

Occupant Protection  
CHSP Emphasis Area Meeting  
Agenda  
MDT Planning Conference Room A  
Helena, MT  
Thursday, November 10, 2016, from 10 a.m. - noon



zero deaths | zero serious injuries

**Attendees:**

*Chair Janet Kenny, Highway Traffic Safety Section Supervisor (MDT)*  
*Sgt. Greg Amundsen, Missoula Police Department*  
*Patti Borneman, Project Specialist (OPI)*  
*Jeremy Brokaw, Injury Prevention (DPHHS)*  
*Pam Buckman, Occupant Protection (MDT)*  
*Mary Kay Burns, Buckle Up MT Coordinator (Cascade Co)*  
*Sgt. Philip Freed (MHP)*  
*Nanette Gilbertson, Montana Sheriff's & Peace Officers Association*  
*Alyssa Johnson, Trauma System manger (DPHHS)*  
*Mark Keeffe, Data Analyst (MDT)*  
*Tracie Kiesel, Tri-County Buckle Up MT Coordinator*  
*Captain Jim Kitchin (MHP)*  
*Pam Langve-Davis, CHSP Program Manager (MDT)*  
*Sgt Patrick McLaughlin (MHP)*  
*Wendy Olson- Hansen, Buckle Up Coordinator (Flathead Co)*  
*Fran Penner-Ray, Traffic Education (OPI)*  
*Mike Tooley, Director (MDT)*  
*Conference Call:*  
*Don Smies, Richland Co Health Dept.*  
*Linda Fisher, NHTSA Region 10*

**Approval of August 3, 2016 Meeting Summary**

The Chair, Janet Kenny, opened the meeting requesting approval of the previous meeting minutes as written. Minor typo edits were noted by Fran Penner-Ray who asked that in addition of national efforts that Montana Teen Driver Safety be added. A motion made to accept minutes with noted edits was made by Tracie Kiesel, Nanette Gilbertson second the motion.

**Discuss Next Steps -**

Director Tooley reported that activities are underway in support of a primary seat belt law and shared that the Revenue & Taxation Interim Committee drafted primary seat belt legislation. The Billings Gazette has provided opinion articles in support of a primary seat belt law. Tooley noted that work done should carry consistent messaging. Past attempts have been led by law enforcement. Fatalities and serious injuries are not an enforcement issue but a public health issue that would best be carried forward by Public Health & Human Services (DPHHS). Director Tooley said that Public Health will push forward and Transportation will support. Suggestion included developing a one-page survivor story that features a photo and 1-2 paragraphs of a personal story. Stories should come from the different districts across Montana. This could be used as informational handout, poster, or media story. Members agreed this would be a good way to share importance of seatbelts at a grass roots effort.

**Next Steps:**

- **Refined Quick Facts for Legislation- Janet & Nanette**
- **Members to identify possible personal stories to work into an educational one-pager**
  - **Jeremy Brokaw will work with contact at St Patrick Hospital**
  - **Jeremy Brokaw will see about a Life Flight testimonial**
  - **Buckle Up Coordinators and Pam Buckman will look at Saved by the Belt recipients for potential stories**

**Employer Seat Belt Tool Kit – Reported by:** Wendy Olson Hansen, Flathead County HD/ BU MT Coordinator

*Status & Timeline:* Toolkit is being parred down and is planned to be completed by January 1, 2017. If other items need to be included please contact Wendy. Statistical information compiled by DPHHS and MDT will be included. A work group conference call will be set up to include the statistic for the trauma perspective. Work group members will include Wendy Olson- Hansen, Nanette Gilbertson, Alyssa Johnson, Jeremy Brokaw, Jim Kitchin, and Patrick McLaughlin. A work group conference call is yet to be scheduled.

**Next Steps:**

- **Schedule work group meeting**
- **Distribution Plan**

**Coalition Building** - Nanette Gilbertson, MT Sheriffs' & Peace Officers Association reported that she is working with a group of private sector stakeholders interested in supporting a primary seatbelt law and Carroll College Psychology interns to conduct polling and focus groups to determine what culture/attitudes are we really fighting? This effort would be similar to what Utah did to identify what is the real issue behind making the choice to not buckle up . Nanette has scheduled a safety meeting on November 17 with these stakeholders to make sure everyone is communicating and sharing information and work is not being duplicated.

**Concise & Consistent Messaging & Distribution** – Mike Tooley, Director-MDT

Director Tooley reiterated that the 5 key message points should be the consistent messaging along with the graphics used in his annual meeting presentation. Information to get into the hands of legislators has to be brief, to the point, and make an impact due to the amount of material they receive. Discussion of members concluded that a visual representation is a mental reminder and the graphics used in Tooley's presentation were impactful. The more it is seen the more it is remembered. Janet Kenny noted that the seat belt fact bookmark and fact sheet was developed to have speaking notes at hand and adaption could be made to the bookmark to include more graphics for the session. *Status & Timeline unknown.*

**Next Steps:**

- **Safety Meeting report out- Nanette Gilbertson**
- **Educational information with graphics- Janet Kenny**

**Occupant Protection Rotunda Day- January 27** – Nanette Gilbertson, MT Sheriffs’ & Peace Officers Assn. Nanette Gilbertson has reserved the Rotunda for Occupant Protection and will be the lead on coordination of materials. A workgroup meeting will be scheduled to discuss activities and tasks associated with coordinating necessary materials and media messaging tools to be completed in advance of the Jan 27 rotunda day focusing on Occupant Protection. Work group members include Wendy Olson-Hansen, Tracie Kiesel, Nanette Gilbertson, Alyssa Johnson, Pam Buckman, Janet Kenny, and Greg Amundsen. A tentative date is November 28.

**Next Step:**

- **Schedule work group meeting – Nanette Gilbertson**

**Alive @ 25, Sgt. Patrick McLaughlin-MHP**

Sgt. McLaughlin, MHP- Bozeman District and Alive at 25 program coordinator provided a program update. Sgt. McLaughlin is one of two certified National Safety Council Instructor Trainers program coordinators and serves the eastern region. Montana’s Alive at 25 program began in 2010. It currently has 30 instructors across the states who train ~ 1000 class participants a year. Alive at 25 addresses the number one cause of deaths for drivers ages 15-24 as fatal crashes. Classes are typically held in Helena, Bozeman, Missoula, Kalispell, and Butte. In the past classes have been held in Wolf Point, partly due to the influx of drivers that have resulted in traffic violation referrals. Topics include driver behavior issues of seat belt use, distracted driving, driving too fast and teen drivers and occupants. The class includes relative videos and impactful messaging with support of safety partner agencies such as State Farm. Interactive activities engage participants in classroom discussion of changing and improving driver behavior. Approval for public attendance was given in 2016, and is no longer a court mandated traffic class. Currently there is no fee for teens. Promotion of the program is being done through social media and the [Gallatin Valley Alive@25](#) Face Book page. Successful participants do receive a NSC certification that should be provided to insurance agents to ask about possible rates reduction. Another class of interest may be State Farm’s Steer *Clear* defensive driving class. Fran Penner-Ray interjected that while Alive at 25 does good work it shouldn’t be a replacement for hands on driving experience. Sgt. McLaughlin agreed and said that this course serves as an addition to the standard driving education program for those who choose to take it.

**Next Steps:**

- **A court appointed NSC adult program is under consideration for development in the next 3-5 years.**
- **2017 Montana DRIVE One-Day Workshops update, January 10 meeting- Fran Penner-Ray**

**Increased Occupant Protection Focus Among Tribes, Sheila Cozzie, Cultural Liaison & SOAR Program Manager-MDT**

Outreach continues with *Back To School* posters and local leadership participation in safety announcements at school and council meetings. The big push is preparing for the upcoming basketball season which in Indian Country is a community-wide event and involves a lot of travel.

**Next Steps:**

- **Sheila Cozzie will continue to work with the SOAR coordinators on media messaging for “safe travels” during the basketball season.**

**CPS Week-** September 18-24, 2016 Pam Buckman, Occupant Protection Safety Planner-MDT  
In preparation for National Child Passenger Safety week, NHTSA's Occupant Protection program through MDT purchased 541 convertible car seats for distribution to 26 Montana counties. Car seats were distributed to the counties that have at least one certified safety tech. During National CPS Week, 13 locations throughout the state provided car seat checkup events where 176 seats were checked and installed properly. Extra media support was provided this year via Geo-fencing, Facebook posts, radio announcements and radio remotes. Media support for the CPS Program will again be provided in FFY 2017 less the newspaper advertisements which were not as effective as other media venues. One 4-day CPS training and a 1-day Renewal CPS Training were conducted in Bozeman in October gaining 5 new technicians and 2 renewed technicians.

**Next Step:**

- **Pam Buckman is working with the CPS Instructors in developing the 2017 CPS training schedule to include community checkup events that will be supported by media. The schedule will be posted on MDT's website when it is final.**

**Teen Peer-to-Peer Safety Program**, Sheila Cozzie, Cultural Liaison & SOAR Program – MDT Program is being implemented through a partnership with Family, Career and Community Leaders of America (FCCLA) in promoting the Families Acting for Community Traffic Safety (FACTS) peer education program developed by State Farm. <http://fcclainc.org/programs/factsfamilies-acting-for-community-traffic-safety.php>

Captain Kitchin also mentioned the coordination work recently done through an MDT OP mini-grant by Charmell Owens with the Ravalli Prevention Coalition and Ravalli County high schools. The *2016 Your Choice* interactive project and video was developed locally and it was supported through grass roots, home grown efforts. YouTube link <https://www.youtube.com/watch?v=g4nety1hHkK>

**Next Step:**

- **MDT will continue to promote the Teen Peer-to-Peer grant opportunity at FCCLA meetings across the state. Potentially invite successful grantees to present their project at Fall CHSP meeting 2017.**

**Fall Seat Belt Media Campaign** –Janet Kenny, Supervisor- SHTSS-MDT  
The fall OP campaign will focus on the football season. The seat belt campaign will be run on ROOT Sports that covers the Big Sky Conference <http://northwest.rootsports.com/big-sky/> Social media outreach is expanding and includes geo fencing beginning a week in advance of events. Northern Ag Network is running radio messaging during teen football games that reach rural communities. Other educational outreach includes the *4 Common Mistakes of Seatbelt Use* messaging on Facebook.

**Next Step:**

- **Pre-summer and May Mobilization Occupant Protection messaging will be the next media push statewide for OP. Plans for the execution of the campaign will be developed in early 2017 by MDT and a media contractor.**

**Report Out / Announcements:****Rocky Mountain Rural Trauma Symposium (RMRTS) - September 15-16**, Alyssa Johnson, Trauma Systems-DPHHS

292 attendees were at the 2016 symposium. DPHHS provided a table for Occupant Protection educational materials including the 5 key fact sheets and speaking points bookmark. This material was also sent out to the trauma distribution list serve. Additional cards were sent with Robin Suzor to the November EMS Conference in Billings. State maps featuring overlap of fatalities due to lack of occupant protection restraints was of interest and were provided as a handout to those that requested maps. Next year's RMRTS will be in Kalispell September 14-15<sup>th</sup>.

**Annual Transportation Safety Meeting-October 12 & 13**

Approximately 80 people attended the full-day conference. Dr. Barry McKenzie and his presentation on the need of a primary seatbelt law and how the enforcement can help support rural trauma systems was well received.

**Teen Driver Safety Week-October 16-22**

Montana's Teen Driver Safety Day is the third Tuesday in October and National Teen Driver Safety Week was October 16-22nd. Proclaimed by the Montana State Legislature in 2009, Teen Driver Safety Day brings teens, community leaders, educators, and parents together to take action with positive, life-affirming messages to help prevent young driver crashes, the leading cause of death for teens.

In coordination with Teen Driver Safety Week, MDT's Director's Office promoted Blue Ribbons for Lauryn Kate Goldhahn, the 15-year old who died in August in a rollover, to remind teens to buckle up every time, everywhere. MDT Public Information Officer provided blue ribbons to OPI in advance of Teen Drive Safety Week.

**Meeting Schedule and Adjournment-**

Next Meeting: Tuesday, December 13 from 10 a.m. - noon

Tentative 2017 Meeting Schedule - Dates will be sent out via Outlook Calendar notice.