

Occupant Protection CHSP Emphasis Area Workgroup Meeting

MDT Planning Conference Room A,
Les Schwab Building
2960 Prospect Avenue
Helena, MT

Tuesday January 8, 2019 10 a.m. - 12:00 p.m.



VISION ZERO
zero deaths - zero serious injuries
**MONTANA DEPARTMENT
OF TRANSPORTATION**

Rotunda Planning Work Group

Attendees:

Capt. Art Collins, MHP
Sgt. John Spencer, MHP
Nanette Gilbertson, MSPOA
Janet Kenny, SHTSS Supervisor (MDT)
Chad Newman, Law Enforcement Liaison (MDT)
Mary Kay Burns, BUMT Coordinator (Cascade Co)
Tracie Kiesel, BUMT Coordinator (Tri-County)
Robin Suzor, EMSC Program Manager (DPHHS)

Alyssa Johnson, EMS Trauma Systems Coordinator,
(DPHHS)
Hannah Yang, Epidemiologist (DPHHS)
Fran Penner-Ray, Traffic Education (OPI)
Rebecca Goltz (AAA)
Via phone
Lonie Hutchison, Buckle Up MT Coordinator
(Missoula /Granite Co) - phone
Wendy Olson Hansen, Buckle Up MT Coordinator
(Flathead Co) - phone

Approval of Minutes

The December emphasis area minutes were approved by consensus of attendees and posted to the web.

General Discussion: HB49 hearing is not on the schedule yet, discussed notification of proponents needs to be done when we know date. Alyssa will contact Dr. Barry McKenzie, Janet will let Pat Goldhahn know about Rotunda Day and the hearing. Others will reach out to known proponents when we know date.

Rotunda Workgroup – purpose of the meeting is planning event and activities for January 29, 2019 Rotunda Traffic Safety Day.

Purpose of the event is education focused on the benefits of occupant protection. Set up 7:00 – close down 3:00.
John Spencer shared that a lapel button stating “I support seat belts” has been approved for use by MHP and will be produced to have on hand. Wendy Olson Hansen will produce some table tents with seat belt facts for the dining tables at Rotunda. If banners are to be hung, Capitol staff will help that day, bring ropes to hang.

- Governor Bullock is confirmed to read to Kindergarten class. Book is “Just for Big Kids” <https://www.imsafe.com/product/2-4690-just-big-kids-large-format-storybook-english>, a book on the importance of wearing a seat belt and riding in the back seat. (Tracie)
- Activities for kindergarten aged children – additional activities to engage in traffic safety added: Lonie will bring Height Bar, and city/road rug and match box cars education station. Tracie will have Rolling demo seats.
- Information Tables: BUMT and Selfie Station, SOAR, Trauma/EMS/ “It’s Your Choice” (DPHHS), Driver’s Education and Montana D.R.I.V.E (OPI), and Teen/FCCLA
- Possible Saved by the Belt Awardee – Several names will be investigated by MHP for nominations. If Director Tooley is available – present awards.
- A selfie station will be set up. A video camera may be used to give people the opportunity to state why buckling up is important to them.
- The Boulder FCCLA group has been contacted to attend, pending school Administration approval.
- DRAFT Schedule:
 - 7:00 – 8:00 Set up tables and meet & greet
 - 8:00 – 10:30 Participants available at booths
 - 10:30 – 11:30 Kindergarten class from Jefferson School visits Rotunda/ activity
 - 11:30 -12:00 Governor Bullock Reads to students
 - 12:00 – 1:00 Hot lunch is served for Legislators
 - 12:15 SBTB presentation, Invite Rep. Garner
 - 1:00 – 3:00 Booths open for visitors, clean up and pack out.

Promoting Event

A you-are-invited card will be developed and distributed to legislators and interested partners and will incorporate some of the seat belt fact sheet information this will be by 1/14/19. An e-version also for distribution to contact lists. Media outreach was discussed to include benefit of seat belt use, SBTB story, youth advocacy were several ideas. A press-release is being drafted and will be submitted by MT Seat Belt Coalition.

Seat Belt Fact Sheet & Bookmark

Discussion around the audience for and how to use the bookmark and fact sheet. The bookmark and the fact sheets were available at the 2018 Transportation Safety Meeting and are available from MDT. Partners continue to distribute at events. The bookmark features five bullet facts and can be distributed at the Rotunda Day. The fact sheet is intended as speaking points to discuss the issue, so everyone is consistent in messaging.

Next meeting – March 12, 2019: EA members role and responsibilities, Strategy assessment, Medical cost savings with Increased Seat Belt Use – Hannah Yang.