

**Occupant Protection
CHSP Emphasis Area Meeting
Agenda**

MDT Planning Conference Room A, Helena, MT
Tuesday, February 13, 2018 from 10:00 a.m. – noon



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

Attendees:

Janet Kenny, SHTSS Supervisor (MDT)

Pam Buckman, Occupant Protection-SHTSS (MDT)

Mary Kay Burns, Buckle Up MT Coordinator (Cascade Co)

Capt. Art Collins (MHP)

Sheila Cozzie, Cultural Liaison/ Young Drivers-SHTSS(MDT)

Lonie Hutchison, Buckle Up MT Coordinator (Missoula /Granite Co)

Alyssa Johnson, Trauma Systems Manager (DPHHS)

Mark Keeffe, Data Analyst-SHTSS (MDT)

Tracie Kiesel, Tri-County Buckle Up MT Coordinator

Pam Langve-Davis, CHSP Program Manager (MDT)

Chad Newman, LE Liaison-SHTSS (MDT)

Wendy Olson Hansen, Flathead Co Buckle Up Coordinator

Sgt. John Spencer, (MHP)

Hannah Yang, Epidemiologist (DPHHS)

Conference Call:

Sheila Callahan, Montana Broadcasting

Fran Penner-Ray, Traffic Education (OPI)

Don Smies, Richland Co. Health Department

Guest: Vicky Byrd, Executive Director MT Nurses Association (MNA)

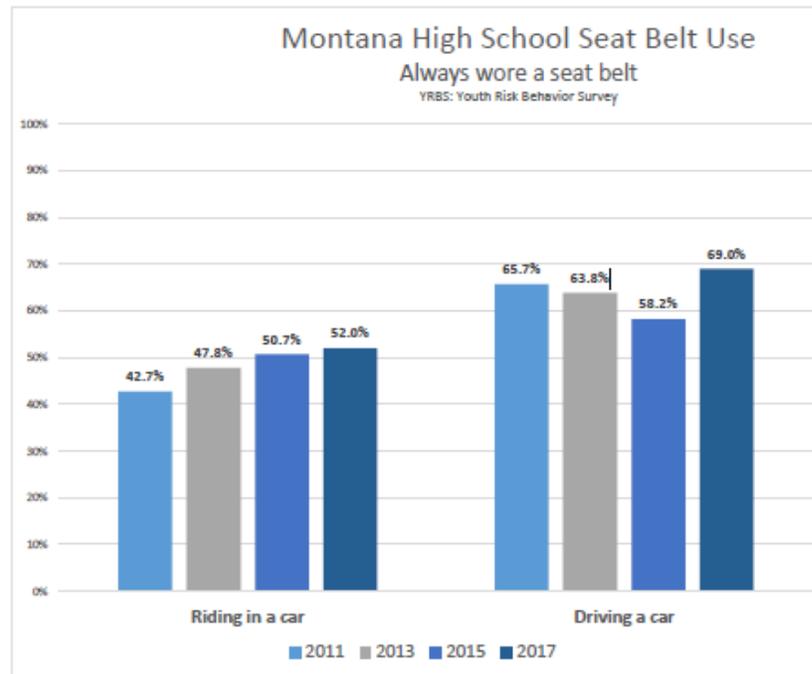
Approval of the January 16, 2018 minutes was by consensus. Sheila Callahan with Mountain Broadcast introduced herself to the group and shares her personal safety concern for occupant safety.

Alyssa Johnson introduced Vicky Byrd, Executive Director of the MT Nurses Association (MNA) to the meeting. Vicky expressed her interest in helping the EA OP team share seat belt messaging with the MNA's stakeholders.

Old Business-

- Hannah Yang reported that she has been developing Medicaid queries for the Trauma Registry database to help determine the medical and associated costs of unbuckled motor vehicle occupant injuries that Medicaid ends up paying. A key to the analysis is that the trauma registry is matched with hospital discharge data. More data analysis is needed. Updates to be reported as they occur. Framing the Medicaid data into the appropriate safety messaging will be a next step. Other questions included:
 - Team members asked if motorcyclist data could also be queried. Discussion on that data topic would be a separate task for interested safety partners
 - Can the rolling numbers for the past 5 years (?) be pulled by three separate areas, such as northwest, southeast and central Montana?

- Fran Penner- Ray shared with the team the 2011-2017 High School Youth Risk Seat Belt Use Graph. The 2011-2017 Youth Risk Behavior Survey report is available at http://opi.mt.gov/Portals/182/Page%20Files/YRBS/17MT_YRBS_FullReport.pdf



- Development of the Occupant Protection Strategy Action Plan is scheduled for March 22. The meeting will consist of a work group in addressing strengths, weakness opportunities and threats (SWOT) to implementing the current action items. Captain Collins and Nanette Gilbertson will facilitate the work session to discuss the action items identified by safety partners in the 2015 CHSP.
- Myth Crash Fact or Fiction one-page handout will be updated by Jeremy Brokaw and Wendy Olson-Hansen. A new timeline needs to be identified.
- Public Health contact list has been compiled by Pam Langve-Davis and submitted to Janet Kenny for outreach purposes.

New Business-

- Sheila Callahan with Mountain Broadcast provided some worthwhile tips to provide seat belt information to the media and make sure it is published/shown.
 - Enhance your communication efforts with video clips. When sending out press releases make sure to note that a video is attached. Allow media outlets to add their logos to messaging. This provides them an opportunity to be a partner in safety messaging and possibly increase earned media.
 - Better promoting of safety articles. Do the leg work of a safety article in advance because many newspapers are short-staffed. Write the article, get the permissions to use the story, provide the pictures or video and then speak to the editor. Let the editor know you have a story to give them BUT stress that it must be used prominently.
 - Earned media should be used at events like basketball tournaments and other sporting events.
- **Recommendations of Occupant Protection Assessment**
Pam Buckman, who oversees the Occupant Protection program and coordinated the Occupant Protection Assessment provided an overview of the recommendations within the seven program areas that the December 2017 assessment team provided. It is important to keep in

mind that there is **no additional NHTSA funding available for implementing these recommendations**. The full report is available on the following website - http://www.mdt.mt.gov/publications/docs/brochures/safety/occupant_protection_assessment.pdf The “priority” recommendations are listed below:

Program Management

- Solicit grant applications from communities of concern that do not traditionally apply for funding.

Legislation, Regulation, and Policy

- Replace the secondary enforcement provision in the current seat belt law with a primary enforcement provision.
- Enact a booster seat law that requires children under 8 years of age, that weigh less than 65 pounds, and are less than 4’9” tall to be in a child restraint.

Law Enforcement

- Encourage all Montana law enforcement agencies to adopt departmental policies that mandate their officers use seat belts at all times when conducting any department-related duties. There should be no exceptions for exigent circumstances. Include a process for administrative sanctions for non-compliance.
- Expand the number of occupant protection enforcement mini-grants that target periods outside of the regular *Click It or Ticket* mobilization to engage law enforcement agencies that have been reluctant to become involved.

Communication

- Implement all aspects of the National Highway Traffic Safety Administration’s Strategic Traffic Enforcement Plan to maximize *Click It or Ticket* mobilization earned media, including a statewide State Highway Traffic Safety Section-initiated kickoff message and event, mid-mobilization release, and post-campaign enforcement results release.
- Use the Click It or Ticket campaign theme and message prominently during times of statewide stepped up seat belt enforcement.
- Incorporate a statewide earned media message for Click It or Ticket (initiated by the State Highway Traffic Safety Section) that involves non-law enforcement partners who can be the basis for no-cost or low-cost interesting hooks for news media.

Occupant Protection for Children

- Offer in-person technical updates throughout the State to safeguard the investment of resources expended in child passenger safety certification. Combine technical update training with community car seat checks to provide an opportunity for hands-on skill sign-offs.
- Survey child passenger safety (CPS) technician instructors and technicians to assess local/ county CPDS activity and needs. The survey may include, but should not be limited to, collecting information on the following:
 - Educational resource and materials developed and /or needed;
 - Educational programs and /or presentations developed and implemented that can be shared statewide; and
 - Community CPS needs.
- Educate law enforcement officers on child safety seat misuse and motivate them to vigorously enforce the child passenger safety (CPS) law. For example,
 - Develop an informational law card that contains a pictorial guide showing correct use of child safety seat/booster seats;
 - Include CPS workshops at relevant law enforcement meetings/ conferences;
 - Support the inclusion of CPS correct use unit of instruction at the basic and /or advanced Montana law Enforcement Academy; and

- Encourage CPS certification training as part of the crash reconstruction training.

- Determine if Montana hospitals that serve newborns and young children have written child passenger safety discharge policies and protocols. Encourage those without to include child passenger safety in their discharge policy for all children. Provide a draft policy (e.g. Hospital Discharge Recommendations for Safe Transportation of Children) to assist hospitals in determining components of a policy that meets best practice recommendations.

Outreach

- Identify strategies to introduce age-appropriate child passenger safety and seat belt education programs into elementary, middle and high schools.
- Implement annual State employee reminder of mandatory traffic safety policies (seat belt use, distraction, impairment, speeding, etc.) related to driving while on State business.
- Identify opportunities to increase the use of approved road signs to remind drivers of the State's seat belt law, including exit ramps at rest areas.

Data and Evaluation

- Enhance the accuracy of the observational seat belt survey results by utilizing alternate sites and, potentially, re-surveying sites with statistically abnormal frequencies of vehicles or rates accordingly to National Highway Traffic Safety Administration Uniform Criteria.
- Use additional traffic records datasets (e.g., citation and injury surveillance) to expand problem identification and evaluate efforts.

Announcements-

- **March 13 - CHSP Executive Leadership Team Meeting** to be held in the MDT Commission Room
- **March 14 - Montana Chamber of Commerce, Business and the Law Conference** to be held at the Radisson Colonial in Helena. Topic on the agenda to be discussed is ***Seatbelt Admissibility: Challenges & Opportunities***, presented by Lee Mickus, Esquire-Partner, Taylor Anderson LLP
- **May 10 - CHSP Advisory Committee**, MDT Auditorium
- **2019 Legislation Rotunda Day** – Nanette Gilbertson has reserved the Rotunda for Tuesday, January 29, 2019, for seat belt education and awareness.

Next Meeting

- **Thursday, March 22, 10 a.m. - noon**, MDT Conference Rm A- Conduct a SWOT of Occupant Protection Emphasis Area Action Items