

**Occupant Protection
CHSP Emphasis Area Meeting
Agenda**

MDT Planning Conference Room A, Helena, MT
Tuesday, March 22, 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)
Nanette Gilbertson, Montana Sheriff's and Peace Officers Association (MSPOA)
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)
Fran Penner-Ray, Traffic Education (OPI)
Sgt. John Spencer, (MHP)
Mike Tooley, Director (MDT)
Conference Call:
Sheila Callahan, Montana Broadcasting
Brandi Hamilton, Maintenance (MDT)
Don Smies, Richland Co. Health Department
Guest: Webb Scott Brown, CEO/President Montana Chamber of Commerce

The chair asked for approval of the February 13, 2018 minutes. Motion made by Lonie Hutchison and seconded by Mark Kay Burns. Approval of minutes as written was a consensus. Director Mike Tooley provided a report out of the Executive Leadership Team (ELT) which Senator Sands attended. The ELT was asked for guidance as to whether the emphasis area team begins to coordinate efforts, including seat belt data and other resource materials for the 2019 Legislative session or do we ramp up for the 2021 session. Senator Sands response was the efforts toward passing a primary law need to continue because "it's the right thing to do". Tooley recommended that another approach be considered and referenced Utah's efforts to passing a primary seat belt bill. Sands requested information on the background history of Utah's bill. Janet Kenny will gather and pass on the information. The other important piece to passing a primary will be to have another representative co-sponsor the bill.

Montana Chamber of Commerce (COC) Business & Law Conference was March 14 in Helena. Webb Scott Brown reported on the discussion of seat belt admissibility. Lee Mickus, an attorney from California spoke on the issue of a secondary law, seat belt use reducing the rate of injury severity, and compensation of a driver involved in a crash that is unbelted. Other take-a-ways from others that attended included current Montana law states that not using a seat belt is not admissible which translates to rewarding risky behavior. Montana's law is outdated. Because the state has a secondary law vehicle insurance rates are higher. The COC has tried in the past to change the admissibility in the law and will be pushing forward on the efforts again.

Strategy 3 SWOT Analysis & Action Planning

Nanette Gilbertson kicked off the working session reiterating the purpose of the exercise is to clarify activities and define the specific of what is being done, who is doing it, why is it being done, and where and when will it be done. Focusing on the strategy, *continue to support and build collaborative partnerships to increase seat belt use*, a strength weakness, opportunity and threats exercise was done to assess the strategy. (See attached Table 1)

Nanette Gilbertson discussed the purpose of Occupant Protection strategy 3: ***Continue to support and build collaborative partnerships to increase seat belt use***. The purpose being that *young drivers and passengers have low seat belt use rates, outreach programs should be enhanced and developed to focus on changing behavior of young people. A change now has the potential to save many years of productivity life ahead by avoiding severe injury in a crash. Partnering with institutions where people already have a relationship offers the potential for more efficient and effective programs.*

Understanding the focus is young people the group brainstormed on what specifically needs to be done to develop public and private partnerships (elementary, high school, and college) to develop and disseminate information and educational programs regarding unsafe driving behaviors. (See attached Table 2.)

Table 1: Strategy 3- SWOT

	Strength	Weakness
Internal	<p>MSLA county BUMT Coalition, Respect the Cage (RTC) exhibit, UM Curry Health Center Collaboration Peers Reaching Out (PRO), High urban seat belt rate 90%</p> <p>BUMT coordinators strong outreach, can bring others to the group</p> <p>FCCLA partnership – Teen Peer-to-Peer Traffic Safety program. Safe on All Roads – SOAR.</p> <p>Trauma Hospital intervention programs with youth</p> <p>School Resource Officers (SRO), School nurses-health classes</p> <p>Child Passenger Safety (CPS) network across statewide.</p> <p>Alive at 25</p>	<p>RTC is not available statewide. Only available in Missoula County.</p> <p>BUMT (only 4coordinators) No clear vision of what we need or want from our partners. Encourage locals to step up.</p> <p>No workplan to implement tasks or contacts to take on the role to champion activities locally.</p> <p>Alive at 25 is not available statewide – barrier include lack of time, teachers and resources.</p> <p>Injury prevention educators have other duties. Lack of time, staff and resources.</p>
	Opportunities	Threats
External	<p>Share messaging with associations-SRO’s, School Nurses Association- Health classes in schools regarding public health issues</p> <p>Health profession support – EMT, pediatricians, general practice, etc. Similar to Graduation Matters, tap counties with active associations for statewide support, use media opportunities to support efforts.</p> <p>Communicate efforts with CPS network Alive at 25, looking to expand training to adults</p> <p>Refine strategies for OP EA for 2020 CHSP.</p> <p>Statewide mascot for kids buckling up. Trauma-roo? Buckle Up Bear</p> <p>Involve Pat Goldhahn, BuckleUpBlue4Lauryn – sports connections, peer to peer, team activities.</p>	<p>Politics, opposition to change, attitudes, cultural beliefs</p> <p>Lack of funding by partners and stakeholders</p> <p>24% are not wearing their seat belt</p> <p>Target age group 16-24 that are “bullet-proof” and don’t like to be told what to do.</p> <p>Lack of manpower, time and resources to conduct training in additional to primary job tasks.</p>

Table 2: Strategy 3 Action Plan

Action Item	Goal/Outcome	Who to lead /coordinate efforts?	Time Frame (Deadline)	Measure of Success
Develop 1-page Fact Sheet to be used for outreach with all identified partners. Identify contact point with each.	Provide partners with specific, consistent message. Provide a tangible way to be involved.	Tracie Kiesel, Sgt. John Spencer, Alyssa Johnson, Sheila Callahan	By the June Meeting	Develop the Product
Deployment Strategy to identify partners & build relationships & distribute -conferences, letter with fact sheet & ask	Build support with identified partners and specific ask	TBD, dependent on specific partners	September 1	-Meetings Scheduled -Increase in partners
Develop PPT to match Fact Sheet w/partner logos for speaking opportunities.	Consistent messaging for new/old partners	Pam Langve-Davis		Presentation Complete w/partner logos & a consistent message as fact sheet.

Due to time constraints the workgroup was not able to work through the SWOT and action planning for Strategies 1 & 2. Although Nanette Gilbertson will not be available for the April meeting it was agreed that the Strategy 1 would be the focus at the meeting. Nanette and Janet Kenny encourage team members to review the April 2017 notes as some of the partners have already been defined and should be helpful to develop an action plan.

Announcements-

- **May 10 - CHSP Advisory Committee, MDT Auditorium**
- **October 10-11, 2018 Annual Transportation Safety Planning Meeting**
- **January 29, 2019 Capitol Rotunda Day –**
- **Next Meeting**
- **Tuesday, April 10, 10 a.m. - noon, MDT Conference Rm A- Conduct a SWOT and Action Planning of Occupant Protection EA Strategy 1**