

**Occupant Protection
CHSP Emphasis Area
Workgroup Meeting**

MDT Planning Conference Room A,
Les Schwab Building
2960 Prospect Avenue
Helena, MT
Tuesday, July 10, 2018 from 10 a.m. - 12:00 p.m.



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

Attendees:

Janet Kenny, SHTSS Supervisor (MDT)
Sgt. Greg Amundsen, Missoula Police Department
Mary Kay Burns, Buckle Up MT Coordinator (Cascade Co)
Sheila Cozzie, Cultural Liaison (MDT)
Lonie Hutchison, Buckle Up MT Coordinator (Missoula /Granite Co)
Alyssa Johnson, Trauma Systems Manager (DPHHS)
Robin Suzor, EMSC Program 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, Buckle Up MT Coordinator (Flathead Co)
Fran Penner-Ray, Traffic Education (OPI)
Sgt. John Spencer, (MHP)
Hannah Yang, Epidemiologist (DPHHS)
Conference Call:
Gina Beretta, NHTSA Region 10
Sheila Callahan, Montana Broadcasting
Don Smies, Richland Co. Health Department

The May emphasis area minutes were approved by attendees and posted following the last meeting.

Activity Updates

Medicaid Cost of unbelted occupants

Hannah Yang reported that she is still working on linking the associated data in determining the Medicaid costs associated with unbelted motor vehicle costs. Highway crash records of unbelted suspected serious injuries has been requested. Once received, she will work through linking the crash data to EMS data. The next step would involve filtering the EMS data to determine actual trauma that includes discharge data of injury outcome and billing.

Data terminology regarding serious injuries used by DPHHS will need to be defined for educational materials. DPHHS is interested in knowing who was key in developing Utah's health care costs rack card.

- Medicaid costs of unbelted occupants' information material is thought to be completed by the September 11 meeting.

Seat Belt Fact Sheet & Bookmark

2017 Occupant protection data is currently being updated in preparation for the annual meeting. In conjunction with the data update Janet Kenny reported that the Seatbelt bookmark with top 5 bulleted facts and the fact sheet for speaking points will be updated before the end of August to reflect the 2017 data. In addition, the resource materials will also be placed on the website for easy access. This will be timely for the Rocky Mountain Rural Trauma Symposium (RMRTS) scheduled for September 12 in Bozeman.

- Seat belt book mark and fact sheet to be updated by end of August

Child Passenger Safety Week, September 23-29

Media for occupant protection- child passenger seat is planned. Additional outlets to be included are the MDT Newsline and the Health in the 406 eblast. Buckle Up Coordinators will be developing and coordinating activities.

Strategy 3 - Action Plan Team will schedule meeting and discuss tasks of the following action item.

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.

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.

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

Tracie Kiesel shared photos and reported on traffic safety occupant protection education and outreach opportunity conducted at the 2018 Montana State Boy Scout Council Camporee held in Townsend, June 14-18. The theme of this year’s event was Today’s Scouts, Tomorrow’s Leaders and included several first responder demonstrations. The camporee was attended by approximately 750 Scouts. This outreach event provided Buckle Up Coordinators and responders an interactive opportunity with young junior high and high school students about the importance of using seatbelts. Activities included the wheel of safety topics, skits, scout safety videos, the rollover simulator and a raffle for scouts that participated in events.

Buckle Up PSA

Montana Broadcasting has developed a PSA with local personality Bob Wire who describes in a brief 25 second spot his experience and compelling message to buckle up in your truck. Montana Broadcasting has partnered with Missoula/ Granite Co Buckle Up and included their tag line to the announcement.

Crash Data to Date

Janet Kenny reported that as of July 9, 2018, there have been 78 roadway fatalities. This is 8 fewer compared to the 86 fatalities during the same week in 2017. Fran Penner-Ray suggested that MDT use the numbers of fatality free days in a year in messaging.

Child Passenger Seat Training Update

Tracie Kiesel reported that since May there have been four child passenger safety seat (CPS) classes resulting in an additional 50 techs. The locations were Kalispell, Glendive, Bozeman and Billings. Sheila Cozzie reported that a Safe Kids class was held by in Browning resulting in 12 techs. Another class is scheduled for Fort Belknap.

Robin Suzor, EMS for Children Program Manager is working on funding for child restraints to transport children in ambulances. Outreach is being conducted to recruit EMS and nurses. The EMS course track included the importance of child restraints and buckling up and includes data on buckled/ unbuckled /ejected occupants involved in motor vehicle crashes.

Teen Peer-to-Peer program

Grant funding has been received from the Governor’s Highway Safety Association in collaboration with the Ford’s Driving Skills for Life grant and a Drowsy Driving grant from the National Road Safety Foundation to help with FCCLA grant projects. 2018 program kickoff will be in October.

Announcements

The CHSP Advisory Committee meet on May 29 and were provided a six-month update of activities and a preliminary report of fatalities and serious injuries. Fatalities and serious injuries continue to trend downwards. The Comprehensive Highway Safety plan must coordinate performance targets in 5 specific areas as required by Map-21 (Moving Ahead for Progress in the 21st Century) federal transportation legislation. The 2019 targets are required by both the Highway Safety Plan (HSP) submittal to NHTSA and the Highway Safety Improvement Plan (HSIP) to FHWA by their respective deadlines of July and August. These five performance measures are: number of fatalities, fatalities rates, number of serious injuries, serious injury rates, non-motorized fatalities and serious injuries. Should we not meet or show significant progress in reducing fatalities and serious injuries in 4 of the 5 target areas the HSIP will be required to submit an implementation plan. The 2019 Safety Targets which are shown in the following table.

Performance Measure	2019 Target 5-Year Average
Number of Fatalities	187.4
Fatality Rate, *per 100m AVMT	1.462
Number of Serious Injuries	892.8
Serious Injury Rate, *per 100m AVMT	6.968
Number of Non-Motorized Fatalities & Serious Injuries	73.2

*Per 100 million annual vehicle miles traveled

Executive Leadership Team – September 18

Annual Transportation Safety Meeting – October 10 & 11

Please mark your calendars and reserve dates. A Save-the-Date notice will be sent out via email in the next week. Please feel free to share it with your local community officials, stakeholders and partners, and state agency management teams.

2019 Capitol Rotunda Safety Education & Outreach- January 29, 2019

Next Meeting -September 11 Tuesday, 10 a.m.- noon

Meeting adjourned