

Occupant Protection
CHSP Emphasis Area Meeting
Agenda
MDT Planning Conference Room A, Helena, MT
Tuesday, March 14, from 10 a.m. - noon



zero deaths | zero serious injuries

Attendees:

Janet Kenny, SHTSS Supervisor (MDT)
Pam Lange-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)
Mary Kay Burns, Buckle Up MT Coordinator (Cascade Co)
Wendy Olson Hansen, Buckle Up MT Coordinator (Flathead Co HD)
Conference Call:
Gina Beretta, NHTSA
Don Smies, Health Department (Richland Co.)

Approval of January 10, 2017 Meeting Minutes

Having received no revisions or updates prior to the meeting the chair asked if there was motion to approve the minutes as written. A motion made to accept minutes as written was made by Mary Kay Burns; Wendy Olson Hansen seconded the motion. The minutes were approved by vote.

Old Business-

Employer Seat Belt Tool Kit (OP-1)- Wendy Olson Hansen, reported that components of the kit have been pulled together. The next step will be to determine how best to format for users to pull specific items and not download the entire toolkit. Sgt. Spencer will work with Wendy on formatting for end users. Distribution plan is being discussed to include potential safety partners.

- Next step is to determine a distribution plan to reach out to business employers.

Rotunda Day- Jan. 27 (OP-1) – Work group reported that the safety information, distracted driving station, and the buckle up selfie station were well received. Besides the Buckle Up MT coordinators other safety partners included AT & T, American Academy of Pediatricians, AAA, DPHHS- Fetal-Infant-Child Mortality Review(FICMR), DPHHS- Injury Prevention and Emergency Medical Services & Trauma Systems, Montana Motor Carriers, the Safe On All Roads (SOAR) Native American safety program and Fairfield High School students who engaged and promoted the selfie station. Take-a-ways: make sure media is called in advance, use students to install car seats, table tent messaging.

Law Enforcement Briefing (OP-2)- Tracie Kiesel & Sgt John Spencer. The presentation has been added to the website and can be found at ***Buckle Up: It's the Law, Occupant Protection Law Enforcement Presentation*** <http://plan2live.mt.gov/docs/buckleup/occupant-protection-presentation.pdf> The presentation link will be sent to Montana Highway Patrol and the Montana Sheriffs and Peace Officers Association to be distributed to law enforcement statewide in advance of May mobilization.

Program Presentations:

- **BuckleUp MT, Wendy Olson Hansen** provided an overview of the state program and efforts that contracted coordinators are involved. BuckleUp MT, Wendy Olson Hansen provided an overview of the state program and efforts that contracted coordinators are involved.

Montana's Buckle Up Montana Coalitions support the Occupant Protection Emphasis Area in addressing non-use of seatbelts and car seats through three specific focus areas:

1. CHILD PASSENGER SAFETY (ages 0-12):

- Conducting CPS Trainings through the state
- Providing public checkup events for those transporting children
- Establishing & maintaining Permanent Inspection Stations to check car seat installations
- Attending school/day cares/public events to educate children and care givers about the benefits of occupant protection

2. Young Drivers:

- Partner with Montana Highway Patrol to provide Alive at 25 trainings to young drivers
- Implement school-based occupant protection campaigns
- Engage students in occupant protection campaigns – seatbelt surveys, pledges, mock crashes, including prom and graduation campaigns

3. Adult Occupants:

- Partners with Montana Highway Patrol to bring the Seatbelt Convincer to public events
- Bring Rollover Simulator and Respect the Cage educational displays to public events
- Educate the public at local fairs and safety events
- Partner with employers to educate their employees about the benefits of occupant protection
- Partner with businesses to share the messages on their reader boards
- Target young males who drive pickup trucks
- Develop an Empty Dinner Party visible to the public

Media:

- Develop occupant protection messages, PSA's, table tents, billboards, posters, radio spots, radio talk shows, news articles
- Partner with law enforcement providing Saved by the Belt awards to those who survived a crash because they were buckled
- The coalitions partner with a plethora of agencies and businesses to implement their programs.

- **Peer-to-Peer (P2P) Teen campaign, Sheila Cozzie** reported that the program, in partnership with FCCLA will be at the regional meeting in Billings the week of March 20. A booth with the Selfie Station for buckle up messaging, and the "drunk goggles" will be used for interaction with students and advisers. More information can be found on the MDT site at <http://plan2live.mt.gov/teen-challenge.shtml>

Legislative Updates-HB 580 hearing is scheduled for March 27. Some of the concerns are repeal of 61-9-423 seems to reduce the child safety seat penalty from \$100 to \$20 and removes the waiver of the fine option if violator obtains a safety seat. Repeal of 61-4-21 removes certain exempt vehicles such as school buses and motor buses. If a driver is pulled over for a possible seat belt violation and the driver is 18, no one in the vehicle can be cited for non-use.

New Business

Strategy Updates-

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

- MDT Media contract has been awarded to Wendt Agency out of Great Falls. They have worked on other state agency safety campaigns and use a direct approach in developing materials. Previous campaigns will remain on plan2live.com

Communication/ Announcements:

- NHTSA Event/Media Calendar –2017 NHTSA communications calendar
<https://www.trafficsafetymarketing.gov/sites/tsm.nhtsa.dot.gov/files/calendar/nhtsa-2017-commscalendar.pdf>
- 2017 Child Passenger Safety Training Dates & Locations
<http://www.mdt.mt.gov/publications/docs/brochures/safety/cps-training-dates.pdf>
- Emphasis Area Workplan <http://www.mdt.mt.gov/visionzero/docs/chsp/2016-EA-WP.PDF>

Meeting Schedule and Adjournment:

Next Scheduled Meeting: April 11, work group meeting to reprioritize implementation steps for the coming year. Please review the work plan for a productive work session.