

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



zero deaths | zero serious injuries

Attendees:

Greg Holzman, State Medical Officer (DPHHS)
Alyssa Johnson, State Trauma Coordinator (DPHHS)
Anna O'Donnell, Public Affairs (AAA)
Robin Suzor, EMSC Program (DPHHS)
Capt. Art Collins (MHP)
Mark Keeffe, Data Analyst (MDT)
Pam Langve-Davis, CHSP Program Manager (MDT)
Sheila Cozzie, Cultural Liaison (MDT)
Tracie Kiesel, Tri-County Buckle Up MT Coordinator
Sgt. John Spencer (MHP)
Fran Penner-Ray, Traffic Education (OPI)
Pam Buckman, Occupant Protection (MDT)
Conference Call:
Mary Kay Burns, Buckle Up MT Coordinator (Cascade Co)
Wendy Olson Hansen, Buckle Up MT Coordinator (Flathead Co HD)
Sgt. Greg Amundsen, Missoula Police Department
Ann Svendsen FMCSA
Gina Beretta, NHTSA
Linda Fisher, NHTSA

Approval of December 13, 2016 Meeting Summary

In absence of the Chair, CHSP program manager Pam Langve-Davis asked if there were any revisions to the minutes that were sent out in advance of the meeting via email. Hearing no corrections it was asked if there was motion to approve the minutes as written. A motion made to accept minutes as written was made by Tracie Kiesel; Sgt. John Spencer seconded the motion.

Old Business-

Employer Seat Belt Tool Kit (OP-1)- Wendy Olson Hansen, reported that components of the kit have been pulled together and include seat belt policies, cost to employers, impacts of lost wages, seat belt surveys procedures, and other safety resource and potential partners, among other materials.

- Next step is to determine a distribution plan to reach to business employers and to determine how the printing costs will be covered.

Rotunda Day- Jan. 27 (OP-1) – Pam Langve-Davis and other work group planning members reported on the events planned for occupant protection day at the Capitol Rotunda. Set up begins at 7 am to be completed by 8 am. Pack up displays at 3 pm. The coordinated effort will focus on saving lives by creating awareness of the benefits of using seat belts/car seats and not using cell phones while driving. This educational opportunity will include occupant protection seat belt facts, Buckle Up MT adult and child passenger car seat information, tribal occupant protection information; seat belt selfie station manned by Ravalli Prevention Coalition teens; AT&T “It Can Wait” texting while driving simulator and asking participants to take the “It Can Wait” pledge: <https://www.itcanwait.com/>; American Academy

of Pediatricians; AAA seat belt information, and information from Fetal-Infant-Child Mortality Review Teams.

Law Enforcement Briefing (OP-2)- Tracie Kiesel & Sgt John Spencer . Tracie reviewed the briefing presentation and provided Pam Buckman a copy for web posting.

- Next step: Distribution Plan. Buckman will provide link to the OP EA team and plan to provide copy to MSPOA for distribution to LE as a refresher training.

Info graphic Bookmark (OP-3) -At the November meeting Director Tooley requested that bookmark be revised to include infographics that would be a visual cue for the upcoming Legislative Session. The bookmark revision, which will include the \$1.5 million average cost of a motor vehicle fatality, is being reviewed for approval by the MDT Communications Team. The timeline to distribute printed bookmarks is January 27.

Program Presentation: Montana D.R.I.V.E., Fran Penner-Ray

Montana DRIVE is a seasonal, hands-on, behind-the-wheel crash avoidance program operated by the Office of Public Instruction at a closed, specially designed track near the Lewistown Airport. It is a one-day advanced driver training workshop at the Montana DRIVE facility during the summer for school bus drivers, fire fighters, ambulance drivers, state employees, and other adults.

The OPI offers Montana DRIVE workshops in partnership with MDT to partially meet adult driver training needs (MCA 61-2-103(2) (c)). The program is primarily supported by user fees, currently \$330 for a full-day adult workshop, and through limited in-kind contributions from program partners.

The Montana DRIVE workshop curriculum was developed for in-vehicle learning based on crash patterns in rural Montana. Two hours in the classroom cover established defensive driving techniques and occupant protection. Up to six hours are spent behind-the-wheel in a variety of vehicles to learn skid recovery, evasive steering, controlled braking, and cornering. It is the driving component of the program—actually experiencing what commonly occurs prior to a crash—that makes it so effective. People have said they “remember” what to do when they actually encounter an obstacle in the road or need to brake suddenly. Drivers who complete the program can, in many cases, reduce their personal auto insurance premiums and also lower the cost of Worker Compensation for their employers.

New Business

Strategy Updates-

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

Trauma Care Committees-Alyssa Johnson, Trauma System- DPHHS shared that she will visit the regional trauma care committees between mid –January through the end of February and would be interested in sharing seat belt resources with committees.

Emergency Medical Services for Children (EMSC) Robin Suzor, shared the EMSC-DPHHS mission to reduce child and youth mortality and morbidity caused by illness and trauma and information on the upcoming June “Pediatric Disaster Response and Emergency Preparedness Training”. The registration form is attached. Additional information can be found on the DPHHS website at

<http://dphhs.mt.gov/publichealth/EMSTS/emsc>

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

Occupant Protection Maps– Mark Keeffe reported that the occupation protection fatality and serious injury maps have been updated to include 2015 data. These maps will be used for the January 27 rotunda event and are available upon request. The maps can be found at

http://www.mdt.mt.gov/other/webdata/external/Planning/crash_data/statewide/maps/ Alyssa Johnson requested copies for site visits with trauma centers.

- Mark Keeffe will work with the Geospatial Information Section staff, to make large copies for posting in trauma centers.

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

- **Safe on all Roads (SOAR) media campaign-** Sheila Cozzie reported she is working on SOAR poster campaign. Timeline to be completed is the end of January.
- **Peer-to-Peer (P2P) Teen campaign** – Sheila Cozzie reported that she is currently working with Hardin High School and looking to identifying a contact for a FCCLA group. The initial safety effort was coordinated with Dr. Lori Byron. Students are working on a No Texting and Driving campaign which encourages teens to sign pledge cards that they won't text and drive?. The peer-to-peer 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>
- Occupant Protection Mini grants information is available at <http://www.mdt.mt.gov/other/webdata/external/planning/OP-MINI-GRANT-Q-A.pdf>

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

- MDT Media contract –MDT will be contracting with a new media consultant and previous campaigns will remain on plan2live.com

Communication/ Announcements:

- SB 9, to eliminate secondary enforcement for seatbelt violations, is being heard on Thursday, January 12 at 10 a.m.
- NHTSA Event/Media Calendar –2017 NHTSA communications calendar <https://www.trafficsafetymarketing.gov/sites/tsm.nhtsa.dot.gov/files/calendar/nhtsa-2017-commscalendar.pdf>

Meeting Schedule and Adjournment:

- Next Scheduled Meeting:
March 14, 2017 10 a.m.- noon