

Emphasis Area: Unrestrained Vehicle Occupants

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Objectives: - Reduction of Unrestrained Vehicle Occupant Fatalities

- Reduction of Unrestrained Vehicle Occupant Suspected Serious Injuries

Strategy 1 - Laws & Enforcement	Purpose: Policies and laws focus on vehicle occupants using safety restraints and enhancing safe driving behaviors; and enforcement can help to change behavior. Adoption of a primary safety belt law that allows officers to stop drivers for that offense alone would make a significant difference in saving lives. Increasing the penalty for a citation would reinforce that Montana takes the nonuse of safety restraint seriously and that no life is expendable.
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Opportunities	Timeline	August 2020 Status	Lead(s)	Reference	Resources	Measurement of Success
Support efforts from safety partners and stakeholders to implement a primary seatbelt law.	Legislative Session 2021	Review & update related safety educational outreach materials with confirm consistent messaging (such as fact sheets and speaking points and other educational materials).	Collaboration of traffic safety partners not limited to DPHHS, DOJ, Department of Revenue (DOR), OPI, DLI, Department of Administration (DOA), MDT; AARP; AAA; Montana Association of Counties (MACo), Montana Sheriffs & Peace Officers (MSPOA) and Montana Municipal Interlocal Association (MMIA)	2017 Occupant Protect Program Assessment	Resource needed: Legislator or other identified traffic safety coalition lead	Primary Law enacted.
Support increasing the current seat belt penalty of \$25 to be consistent with the \$100 penalty for the child passenger safety restraint law.	Legislative Session 2021	Review & update of related safety materials (fact sheets & educational materials).	Collaboration of traffic safety partners and stakeholders	2017 Occupant Protect Program Assessment	NHTSA Countermeasures That Work (CMW) Resource needed: Legislator / traffic safety coalition lead	Primary fine increased.
Support enhancement and implementation of mandatory minor (under 17 years of age) occupant protection laws per best practices and GDL requirements which includes other risky driving behaviors .	Ongoing.	Per the Administrative Rules of Montana (ARM), an approved traffic education program for young novice drivers must include a parent meeting at the beginning of the driver education class that includes course schedule, requirements, and expectations of the teen student and the parents/guardians; information on Montana's graduated driver licensing (GDL) law; best practices in GDL; and parental involvement.	OPI	OPI Traffic Education Program , ARM 10.13.307	CMW	Number of DE students registered: Number of DE students successfully trained:
Promote local jurisdictional adoption of -seat belt ordinance if appropriate.	Ongoing.	Local ordinances can be enacted which do not exceed state statute.	Local government agencies		CMW	Number of Ordinances.
Continue to support Selective Traffic Enforcement Program (STEP) High Visibility Enforcement (HVE) efforts at the state and local level focusing primarily on impaired driving and secondary on unrestrained vehicle occupants and other risky driving behaviors.	Annual. Ongoing.	STEP supports law enforcement (LE) HVE efforts. Participating agencies provide national mobilization & HVE at local at-risk events. Funding is a competitive grant process requiring a work plan and regular reporting.	Montana Highway Patrol (MHP) & Local LE -Department of Justice (DOJ), SHTSS-MDT	HSP FFY 2021	CMW	Reported LE HVE hours: – Number of mobilizations worked: Citation reported during mobilizations:

Continue to support Tribal law enforcement Selective Traffic Enforcement Program (STEP) High Visibility Enforcement (HVE) efforts focusing on unrestrained vehicle occupants among other risky driving behaviors.	Annual. Ongoing.	Tribal STEP grants assist tribal law enforcement in conducting HVE at local at-risk events & to establish checkpoints with the purpose of checking for seat belt and child safety seat use and impaired drivers. Funding is a competitive grant process requiring a work plan and regular reporting.	Tribal LE agencies, State Highway Traffic Safety Section(SHTSS)-MDT	HSP FFY 2021, NHTSA 505 funding	CMW	Reported LE HVE hours worked: Number of mobilizations worked: Citations reported during mobilization:
Strategy 2: Communication, Education & Injury Prevention		Purpose: Use of a vehicle safety restraint can reduce fatalities and suspected serious injuries and improve crash outcomes. The key to improved crash outcomes is correct use of seat belts and child passenger safety seats every trip, every time. Education, training, and public outreach are effective tools to support and promote workplace policies and laws, enforcement activities, safety programs and messaging materials. Developing and strengthening partnerships with private employers, community-based organizations, and public agencies to encourage and promote the use of safety belts and child passenger safety seats.				
Opportunities	Timeline	August 2020 Status	Lead(s)	Reference	Resource	Measurement of Success
Sustain and grow the community based Buckle Up Montana program.	Annual. Ongoing.	Grass roots community coalitions funded by NHTSA grants through SHTSS-MDT to implement local public information and educational (PI&E) programs to promote seat belt and child passenger seat use. These coalitions also conduct CPS training and car seat fittings within their local communities.	BU MT Coordinators, local agencies, MDT-SHTSS	HSP FFY 2021		Program implementation
Sustain and grow the Safe On All Roads (SOAR) Tribal community program focusing on seat belt and child passenger seat use.	Annual. Ongoing.	Focus of the SOAR program is to promote safe driving practices including seat belt & child passenger seat use within tribal reservation communities. SHTSS-MDT manages the NHTSA funding and partners with tribal agencies SOAR coordinators to provide tribal specific and relevant safety messaging .	SOAR Coordinators, tribal agencies, SHTSS-MDT	HSP FFY 2021		Program implementation
Sustain and grow the Teen Traffic Safety Program	Annual. Ongoing.	Continue to partner with Family, Career and Community Leaders of America (FCCLA) on teen peer-to-peer traffic safety program and other teen traffic safety opportunities to develop campaigns and conduct educational outreach for teens and young adults to include a variety of outreach and media outlets.	FCCLA, SHTSS-MDT, and other traffic safety partners	HSP FFY 2021	CMW	Program Implementation
Sustain and grow the Child Passenger Safety Certification Training Program and inspection stations in Montana with increased focus on high-risk populations.	Annual. Ongoing.	Continue to support and promote the National Child Passenger Safety certification and recertification training to maintain and increase CPS technicians; and maintain and increase instructors in Montana. Maintaining inspection stations correlates with with maintaining certified instructors.	CPS Instructor Team, MDT-HSP	HSP FFY 2021		Technicians and Instructors trained: Technicians and Instructors recertified:
Continue to support and sustain purchase and distribution of child passenger safety seats.	Annual. Ongoing.	Purchase and distribution of child safety seats for child restraint inspection stations and CPS technicians statewide with priority given to at risk areas.	CPS Technicians, Other traffic safety partners, SHTSS-MDT	HSP FFY 2021		Number of seats purchased and distributed:

Develop child passenger safety educational materials with updated and coordinated messaging and a distribution plan	As needed.	Activity involves updating and distribution of relevant materials that may be out-dated and warrant an update due to statute change and industry upgrades; and includes consistent messaging developed by safety partners. Distribution should consider various media formats to inform public stakeholders.	CPS Instructor Team, Injury Prevention & Emergency Medical Services for Children (EMSC)-Department of Health & Human Services (DPHHS), SHTSS-MDT		NHTSA	Campaign implementation to include development & distribution plan.
Develop educational campaigns based on current research on effective messaging to effect behavioral change in seat belt use.	As needed.	This opportunity involves updating and a distribution of relevant materials that may be out-dated and warrant an update due to statute change, industry upgrades, or change in safety change methodology to include agreed upon consistent safety messaging developed by safety partner experts. Distribution should consider various media formats & distribution outlets to inform public stakeholders.	Traffic safety partners not limited to CPS Instructor Team, DPHHS, Department of Labor & Industry (DLI), and SHTSS-MDT		National Safety Council (NSC)	Campaign implementation to include development & distribution plan.
Continue to encourage state agencies and other safety partners to distribute coordinated and consistent educational safety campaigns and messaging to increase seat belt and child passenger safety awareness and use.	Ongoing.	Opportunity involves coordination, collaboration, and communication with all transportation safety partners to distribute seat belt and child care seat messaging to internal staff networks and external county, tribal, and city networks to reach grassroots stakeholders to promote and enhance safety benefits of using vehicle safety restraints. Distribution should consider various media formats & distribution outlets to inform public stakeholders.	Traffic safety partners and networks not limited to those listed (DPHHS, DOJ, Department of Revenue (DOR), OPI, DLI, Department of Administration (DOA), MDT; local city, tribal, county government agencies and health departments; AARP; AAA; Montana Association of Counties (MACo), Montana Sheriffs & Peace Officers (MSPOA) and Montana Municipal Interlocal Association (MMIA)	2017 Occupant Protect Program Assessment	NSC	Campaign implementation to include development & distribution plan.
Continue to encourage state, county, tribal and city agencies and private employers to coordinate and implement workplace traffic safety policies to include seat belt use and other traffic safety measures.	Ongoing.	Access and update workplace traffic safety tool kit with traffic safety partners and determine best methods for public use. Develop safety messaging campaign to roll out traffic safety resource tool kit to public. Consider various outlets for distribution.	Traffic safety partners, not limited to BUMT coordinators, DOA, DLI, DPHHS, MMIA, DOJ, OPI, SHTSS- MDT and other state, county, tribal and city transportation and health and LE agencies		NCS, Smith System-Drive Different	Work place policies & toolkit development and resource distribution
Promote and increase education and training for law enforcement, prosecutors, and the judiciary to ensure consistent citing and adjudication of occupant protection offenses and consideration of alternative sentencing (i.e., safety education including Alive at 25).	Annual. Ongoing.	Training enhances the skills & expertise of LEOs when conducting traffic stops. Training conducted by the Traffic Safety Resource Officer (TSRO). The TSRO serves as a liaison between MHP and local and tribal LE agencies, prosecutors, judges and the public.	MHP-DOJ, SHTSS-MDT	HSP FFY 2021		Number & types of trainings:

Continue to support occupant protection mini-grant funding of community education and outreach	Annual. Ongoing.	Projects are funded by NHTSA & managed by SHTSS. Grant funding assists in community education and outreach on the importance of seat belt use and child passenger safety. -Grant applications are open to the public and accepted throughout the year.	Local & tribal health and prevention specialists, educators, MHP, local, & tribal LE-DOJ, SHTSS-MDT and other traffic safety partners	HSP FFY 2021		Number of funded mini-grants:
Strategy 3: Improve Unrestrained Vehicle Occupant Data		Purpose: Data is an essential part of identifying driver and occupant behaviors, including safety restraint use, misuse, or nonuse. Observational, pre-, and post- seat belt use surveys and child passenger safety checklists are methods of gathering occupant safety restraint use data. Other data resources include citation, crash, and trauma registry data. Evaluation of the effectiveness of workplace policies, laws, enforcement, safety programs, and public outreach activities helps identify areas that may need enhancement or increased focus				
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Research underlying beliefs and behaviors of high-risk groups to better understand their traffic safety behaviors.	Ongoing.	The task of improving the culture of safety begins with understanding the behaviors and beliefs of specific high risk groups. Developing relevant, impactful safety messaging is the first step in changing the behavior and beliefs of the specific high risk groups. Implement research findings and best practices as appropriate to include a measure to evaluate success.	DPHHS, OPI, AARP, SHTSS- MDT and other traffic safety partners		Research- MDT, NHTSA, GHSA, Insurance Institute of Highway Safety (IIHS), National Safety Council (NSC)	Implement research findings and best practices and evaluation, as appropriate.
Continue to conduct observational seat belt surveys, local and statewide.	Periodic Surveys. Annual.	Pre- and post- surveys of seat belt use are a component of traffic safety educational outreach and is a method of determining message effectiveness. Annual seat belt use observations are a NHTSA core measure.	BUMT Coordinators, other traffic safety partners and educators, SHTSS-MDT	HSP FFY2021, NHTSA 2017 Occupant Protect Program Assessment		Sustained or Improved seat belt rates.
Child Passenger Safety Seat data collection on use and misuse of child safety restraints	Development Process.	The CPS instructor team is engaging in discussions on data collecting efforts in the field and setting goals in relation to baseline and misuse rates. This is ongoing and will be updated.	CPS Tech Network, SHTSS-MDT			Number of car seat education opportunities. Measure to be confirmed.
Evaluate/report on Emergency Services (Image Trend data) and Trauma Registry Data, Emergency Response After Crash Care data	TBD					
Continuing to evaluate existing crash data to determine occupant restraint use, injury and fatality rate to measure progress.	Annual.	SHTSS Data Analyst queries Safety Management System unrestrained vehicle occupants (UVO) crash data that is entered into the MHP data base and provides an annual data of UVO fatalities and suspected serious injuries.	MHP, SHTSS-MDT		CHSP Annual Crash Data Report	Reduction of unrestrained fatalities and suspected serious injuries

Continue to evaluate behavioral surveys on occupant restraint use to include teen and adult behavior,(i.e. Youth Risk Behavior Survey (YRBS) and MT Needs Assessment)	Bi-annual.	The Montana Youth Risk Behavior Survey (YRBS), OPI is a self-reported safety behavior by MT youth used to identify the leading causes of mortality, morbidity, and social problems among youth; and includes questions on seat belt use, distacted driving, drug use, and impaired driving. The Needs Assessment (DPHHS) student survey focuses on risky behaviors associated with factors resulting in injury and/or impede positive development among our youth. The survey also includes risk and protective factors, which attitudes and opinions research has shown to be highly correlated with these risky behaviors.	OPI, DPHHS, DLI, DOR, SHTSS-MDT among other traffic safety partners.	YRBS-OPI, MT Needs Assessment-DPHHS	2019 YRBS, 2018 MT Prevention Needs Assessment	Increase self-reported safe driving behaviors
Continue to evaluate contacts made by law enforcement, including warnings and citations for non seat belt use, including high visibility enforcement (HVE) conducted through STEP campaigns	TBD					