

Occupant Protection
CHSP Emphasis Area Meeting
MDT Planning Conference Room A
Helena, MT
Tuesday, September 13, 2016, from 10 a.m. – noon



zero deaths | zero serious injuries

Attendees:

Chair Janet Kenny, Highway Traffic Safety Section Supervisor (MDT)
Lance Zanto, Health Care & Benefits (DOA)
Sgt. Greg Amundsen, Missoula Police Department
Major Bob Armstrong (MHP)
Jeremy Brokaw, Injury Prevention (DPHHS)
Pam Buckman, Occupant Protection (MDT)
Mary Kay Burns, Buckle Up MT Coordinator (Cascade Co)
Capt. Art Collins (MHP)
Sheila Cozzie, Cultural Liaison (MDT)
Nanette Gilbertson, Montana Sheriffs & Peace Officers Association
Lonie Hutchison, Buckle Up MT Coordinator (Missoula/Granite Co)
Alyssa Johnson, Trauma System Manger (DPHHS)
Mark Keeffe, Data Analyst (MDT)
Tracie Kiesel, Tri-County Buckle Up MT
Captain Jim Kitchin (MHP)
Pam Langve-Davis, CHSP Program Manager (MDT)
Wendy Olson- Hansen, Buckle Up Coordinator (Flathead Co)
Chad Newman, LE Liaison/EMS Grant Program (MDT)
Fran Penner-Ray, Traffic Education (OPI)
Sgt. John Spencer (MHP)
Conference Call:
Gina Beretta, NHTSA Region 10

The Chair, Janet Kenny, opened the meeting requesting approval to the July 12, 2016 meeting minutes as written. Motion was made by Art Collins to accept minutes as written, Mary Kay Burns second the motion.

Update on Strategy Updates

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

Employer Seat Belt Toolkit: Wendy Olson-Hansen, Flathead Co, Health Department & Buckle Up Coordinator reported that the toolkit was being coordinated with the Director's Office. Toolkit will need to be updated with the 5 Key media messaging bullets.

Next Step: Determine how to distribute to employers.

Multi-Agency Media Messaging: Janet Kenny, SHTSS Supervisor-MDT reported that SHTSS staff has been working with EMS – DPHHS staff to develop 5 key bullet and determine the appropriate costs attributed to unbelted motor vehicle crash severity. Messaging cards will be developed from the health

care perspective. The media messaging is planned to be completed in advance of the annual meeting and upcoming Rocky Mountain Rural Trauma Symposium on September 14.

Support efforts from Safety Partners and stakeholders to implement a primary seatbelt law: Nanette Gilbertson reported that she has been in contact with various groups and supporters. While the Executive Director of the Montana League of Cities and Towns may support a primary the board doesn't necessarily support a primary seat belt law. Motor Carriers of Montana Executive Director Spook Stand and member Ray Kuntz (formerly with Watkins Shepard) are supportive. Carroll College Physiology Department interns are working to include seat belt efforts and significance at DPHSS and at Carroll using the same consistent, unified messaging in building a seat belt coalition group that includes the Montana Nurses Association (MDA).

Next Step: Bring leadership together to determine tasks and time line for completing tasks.

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

Increased Occupant Protection Focus Among Tribes, Sheila Cozzie, Cultural Liaison & SOAR Program Manager-MDT reported that outreach is being done throughout Native American communities during Child Passenger Week. Media includes radio, Face Book, and billboards. Partners promoting child passenger safety have included county health departments and tribal health.

Next Step: Connect with Mary Lynn Billy- Old Coyote Office of American Indian Health- DPHSS at Annual Meeting

Peer-to-Peer Safety Program, Sheila Cozzie, Cultural Liaison & SOAR Program –MDT reported that the program in coordination with FCCLA s FACTS (Family Action for Community Transportation Safety) worked with Three Forks High School and Glasgow High School to develop safety campaigns in their communities. Campaigns included distracted driving, impaired driving, seat belt awareness, ghost out event, and different monthly safety messages. Last year's high school groups went to Nationals. Team members suggested that this group, if it remains should present at next year's annual meeting.

Ravalli County/Hamilton Coalition's reported by Charmell Owens that a peer-to-peer project included students from all high school grades focuses on enhancing awareness of the SAMHSAs Alcohol, Tobacco, and other Drugs (ATOD) program . This peer-to-peer group developed and implemented a large scale mock crash for all high school grades, including filming and producing a DVD. Development process of the project included pre- and post-seat belt surveys and follow up discussions, partnerships with drivers education classes and Alive @25, and other community partners for project resources. The lead on this project will also be attending nationals this year and is a sheriff cadet in Missoula County.

Next steps: Develop task list for community coalition members to keep community safety partners engaged and involved.

Lonie Hutchison, Missoula/ Glacier County BU MT Coalition reported that The Room to Live caravan was featured at the Western Montana Fair in Missoula with the Lugibihl family and the Sherriff Office participating. It was also featured in the French Town Home coming parade. The caravan is available for high school presentation; anyone interested should contact Lonie Hutchison.

CPS Week, reported by Pam Buckman, Occupant Protection Safety Planner that there are 4 events planned for September 18-24, Media notices will include radio remotes and Face Book posts. 541 car seats have been purchased. September 24 is National Seat Belt Safety Seat check Day. It's critical to teach instructors how to install and how to inspect seats.

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

- Teen Drive Safety Week
- Fall Media Campaign

Elevate the effectiveness of ongoing messages, campaigns, and programs in promoting and/or increasing occupant protection use.

- DMV Seat Belt Survey Results

Announcements:

Rocky Mountain Rural Trauma Symposium, September 15-16 – Staff will set up and attend a safety information booth and plan to take media messaging that has been developed.

Annual Transportation Safety Meeting- October 12 & 13 – will be held at the Radisson Colonial Hotel. CHSP Coordinator may be contacting you for strategy progress information for the Annual Meeting Report.

Next Meeting Date:

Thursday, November 10 from 10 a.m. - noon