

**Occupant Protection  
CHSP Emphasis Area Meeting  
Agenda**

MDT Planning Conference Room A, Helena, MT  
Tuesday, January 16, 2018 from 10:00 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)*  
*Nanette Gilbertson, Montana Sheriffs & Peace Officers Assn (MSPOA)*  
*Alyssa Johnson, Trauma Systems Manager (DPHHS)*  
*Jeremy Brokaw, Injury Prevention (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 (AMPHO)*  
*Chad Newman, LE Liaison-SHTSS (MDT)*  
*Fran Penner-Ray, Traffic Education (OPI)*  
*Sgt. John Spencer, (MHP)*  
*Sgt. Greg Amundsen, Missoula Police Department*  
*Conference Call:*  
*Don Smies, Richland Co. Health Department*  
*Wendy Olson Hansen, Flathead Co Buckle Up Coordinator*  
*Gina Beretta, NHTSA Region 10*  
*Lonie Hutchison, Buckle Up MT Coordinator (Missoula /Granite Co)*  
*Sheila Callahan, Montana Broadcasting*

Approval of the December 12, 2017 minutes was made with the notation to revise 'Future' to 'Family' in reference to the FCCLA organization. The correction has been made and the minutes will be posted to the website.

**New Business-**

Forming subcommittees based on suggestions from the annual meeting and team members was discussed.

- Reframing freedom message- The topic of reframing the freedom messaging of being free from injury was noted. Most people who are adamantly opposed are unchanged and are not the target audience. Cost associated with not buckling up resonates with group as does the cost of insurance fees. No committee was formed to work on reframing or developing responses to the cost of freedom messaging. Question on Utah's primary seat belt enforcement law, which was written to sunset. Following the meeting, Gina Beretta provided information that the law is now permanent, and the 2017 seat belt use rate is 88.88%. Seat belt use has increased 5.6% percent since the implementation of the primary seat belt law in May 2015.
- Leads for Outreach, to include expanding private & public partnerships will be Nanette Gilbertson and Erin McGowan.
- Myth Crash Fact or Fiction one-page handout will be updated by Jeremy Brokaw and Wendy Olson Hansen. Timeline: February.
- 2019 Legislation Rotunda Day – The group agreed to continue the safety educational outreach opportunity. The four Buckle Up Coalitions will lead this effort that will focus on including teen

involvement, an activity and media. Still too early to reserve Rotunda. Sponsor for providing lunch will be sought.

- The idea of a strategic plan for the emphasis area strategies was discussed further. Capt. Art Collins, Nanette Gilbertson and Janet Kenny will schedule a meeting to discuss what this looks like on whether this is an action plan for each strategy or specific action items that are not gaining traction. Discussion included putting a timeframe to a plan, engaging at the community level with the safety culture paradigm shift and having the goal be to increase seat belt use and decrease fatalities and serious injuries working toward the Vision Zero goal.
- Public Health contacts will be gathered by team members, compiled by Pam Langve-Davis, and shared with Janet for outreach purposes.

**Old Business-**

Alyssa Johnson reported that an update on the data for Medicaid and insurance cost to Montana due to not using seatbelts will be provided at the February meeting.

**Next Meeting**

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