

Occupant Protection
CHSP Emphasis Area Meeting
MDT Planning Conference Room A
Tuesday, January 12, 2016, from 10:00 a.m. -11:30 a.m.

Vision Zero- Zero fatalities, Zero serious injuries

Attendees:

Chair Janet Kenny, Highway Traffic Safety Section Supervisor (MDT)
Sgt, Greg Amundsen, Missoula Police Dept.
Jeremy Brokaw, Injury Prevention, DPHHS
Pam Buckman, Occupant Protection Traffic Safety Planner (MDT)
Mary Kay Burns, BUMT Coordinator (Cascade County)
Capt. Art Collins (MHP)
Mark Keeffe, Data Analyst (MDT)
Tracie Kiesel, BUMT Coordinator (Tri-County Buckle Up-L &C, Broadwater & Jefferson)
Capt. James Kitchin (MHP)
Pam Langve-Davis CHSP Program Manager (MDT)
Wendy Olson, BUMT Coordinator (Flathead County)
Fran Penner- Ray, Traffic Education Director (OPI)
Sgt. John Spencer
Conference Call:
Nanette Gilbertson, Program Manager, (Montana Sherriff's & Peace Officers Association)
Lonie Hutchison, BUMT Coordinator (Missoula/Granite County)
Charmell Owens, Compliance Officer, City of Missoula

The Chair, Janet Kenny, opened the meeting asking for any comments or revisions to the November 10, 2015 meeting notes. Hearing none the Chair asked for a motion of approval on the meeting summary. Sgt. Spencer made a motion that the November 10, 2015 meeting notes be accepted as written. Capt. Kitchin seconded the motion. All were in agreement. The motion was carried to approve the November 10, 2015 meeting notes as written.

Old Business:

Crash Data Maps- Janet reported that the crash data maps are available. Discussion involved the possibility to get crash data by MHP district and county level and availability to share through different media sources. Janet asks that the map requests be sent to her for processing. This will help inventory and document what maps were requested.

- Action Step: Sgt. John Spencer will work with Janet and Mark Keeffe to see about adding crash maps to MHP Face Book.

Media Research- Janet provided handouts of the two media research summary documents as discussed at the last meeting and requested the CHSP coordinator to distribute them to the Team for consideration in planning media activities.

New Business- Strategy Updates:

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

Lead: Nanette Gilbertson and Wendy Olson - Reported by Wendy Olson

The strategy workgroup meet via conference call and discusses strategies resulting in a reprioritization of implementation steps. Wendy reported on the following priorities:

Priority 1: Promote local jurisdictional adoption of a primary seat belt ordinance, if appropriate.

Status: In determining who it is to approach to ask about local ordinances it was recommended to first speak with the Montana League of Cities and Towns (MLCT) as a first step. This is being done at the upper management level.

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: The toolkit is still in development. The Toolkit will include work safe policies. WorkSafeMT Safety Fests includes OSHA work safe policies. The Safety Fest schedule can be found at <http://safetyfestmt.com/>

*Following the meeting Penner-Ray provided links to the OSHA Safe Driving Practices, which can be found at <https://www.osha.gov/SLTC/motorvehiclesafety/index.html> that could be included as a traffic safety and seat belt policy discussion for business owners and the WorkSafeMT Montana Safety Culture Act <http://safemt.com/montana-safety-culture-act/>

Priority 3: Research underlying beliefs and behaviors of high-risk groups to better understand them; develop and implement strategies by using the appropriate proven and innovative educational materials and outreach communication channels.

Status: OPI is currently working on a driver's education guide that is geared towards challenged readers that will provide the information necessary to learn the traffic rules and laws in obtaining a license. High school surveys are being reevaluated by a Carroll student with the Youth Risk behavior survey (YRBS) and the prevention needs assessment (PNA) before May mobilization to ensure all questions are considered in survey.

Priority 4: Develop child passenger safety educational materials with updated and consistent information.

Status: Knowing what programs and resources local communities have available is a hurdle. The Team is looking to ways in which to identify and share resources statewide, including identifying funding for resources. Next Step: The strategy team is looking at possibly applying for a mini grant to purchase Buckle Up Bear resources that can be used by safety practitioners statewide.

Priority 5: Support increasing the current seat belt penalty of \$20 to be consistent with the \$100 penalty for the child passenger safety restraint law.

Status: Discussion included approaching the issue from a public health standpoint. Efforts to move this item forward are best done at local levels. Potential partners to provide their expertise on crashes involving unrestrained occupants are Trauma Committee, Health Mothers- Health Babies, and Montana Municipal Interlocal Association (MMIA).

- Action Step: Outreach will be conducted by Strategy Team to identify possible leaders to reinvigorating past stakeholder seatbelt safety group(s).

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

Lead: Tracie Kiesel and Sgt. John Spencer - Reported by Tracie

Status: Strategy Team is working on briefing materials for law enforcement to determine type of materials needed/ wanted. Sgt Greg Amundsen will help in updating laws on child safety and noted importance of showing photos of properly restrained children. Alive@25 classes are expanding with the addition of two more trainers.

- Action Step: Statewide Alive @ 25 calendar – Sgt. John Spencer

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

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

Status: The Strategy Team is working with the courts of limited jurisdictions to enhance Alive@25 program awareness and the media to promote the program to others than those that have been cited or referred. Capt. Kitchin is looking into possible grant opportunities to help cover trainer expenses.

In researching local seat belt ordinances it has been suggested to approach the Montana League of Cities and Towns for a determination. If approval is given the Team will begin working with various cities across Montana to develop local ordinances. Affordability of driver's education for all young drivers continues to be discussed. Ongoing efforts include expansion of current education programs. A future program being reviewed by MHP is the National Safety Council's Adult Safety Driving Course. This course could potentially be used as the court ordered adult driving court. The mid-term goal of implementing this program is three years.

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: Janet reported that a New Creative radio messaging will be rolled out for May mobilization and will focus on the Deadly Days of Summer. The next Vista deadline is July. Janet will schedule a meeting with Jeremy Brokaw, Robin Suzor, and Nanette Gilbertson to find out how the program is managed, feasibility of using Vista volunteer, determine potential use, and identify work tasks to support use of occupant protection and child safety restraints.

- Action Step: Schedule Vista program information meeting-Kenny

Announcements:

-Web-based grant application can be found at <https://fundingmt.org/index.do> . The deadline is **March 1**. The recorded January 14 webinar is posted online at <https://www.youtube.com/watch?v=rYMonQwtlil&feature=youtu.be>

-Occupant Protection (OP) Mini grant instructions and application can be found at <http://www.mdt.mt.gov/other/webdata/external/planning/OP-MINI-GRANT-Q-A.pdf>

<https://fundingmt.org/index.do> . The deadline is **March 1**. The OP mini grants are \$5000 max and are focused towards adult, teen, and children occupant protection programs that do not currently have a grant.

-Executive Leadership Team (ELT) letters of invitation have been sent out to Agency Directors. Signed letters confirming participation are due January 12. A tentatively ELT meeting has been scheduled for March.

**Following the meeting it was discussed to invite Sgt. Philip Freed to share his work program with the Team.*

Action Items/ Next Steps:

- Request/Distribute MHP District and County crash Data Maps- Capt. Collins/ Kenny/ Keeffe
- Share crash data maps with MHP for Face Book content – Sgt. Spencer/ Keeffe
- Statewide Alive @ 25 calendar – Sgt. Spencer
- Outreach to potential leaders to reinvigorating past stakeholder seatbelt safety group(s) - Owens/ Olson
- Schedule Vista volunteer program meeting- Kenny

Next Meeting:

The next scheduled meeting is Tuesday, March 8, 2016, from 10-12 at the MDT Planning Division Conference Room A. The conference call number will be provided in advance with the agenda.