

Occupant Protection
CHSP Emphasis Area Meeting
Agenda
MDT Planning Conference Room A
Helena, MT
Tuesday, December 13, from 10 a.m. - noon



zero deaths | zero serious injuries

Attendees:

Chair Janet Kenny, Highway Traffic Safety Section Supervisor (MDT)
Capt. Art Collins (MHP)
Sgt. John Spencer (MHP)
Jeremy Brokaw, Injury Prevention (DPHHS)
Mark Keeffe, Data Analyst (MDT)
Charmell Owens, Ravalli Prevention Coalition
Pam Langve-Davis, CHSP Program Manager (MDT)
Sgt. Greg Amundsen, Missoula Police Department
Sgt Patrick McLaughlin (MHP)
Tracie Kiesel, Tri-County Buckle Up MT Coordinator
Sheila Cozzie, Cultural Liaison (MDT)
Fran Penner-Ray, Traffic Education (OPI)
Pam Buckman, Occupant Protection (MDT)
Conference Call:
Don Smies, Richland Co Health Dept.
Mary Kay Burns, Buckle Up MT Coordinator (Cascade Co)

Approval of November 10, 2016 Meeting Summary

The Chair, Janet Kenny, opened the meeting requesting approval of the previous meeting minutes as written. A motion made to accept minutes was made by Sgt. John Spencer; Sgt. Pat McLaughlin seconded the motion.

Old Business-

- **Collaboration/Training – Law enforcement occupant protection briefing** – Tracie Kiesel reported that the Occupant Protection PowerPoint presentation was piloted with four law enforcement (LE) agencies. Feedback overall was positive, recommendations included developing a shorter version with less law verbosity.
 - Task Item: Kiesel will refine and provide update at January meeting
- **Collaboration/Training – Concise & Consistent Messaging & Distribution**-Janet Kenny reported that following the last EA meeting a revise infographic requested by the Director was submitted to the Communications Team. No status or timeline was provided.

New Business Strategy Updates-

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

- **Coalition Building /Occupant Protection Rotunda Day- January 27 – In the absence of** Nanette Gilbertson, MT Sheriffs' & Peace Officers Association, Pam Langve-Davis provided an update of events leading up to current activities. Following the Executive Leadership Team meeting in March a need for a primary seat belt was the consensus of the group. The Directors of DPHHS, Corrections, Transportation, the Attorney General and the MHP among others agreed that the need for a primary seat belt really needs to focus on the medical health crisis that Montana is facing to include the cost of motor vehicle deaths due to occupants not being belted. Following the July ELT and EA meeting the Director requested that an interagency work group pull together unbelted crash data that would provide a consistent messaging that can be used by all safety partners when speaking to stakeholders on the importance of seatbelt use. This group led by DPHHS and MDT developed a bookmark and fact sheet based on the crash data and determined the economic costs of a fatality as \$1.5 million per motor vehicle fatality as defined based on the National Safety Councils, *Safety Councils, Estimating the Costs of Unintentional Injuries*, http://www.nsc.org/NSCDocuments_Corporate/estimating-costs-unintentional-injuries-2016.pdf The bookmarks and fact sheets were developed in time for the Rocky Mountain Rural Symposium, the annual safety meeting, and at the November EA meeting. Resource materials are available through Pam Buckman and Janet Kenny. A SAVE LIVES MT stakeholder group was held in early November. MDT Director asked the CHSP coordinator to continue to be the contact with Nanette Gilbertson on outreach. Resource material will be used at the Occupant Protection Rotunda Day on January 27. A rotunda planning workgroup was formed to coordinate efforts/materials for the event. This event will focus on SAVE LIVES MT and is NOT to promote a specific bill but an opportunity to educate the public on the importance of using seat belts. Another SAVE LIVES MT safety partner opportunity is 'no texting while driving' which will be part of the education outreach.
 - Task Item: Progress report at Jan 10 OP EA meeting
 - Report out following Jan 27 rotunda event

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

- **Holiday High Visibility Enforcement** – Janet Kenny shared that high visibility enforcement (HVE) will be conducted from December 14-January 1. While enforcement activities are a focus on impairment, officers will also be looking at those stopped to see if they are buckled up. A press release template will be available to LE that are conducting HVE through NHTSA funding.

OP-3: Continue to support and build collaborative partnerships to increase seat belt use

- **SOAR media campaign-** Sheila Cozzie reported that a new SOAR poster campaign is being launched. The campaign will focus on and align with the basketball season, focusing on teens and why they buckle up. Prizes have been donated by local community safety partners and law enforcement. Timeline to be completed is the end of January.

- **Peer-to-Peer (P2P) campaign** – Sheila Cozzie reported that outreach is ongoing. Sheila has been in contact with Dr. Lori Byron and the Hardin High School. Other activities include working on pledge cards with the Flathead Braves. Sheila is hoping to connect local school group with Wendy Olson Hansen regarding outreach and education. This past year the Lewistown P2P group planned and participated in a distracted driving education for high schoolers using golf carts donated by local safety partner. Sheila is looking to connect with other FCCLA student groups and requested team members to share information on the teen education program. This program has an open application, although it is desired that projects be completed during the school year. More information can be found on the MDT site at <http://plan2live.mt.gov/teen-challenge.shtml>
- **Missoula CTSP – Safety Belt/Occupant Protection Co –chair and Ravalli Prevention Coalition** Charmell Owens reported on community activities with Alive at 25 expanding to Ravalli, Missoula Counties and Bitterroot area in addition to driver’s education classes. As a result PTAs and booster clubs are requesting Alive at 25 information from MHP. It was noted as a reminder that people can speak their support of any legislation, but only as a public citizen, not as a government employee. Ravalli Prevention Coalition outreach included a recent assembly with the Ravalli Co students. MDT’s bookmarks and fact sheet information was shared with the students as a reminder to always buckle up. These students recently lost classmates who were buckled up and were in a fatal car crash. Unfortunately, some crashes are not survivable. There may be a possibility of some Ravalli Co. H.S. students attending the Rotunda event if given enough heads-up of when and where they are needed.

OP-4: Evaluate the effectiveness of ongoing messages, campaigns, and programs in promoting and/or increasing occupant protection use

- MDT Media contract – Janet Kenny reported that MDT will be contracting with a new media consultant and MDT’s campaigns will be developed when the new vendor is on board.

Communication/ Announcements:

- Primary Traffic Offenses – Captain Art Collins reported there are 251 primary traffic offenses. His review accounts for redundancy on codes and only includes those codes that law enforcement could enforce even if they are still somewhat unlikely.
- NHTSA Event/Media Calendar – Janet Kenny shared the 2017 NHTSA communications calendar <https://www.trafficsafetymarketing.gov/sites/tsm.nhtsa.dot.gov/files/calendar/nhtsa-2017-commscalendar.pdf> and requested others to share their communication calendars for coordination opportunities.
- Sheila Hogan has been named DPHHS Director
- Dr. Greg Holzman will be joining future team meetings to provide health perspective.

Meeting Schedule and Adjournment:

- 2017 Meeting Schedule – Monthly meeting will be held either as work group meetings or team meetings and will be notes in calendar notices.
- Next Meeting: January 10, 2017