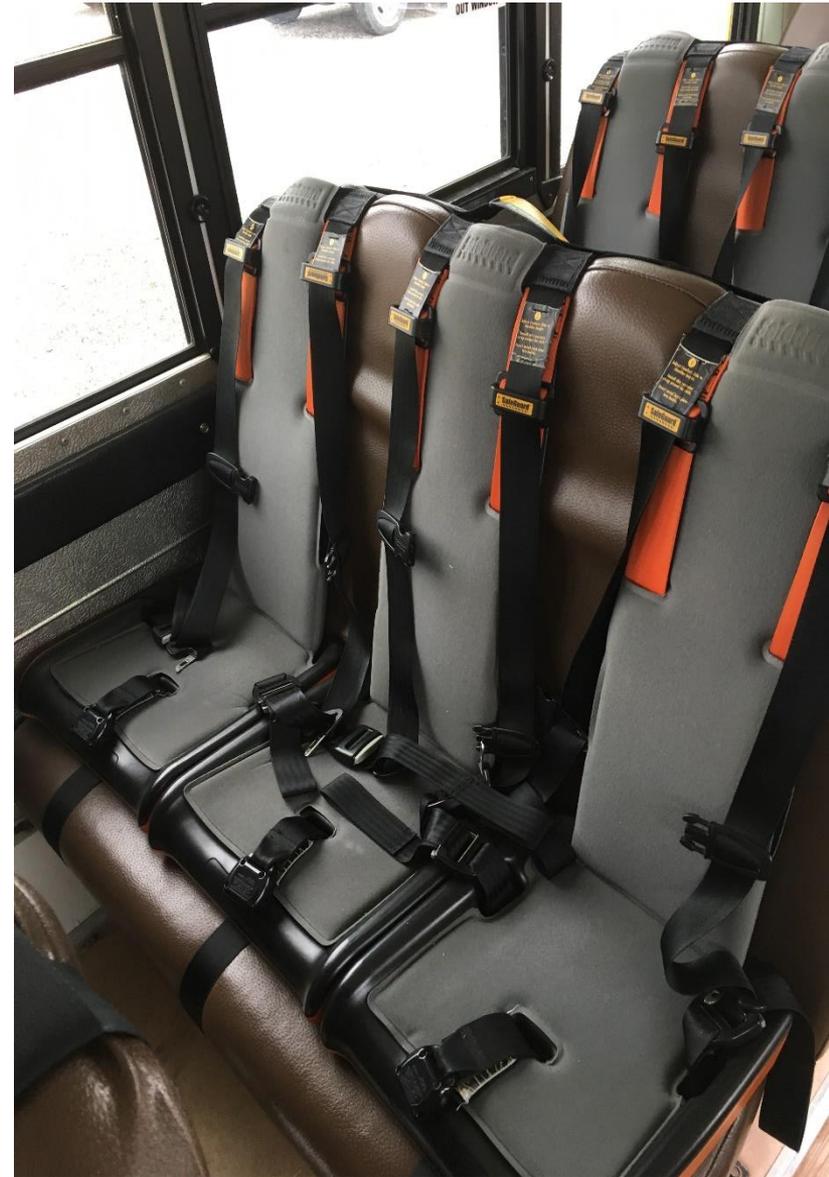
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Polson





Head Start-Back to School



Signs provided to local Businesses

Community Medical Center, Missoula

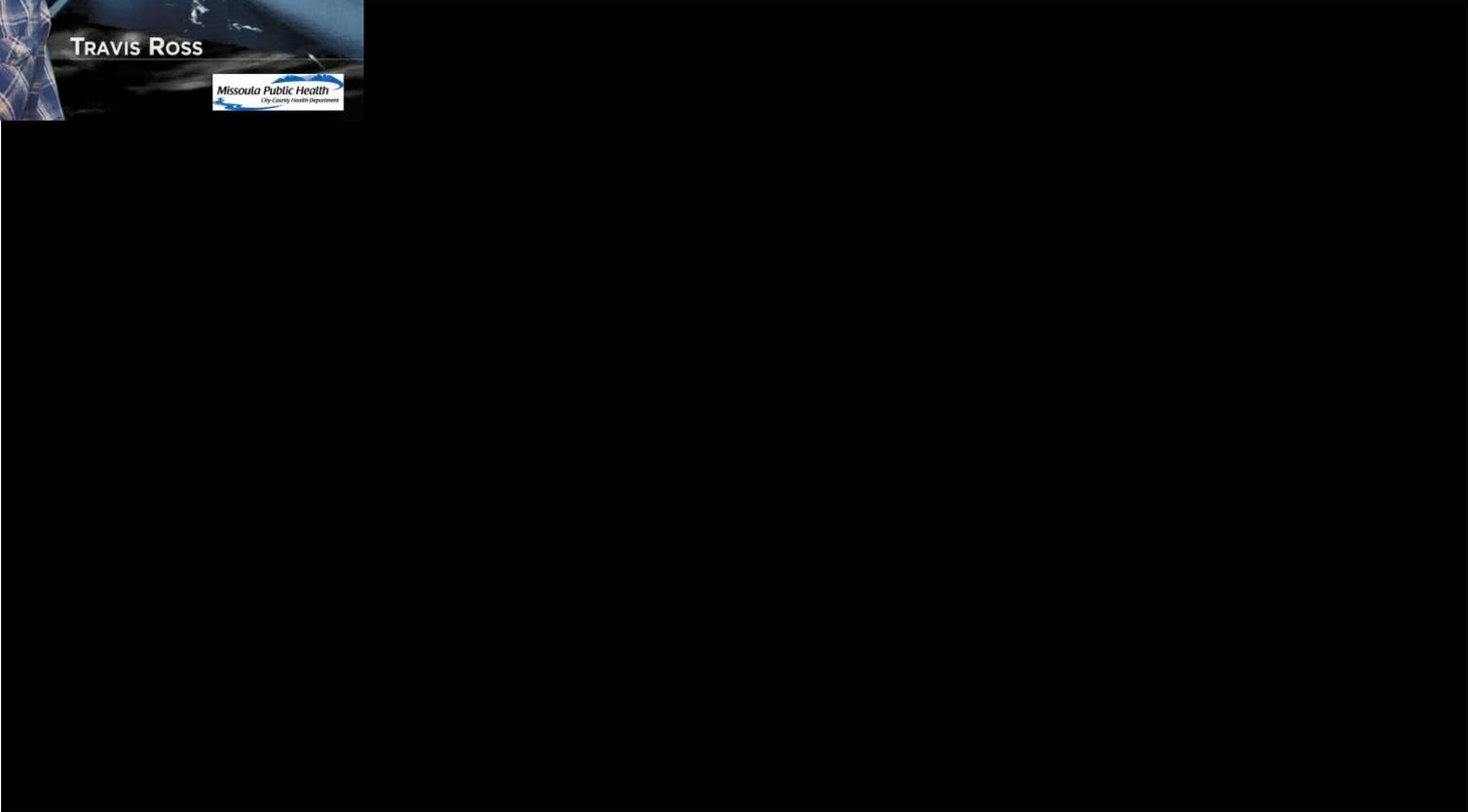
MISSOULA/GRANITE COUNTY COALITION



RADIO SPOT



Paid Media



Paid Media

Montana Comprehensive Highway Safety Plan
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- Tri-County Buckle Up Montana @TriCountyBuckleUpMT
- Home
- About
- Events
- Photos
- Videos
- Community
- Groups
- Jobs
- Posts
- Info and Ads
- Promote
- Manage Promotions



Liked Following Share

Create Post Live Event Offer Job

Write a post... Photo/Video Feeling/Activ... Check in

Tri-County Buckle Up Montana
September 27 at 11:39 AM

We have a limited number of Free-Brand New Carseats (No Infant Carriers) available for low-income families for this event!!!

These are not seats that we will outfit every vehicle in the family. 1 per child/per family. To reserve a seat, families will need to call the Buckle Up office at 324-1072 NO LATER than 6pm on Friday and clearly leave their

Tri-County Buckle Up

Social Media

Missoula/Granite County Coalition

- WE CARE BUCKLE UP
- Buckle Up Montana Coalition - Missoula/Granite County @BuckleUpMT2Live
- Home
- About
- Photos
- Events
- Reviews
- Posts
- Community
- Info and Ads
- Create a Page



Liked Following Share Send Message

Create Post Write a post...

Tag Friends Check in

Photos

244 people like this including Harme Jessica and 13 friends

244 people like this including Harme Jessica and 13 friends

Type a message... Chat (17)

REAL HEROES FIND THE RIGHT CAR SEAT BEFORE THEY GO!

NHTSA.gov/TheRightSeat

YESCO

25148W

Bonus Media

Billboard on Hwy 12-Helena

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Annual Super Bowl Party for Teens

Sheriff Meehan is talking to the group About Buckling Up

Townsend, MT

Tying our message in wherever we have an opportunity for a Captive audience

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Wheel of Safety

OP Scenarios

Useful for
Active
Participation
at
Public Events



Vince & Larry-Crash Dummies



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Outcome

Buckle Up Outreach and Events

Strategies to Improve the Safety of Passenger Vehicle Occupants

School and Community Based Interventions have been successful in changing knowledge and attitudes of Adults and Children, and Social Media is a useful approach when combined with other communications to support specific traffic safety campaigns.

6. Communications and Outreach

Countermeasure	Effectiveness
6.1 Strategies for Older Children	★ ★ ★
6.2 Strategies for Child Restraint and Booster Seat Use	★ ★ ★ †

† For stand-alone programs not supporting enforcement

7. Other Strategies

Countermeasure	Effectiveness
7.1 School Programs	★ ★ ★
7.2 Inspection Stations	★ ★ ★

Countermeasures That Work:

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Contacts:

Mary Kay Burns: mburns@cascadecountymt.gov or 406-454-5072

Tracie Kiesel: tkiesel@helenaschools.org or 406-324-1072

Wendy Olson-Hansen: wolson@flathead.mt.gov or 406-751-8106

Lonie Hutchison: lhutchison@missoulacounty.us or 406-258-3880

Pam Buckman: pbuckman@mt.gov or 406-444-0809

Emphasis Area Contact: Pam Langve-Davis

Contact: plangvedavis@mt.gov or 406-444-7646

CHSP link: <https://www.mdt.mt.gov/visionzero/plans/chsp.shtml>