

**Occupant Protection
CHSP Emphasis Area Meeting
Agenda**

MDT Planning Conference Room A, Helena, MT
Tuesday, September 12, 2017 from 10 a.m. – noon



VISION ZERO
zero deaths · zero serious injuries
**MONTANA DEPARTMENT
OF TRANSPORTATION**

Attendees:

Janet Kenny, SHTSS Supervisor (MDT)

Jeremy Brokaw, Injury Prevention (DPHHS)

Pam Buckman, Occupant Protection-SHTSS (MDT)

Mary Kay Burns, Buckle Up MT Coordinator (Cascade Co)

Sheila Cozzie, Cultural Liaison-SHTSS (MDT)

Nanette Gilbertson, Montana Sheriffs & Peace Officers Assn (MSPOA)

Mark Keeffe, Data Analyst-SHTSS (MDT)

Tracie Kiesel, Tri-County Buckle Up MT Coordinator

Pam Langve-Davis, CHSP Program Manager (MDT)

Chad Newman, LE Liaison-SHTSS (MDT)

Fran Penner-Ray, Traffic Education (OPI)

Sgt. John Spencer, MHP

Conference Call:

Gina Beretta, NHTSA

Lonie Hutchison, Buckle Up MT Coordinator (Missoula /Granite Co)

Karen Lane, Prevention Program Manager-Lewis & Clark Co. Public Health

Buckle Up Activities/Events-

Tri-County BUMT Coordinator, Tracie Kiesel and Sgt. John Spencer have been working to resurrect CPS trainings at the Montana Law Enforcement Academy (MLEA) as a certification program that will include POST credits. The 3-4-day training is for sworn officers and the first class is scheduled for October 16-19th. The final day includes a car seat checkup event at Target. Once it is added to the MLEA calendar, it will be shared by MSPOA.

Missoula/Granite BUMT will be coordinating two car seat checkup events during National CPS week

- CPS event in Drummond in coordination with school & library.
- Hosting a CPS event at A Carousel in partnership with Missoula Rural Fire.

This summer, a car seat checkup event was conducted by certified CPS technicians, Lonie Hutchison and Charmell Owens in Superior as a memorial to Julie Ballenger who was a BUMT coordinator and very passionate about the safety of Montana's traveling children.

Two student nurses are working with the BUMT coalition assisting with conducting seat belt observation surveys throughout the two counties.

Cascade Co. BUMT Health Department is planning outreach activities during CPS week to parents of Head Start children to educate on properly restraining children and providing car seats if necessary.

Flathead Co. BUMT participated in a Back-to-School safety event that focused on elementary and middle school students. The event was sponsored by the Flathead County Health Department and included the rollover simulator.

Montana Highway Patrol participated in local summer and kid fairs using the tag line of a Cool kid is a safe kid on sunglasses handed out to encourage seat belt use.

Teen Peer-to-Peer Traffic Safety

Fairfield High School students and friends of Lauryn requested assistance to create posters sharing Lauryn's story and friends photo. Poster being developed for distribution.

- Sheila Cozzie to research possibility of providing Blue ribbons with poster distribution
- Research possibility of Lauryn's Day Proclamation

MDT submitted and received Ford Motor Driving Skills for Life grant to partner with Family, Community, Career Leaders of America (FCCLA) who have chosen Traffic Safety as this year's theme. FCCLA Montana has developed a website <http://mtfccla.org/> FCCLA Leadership Rally will be October 1-3 in Bozeman that students and advisors from ~69 chapters and 11 districts throughout Montana attend. MDT will present information on grant opportunities to develop and distribute traffic safety programs within their communities.

Reprioritized Strategy Implementation Steps

Pam Langve-Davis and Janet Kenny discussed the process the EA group engaged in at the April meeting to reprioritize the strategy implementation steps and the group will revisit at the meeting in November after Annual Transportation Safety Meeting.

Mobilization Activities

A sample of mobilization activities were shared. Memorial Day mobilization involved, STEP, SETT and mini grant participants that included 1,127 hours worked by 35+ various law enforcement agencies.

Mobilization event resulted in: 22 DUIs, 5 DUIDs, 250 seat belt citations, 750 speeding tickets and 24 fugitive arrests.

Media Campaign

The occupant protection media campaign post survey was conducted online during late July. The survey targeted residents of Billings, Great Falls, Missoula and Bozeman to be consistent with previous in-person DMV intercept surveys. The questions include media message recall/impact and self-reported seatbelt use behaviors. Of note: ***Over 50% of respondents reported hearing/seeing seat belt related messaging or news stories in the past month or so. 83% of total respondents reported always using seat belts when driving. However, 63% of Males age 35-49 reported always using seat belts when driving. Over 25% of respondents reported being aware of increased seat belt enforcement.*** Seat Belt campaigns ran from April through the first week of July, with the Click or Ticket mobilization messaging running between May 15 and June 4.

Highway Safety Plan - Grants

Janet Kenny reported that the FFY 2018 grant awards for NHTSA funding have been awarded. Grants will be in effect 10/1/17 to 9/30/18. The Highway Safety Plan has been approved by NHTSA.

OP Mini grants

Pam Buckman reported that occupant protection mini grants up to \$5000 each will be available in FFY 2018. Applications can be submitted throughout the year. This is a reimbursement program, NHTSA restrictions apply, and funds need to be expended before the end of the FFY.

Observed Seat Belt Count

Mark Keeffe reported an increase in the **2017 seat belt observation of 78.2%**. This is up from 76.2% in 2016, 76.8% in 2015, 77.4% in 2014 and 79.0% in 2013.

OP Program Assessment – December 4-8, 2017

Pam Buckman reported that the SHTSS will be hosting a NHTSA Occupant Protection Assessment the first week of December. The agenda is being developed to include panels of stakeholders for the Assessment team to interview. Pam will be contacting individuals as those panels are being determined. The Occupant Protection component categories will include:

- Program Management
- Legislation/Regulation & Policies
- Law Enforcement
- Communication
- Occupant Protection for Children
- Outreach
- Data & Evaluation

Events-

- **CPS Safety Week – September 18-23**
- **Annual Transportation Safety Meeting- October 11 &12 register at**
<https://www.surveymonkey.com/r/YTLBNG9>
More information can be found at <http://www.mdt.mt.gov/visionzero/plans/chsp-meetings.shtml>
- **ELT Meeting – October 26**
- **Next Meeting:** Tuesday, November 14, 10am – noon. Annual meeting debrief & recap, Discuss ELT suggestions for 2018