

**Occupant Protection  
CHSP Emphasis Area Meeting  
Agenda**

MDT Planning Conference Room A, Helena, MT  
Tuesday, December 12, 2017 from 10:30 a.m. – noon



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

*Attendees:*

*Janet Kenny, SHTSS Supervisor (MDT)*

*Pam Buckman, Occupant Protection-SHTSS (MDT)*

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

*Capt. Art Collins (MHP)*

*Sheila Cozzie, Cultural Liaison-SHTSS (MDT)*

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

*Alyssa Johnson, Trauma Systems Manager (DPHHS)*

*Mark Keeffe, Data Analyst-SHTSS (MDT)*

*Tracie Kiesel, Tri-County Buckle Up MT Coordinator*

*Pam Langve-Davis, CHSP Program Manager (MDT)*

*Erin McGowan, Executive Director, Association of Montana Public Health Officials*

*Sgt. Patrick McLaughlin, (MHP)*

*Chad Newman, LE Liaison-SHTSS (MDT)*

*Wendy Olson Hansen, Flathead Co Buckle Up Coordinator*

*Fran Penner-Ray, Traffic Education (OPI)*

*Hannah Yang, Epidemiologist (DPHHS)*

*Conference Call:*

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

*Don Smies, Richland Co. Health Department*

*Gina Beretta, NHTSA Region 10*

**Old Business-**

In August, 541 convertible car seats were purchased by MDT-SHTSS for distribution to counties that had at least one certified CPS technician. Distribution was based on county population and teen pregnancy rates. During National CPS week - September 18-23, approximately 20 checkup events were held statewide. Total numbers of car seat distributions and installations were reported to MDT's Occupant Protection program manager. These checkup events had media support through radio, social media and Facebook posts and were well attended. Mary Kay Burns reported that Great Falls had radio media and a great turn out.

A 4-day CPS training was held at the Montana Law Enforcement Academy (MLEA) in October. Tracie Kiesel, Sgt. Pat McLaughlin and Sgt. John Spencer comprised the instructor team. The 10 participants were successfully certified as CPS technicians. There is a potential that 4-day trainings at MLEA may become an annual event. This training at MLEA does have the potential to have a ripple effect into communities that may not have CPS technicians. Another potential for CPS training is with EMS providers.

**Teen-to-Teen Peer Traffic Safety** program in coordination with Family Career, Communities Leaders of America (FCCLA) who have ~70 chapters in high schools across the state awarded a total of 17 traffic safety grants in October. FCCLA chose traffic safety to be their priority for the school year. The Ford Drivers Skills for Life and NHTSA provided funding to 11 of the grantees; 6 received NHTSA funding. Projects and reports will be completed

by March 1 and the top three projects will be presented awards March 19th during the FCCLA State Leadership conference.

### **Safe On All Roads (SOAR)-**

SOAR coordinators wrapped up back-to-school media campaigns and are busy implementing the basketball campaign which includes local voices on local radio, weekly newspaper, and school posters and bill boards.

### **Mobilization Activities**

Holiday mobilization campaign runs from December 13-31. In addition to primary drive sober/buzzed driving messaging, there is also a strong seat belt message.

### **Media Campaign**

Health in the 406 <http://dphhs.mt.gov/healthinthe406> will be focusing on Teen drivers in an upcoming post. Interesting topics focused on various safety issues are highlighted every two weeks and is sent out to a subscriber list. This may be an opportunity to share CPS events and other seat belt messaging.

### **OP Mini grants**

Pam Buckman reported that a limited number of OP Mini Grants, are available through FFY 2018. The maximum amount requested cannot exceed \$5,000. Funding for all NHTSA grants is on a reimbursement basis, NHTSA restriction apply, and funds need to be expended before the end of the FFY. Mini-Grant applications can be submitted throughout the year. More information about the OP Mini-Grant program can be found on the following website. <http://www.mdt.mt.gov/visionzero/grants/>

### **New Business-**

Brainstorming on strategies moving forward in 2019 for primary seat belt law included numerous ideas and discussion.

- Strategic plan with a 5-year focus on a primary law in 2023.
- Speaking socially – are we narrowing the public’s ability to access information by limiting safety messaging to one webpage?
- Political strategist
- Enhance awareness of Saved by the Belt Award Program
- Health Care messaging - based on focus group findings
- Myth crashing-response to second hand stories and beliefs
- Medicaid costs to Montanans

Strategy ideas will be further vetted, and team member workgroups will be discussed and included on the January agenda.

**Occupant Protection Assessment** – The OP Assessment was conducted December 4-8, 2017. The team’s draft report, provided to MDT, listed Montana’s strengths and challenges in 7 areas as well as recommendations on how to improve Montana’s OP Program. Pam Buckman discussed the report. A response to the draft report is due to the assessment team by mid-January. The team will then review MDT’s comments and finalize the report. Once this is done, the report can be published.

### **2018 Meeting Schedule**

#### 2018 Occupant Protection Emphasis Area Meetings

Tuesday, January 9, 10:30 a.m. - noon, MDT Conference Rm A\* (Note this was moved to 1/16/18)

Tuesday, February 13, 10 a.m. - noon, MDT Conference Rm A

Tuesday, March 13, 10 a.m. - noon, MDT Conference Rm A

Tuesday, April 10, 10 a.m. - noon, MDT Conference Rm A

Tuesday, May 8, 10 a.m. - noon, MDT Conference Rm A

Tuesday, July 10, 10-a.m. – noon, MDT Conference Rm A\*\*

Tuesday, September 11, 10 a.m. – noon, MDT Conference Rm A

Tuesday, November 13, 10 a.m. – noon, MDT Conference Rm A

\*Scheduled at 10:30 a.m.-noon

\*\* July meeting has a conference room reserved, if needed.