

**Occupant Protection
CHSP Emphasis Area
Workgroup Meeting
Agenda**

MDT Planning Conference Room A,
Les Schwab Building
2960 Prospect Avenue, Helena, MT
Wednesday, July 10, 2019 from 10 a.m. - 12:00 p.m.



Attendees:

Anna Bradley, Plans Coordinator-SHIP (DPHHS)
Mary Kay Burns, BUMT Coordinator (Cascade Co)
Sheila Cozzie, Cultural Liaison-SHTSS (MDT)
Davida Hryszko, BUMT Coordinator (Cascade Co)
Lonie Hutchison, BUMT Coordinator (Missoula /Granite Co)
Alyssa Johnson, Trauma Systems Manger-EMS & TS (DPHHS)
Mark Keeffe, Data Analyst-SHTS (MDT)
Janet Kenny, SHTSS Supervisor (MDT)
Tracie Kiesel, BUMT Coordinator (Tri-County)
Pam Langve-Davis, CHSP Program Manager (MDT)

Chad Newman, LE Liaison/ EMS Grant-SHTSS(MDT)
Wendy Olson Hansen, BUMT Coordinator (Flathead Co)
Charmell Owens, Traffic Safety Chair (City of Missoula)
Erin Root, Occupational Protection Program -SHTSS (MDT)
Robin Suzor, EMSC Program Manager (DPHHS)
Hannah Yang, Epidemiologist, (DPHHS)
Via skype
Gina Beretta, NHTSA Region 10 Program Manager
Don Smies, Richland Co Health Dept.

Introductions and Approval of March 12, 2019 Minutes- Round table introductions were made, and new emphasis area attendees introduced themselves:

- Anna Bradley, Plans Coordinator with DPHHS is overseeing the 2019-23 State Health Improvement Plan that has a motor vehicle crashes focus.
- Davida Hryszko will become the Buckle Up Coordinator for Cascade County Health Department as Mark Kay Burns transitions into the county's foster care program.
- Charmell Owens, City of Missoula Compliance Officer and Traffic Safety Advisory chair will assume the positions on the Missoula Ci-Co Buckle Up Coalition and DUI Task Force being vacated by Lonie Hutchison who is retiring in August.

Minutes were sent out to attendees in advance of the meeting. Motion to approve minutes as written made by Alyssa Johnson, second by Lonie Hutchison. Minutes will be posted to the CHSP website.

Old Business – Strategy Report Out & Status

Strategy1: Support policies, education, training programs & activities that promote & increase seat belt and child seat use. CPS program update- Erin Root

- MT currently has 286 CPS Technicians located in 43 counties
- MT currently has 38 permanent inspection stations registered thru NHTSA
- In June, 2 new Instructors completed their training, bringing the total number of CPS instructors in MT to 18
- So far in FY2019, 6 certification courses have been held with 70 new Techs completing the training
- A regional Tech Update was held in Helena in May 2019 – 42 Techs/Instructors attended – 4 CEU's were offered and a seat check event was held at Costco
- The statewide seat belt survey is underway and will be completed in August 2019 – data obtained will be used to calculate the statewide observed seat belt usage rate
- CPS schedule for FY 2020 includes CPS trainings in Bozeman, Kalispell, Billings, Great Falls and regional Tech Updates in Kalispell, Helena, Billings

Strategy 2: Support enforcement of existing seat belt & child passenger laws – May Mobilization- Chad Newman reported that May mobilization numbers have not been completed and once the report has been completed, he will have more to share. Chad noted that 17 STEP grantees participated in May mobilization, including the Highway Patrol Safety Enforcement Traffic Team (SETT).

Strategy 3: Continue to support & build collaborative partnerships to increase seat belt use (focus on young drivers & passengers). **Teen Peer-to-Peer Safety Program**, Sheila Cozzie reported that MDT successfully applied for two grants in 2018; a Ford Driving Skills for Life (Ford DSFL) grant and a National Roadway Safety Foundation (NRSF) grant. The DSFL funds can be used for any traffic safety issues the teens choose. The NRSF funds are specifically for campaigns educating on drowsy driving. Both grant awards totaled \$30,000. For the 2018-19 school year each grant had funding budgeted toward prize money to the chapters with the best projects. Prizes were awarded during the statewide FCCLA leadership conference in March.

Ford DSFL prizes:

- 1st Place, Three Forks High School, \$2,500 – Zero Zone Team promoted four different safe driving messages each week at school during January and February. The Team constructed and placed 17 life-sized silhouettes (number of teen fatalities in 2017) and 184 red and black ribbons around the football field fence (number of teen serious injuries in 2017).
- 2nd Place, Beaverhead County High School, \$1,500 – conducted a traffic safety week with assemblies at the high school and a Vision Zero Fair for the 8th grade at the Dillon Middle School.
- 3rd Place, Choteau High School, \$1,000 - focused on distracted driving and seat belt use. A “ghost out” was conducted at the high school.

NRSF prizes:

- 1st Place, North Star High School (Rudyard), \$2,500 – conducted a five-week traffic safety campaign featuring different teen traffic safety messages post cards were placed on the lockers of students and faculty.
- 2nd Place, Terry High School, \$1,500 – Collaborated with school and community partners to plan a Safe Community Carnival and developed a public service announcement that was aired on local television and radio.
- 3rd Place, Shepherd High School, \$1,000 – Developed grade-appropriate presentations about the importance of safe driving and being a safe passenger using the “Potty Press” to spread their message.
- Honorable Mention- Plentywood High School, \$500 – Held “attention getter” activities in the lobby every Tuesday. Conducted a Drowsy Driving Essay contest and created the slogan “You drive lousy when you are drowsy.”

MDT also awarded ten \$100 innovative awards to other chapters. The FCCLA awards were featured in the MDT Newline: <https://www.mdt.mt.gov/publications/docs/newsletters/newline/2019/newjun19.pdf>

Ford Driving Skills for Life will be conducting a hands on half day driving clinic(s) in Billings at the Metra on July 20 & 21. These clinics are geared towards novice, teen licensed drivers to improve their skills in four key areas: vehicle handling, speed, space management, and recognizing hazards. The clinic is the next step just beyond traditional driver ed. The course also covers distracted and impaired driving risks. Sheila Cozzie will have a public information and education booth during the two-day event. More information can be found at <https://www.drivingskillsforlife.com/>

Strategy 4: Evaluate the effectiveness of ongoing messages, campaigns and programs in promoting &/or increasing occupant protection use. **Post-May Mobilization Media Survey**, Janet Kenny provided an overview of the 2019 May mobilization media perception survey that was deployed on-line to the targeted demographic (males 18-34 years of age) the week following the media run time of May 13-June 2. A similar survey will be conducted following Labor Day mobilization.

Total survey completed =225, 38% completed by men/ 62% completed by women ranging from 18- 49 years old.

- Over 80% of respondents reported always using seat belts when driving.
 - 75% of males 18-34, 66.7% males 35-49, and 85% females always wear a seat belt.
- Nearly 70% reported that they would always use a seat belt even if the law did not require them to do so.
- 48% reported seeing seat belt related advertisements in the past month.
- ~98% reported Dad w/ Little Girl video clip communicated importance of using a seat belt. The same percentage reported the clip increased their desire and willingness to always use a seat belt.
- 80% of respondents reported the guys playing basketball video clip effectively communicated the importance of seat belts; and 65 % reported that it increased their desire and willingness to always use a seat belt.
- Over 60% reported that state & local law enforcement were very or somewhat actively enforcing seat belt laws.

- Top media sources for males 18-34 include phone (69%), computer (48%), and television (44%); for males 35-49 it is television (69%), phone (52%) and radio (31%)

New Business- Strategy Alignment, Projected Timeline

Summer Media Campaign- Buckle Up in Your Truck focusing on 18-34-year-old males. The new campaign focuses on What is your One Reason to buckle up <https://www.mdt.mt.gov/visionzero/people/buckleup/default.shtml>

The Labor Day mobilization survey will include perception of this video clip.

Media Calendar – Calendar of safety events were sent out to the group to review and provide input in advance of meeting. Fran Penner -Ray, OPI provided input regarding Montana Teen Driver Safety Day & National Youth Traffic Safety Month. Following the meeting Alyssa Johnson provided information on Trauma Awareness Month regarding injury prevention information and outreach. Charmell Owen confirmed program information on possible impaired driving. The safety calendar was updated with these changes and sent to Janet Kenny.

State Health Improvement Program (SHIP)- DPHHS-

Anna Bradley, Plans Coordinator provided a brief overview of the State Health Improvement Plan and explained that DPHHS has identified five priority areas to protect and improve the health of every Montana through evidence-based action. Motor vehicle crashes is one of the priority areas and is consistent with the CHSP. Work groups are being formed and she and Maureen Ward have been working with the CHSP program manager and the State Highway Safety Section supervisor to identify common safety strategies and efforts that are currently being done. Updates will be provided as they become available. The plan can be found at

<https://dphhs.mt.gov/Portals/85/healthiermontana/2019SHIPFinal.pdf?ver=2019-02-25-143058-310>

Next Meeting

- September 10, 2019, Conference Room A – prepare for annual meeting

Announcements and Adjournment

- Rocky Mountain Rural Trauma Symposium- September 12 & 13
- 2019 Annual Transportation Safety Meeting – October 30 & 31