

**Occupant Protection
CHSP Emphasis Area
Workgroup Meeting
Agenda**

MDT Planning Conference Room A,
Les Schwab Building
2960 Prospect Avenue
Helena, MT

Tuesday, January 14, 2020 from 10 a.m. - 12:00 p.m.



VISION ZERO
zero deaths - zero serious injuries

**MONTANA DEPARTMENT
OF TRANSPORTATION**

Attended by:

Capt. Art Collins, MHP
Sheila Cozzie, Cultural Liaison/Teens/ NA/
Motorcyclist, SHTSS-MDT
Emily Healy, Occupational Health
Epidemiologist, DLI
Alyssa Johnson, EMS Trauma Systems,
DPHHS
Janet Kenny, SHTSS-MDT
Pam Langve-Davis, CHSP-MDT
Chad Newman, EMS Grants/ Law
Enforcement Liaison, SHTSS-MDT
Steve Schmidt, Missoula Ci-Co BUMT
Coordinator

Sgt John Spencer, MHP
Robin Suzor, EMSC, DPHHS
Maureen Ward, Injury Prevention, DPHHS
Hannah Yang, Epidemiologist, EMS&TS,
DPHHS
Via phone:
Sgt. Greg Amundsen, Missoula PD
Gina Beretta, NHTSA Region 10 Program
Manager
Tara Ferriter-Smith, Traffic Education
Director, OPI
Tracie Kiesel, Tri Co BU MT Coordinator
Wendy Olson Hansen, Flathead Co BUMT
Coordinator

Meeting Purpose

Pam Langve-Davis provided an overview of the CHSP and purpose of emphasis areas and strategies. The CHSP will be updated in 2020 and the exercise today will help prioritize implementation efforts over the course of the year and feed into the update.

Strategy Discussion & Reprioritizing

Strategy prioritization for 2020 implementation was discussed with the removal of action items completed or moving to a more appropriate strategy area. Several action items and strategies recommendations for revision were offered for the 2020 CHSP update. During the update process the emphasis area teams will be requested to review and provide input.

Occupant Protection Purpose, Strategies, and Implementation Steps

Occupant Protection Objectives

- Reduction in number of unrestrained occupant fatalities.
- Reduction in number of unrestrained occupant serious injuries.

Strategy 1:

Support policies, education, training, programs, and activities that promote and increase seat belt and child safety seat use

Purpose: Use of a safety belt has the potential to turn a severe crash into one that results in a less severe injury or from which the passengers walk away unharmed. The key is to get people to wear seat belts every time they get in a vehicle. In Montana, passage of a primary safety belt law could save 20 to

30 lives each year. Increasing the penalty for a citation to \$100 or more would communicate that Montana takes nonuse of a restraint seriously. New educational materials will need to communicate effective messages that will reach the right population and can change behavior. Partnering with employers to influence their employees to wear safety belts make sense as that is a way to reach large numbers of people and employers can influence their employees, particularly regarding policies for driving on the job.

Action Items

1a	Support efforts from safety partners and stakeholders to implement a primary seatbelt law. (Primary Seat belt law is an effective counter measure that works (CMW) 1.1 to change behavior and increase seat belt use.)
1b	Support increasing the current seat belt penalty of \$25 to be consistent with the \$100 penalty for the child passenger safety restraint law. (Increased seat belt fines are an effective CMW 1.3 to encourage use of seat belts.)
2	Sustain and grow the Child Passenger Safety Certification Training Program in Montana with increased focus on high-risk populations. (CMW 6.2 & 7.2 and 2020 HSP 6.5.3 6.5.4)
3	Develop child passenger safety educational materials with updated and coordinated messaging and a distribution plan. (CMW (6.1) (6.2) (7.1) (7.2) and 2020 HSP 5.2)
4	Support enhancement and implementation of mandatory minor (under 17 years of age) occupant protection laws per best practices and GDL requirements.
*	Promote local jurisdictional adoption of a primary seat belt ordinance if appropriate. (CMW (1.2) (Check on whether this is attainable)

Strategy 2:

Support enforcement of existing seat belt and child passenger safety laws.

Purpose: The Montana Seatbelt Use Act requires the use of seatbelts by the driver and each occupant of a vehicle. State law also requires child safety restraint systems for children under the age of 6 or weighing less than 60 pounds. However, law enforcement may issue a citation for restraint nonuse only when the driver has been stopped for another reason. Issuance of increased citations for seat belt nonuse can change behavior. To ensure proper adjudication of safety belt offenses, it is important that all parties with a role in the process be properly trained. In addition, alternative sentencing that would result in improved behavior change should be considered

Action Item

1	Support targeted enforcement based on demonstrated crash patterns and high-risk drivers, (STEP, SETT) ((CMW (2.3), (Sustained Enforcement – Seat Belts & Child Restraints, 2020 HSP))
2	Increase education and training for law enforcement, prosecutors, and the judiciary to ensure consistent citing and adjudication of occupant protection offenses and consideration of alternative sentencing (i.e., safety education). (CMW (2.1) (2.3) (3.1) (3.2) (5.1) (6.1) (6.2) (7.1) (7.2) & 2020 HSP 5.2)

Strategy 3:

Continue to support and build collaborative partnerships to increase seat belt use

Purpose: Because young drivers and passengers have low seat belt use rates, outreach programs should be enhanced and developed to focus on changing behavior of young people. A change now has the potential to save many years of productive life ahead by avoiding severe injury in a crash. Partnering with institutions where people already have a relationship offers the potential for more efficient and effective programs.

Action Item:

1	Develop public and private partnerships (i.e., elementary, high school, and colleges) to develop and disseminate information and educational programs regarding unsafe driving behaviors. (CMW (3.2), (7.1) & 2020 HSP 15.3)
2	Encourage state agencies and employers to coordinate and implement workplace traffic safety policies to include seat belt use and other traffic safety measures

Strategy 4: Evaluate the effectiveness of ongoing messages, campaigns and programs in promoting and increasing occupant protection use.

Purpose: Educational campaigns have been used in Montana for many years with the objective of increasing seat belt use. However, the observed statewide belt use rate has increased over 10% since 2015. Montana needs to take a hard look at the messages being used to reach high-risk populations and make changes where needed to affect behavior change and get seat belt use rates to increase.

Action Item

1	Research underlying beliefs and behaviors of high-risk groups to better understand their behaviors.
2	Develop educational campaigns based on current research on effective messaging to effect behavioral change in seat belt use.
3	Encourage state agencies and safety partners to distribute coordinated educational campaigns to increase seat belt and child passenger safety.

Next Agenda

Confirm prioritized strategy activities for 2020

Role of team members

Consideration of corporate safety partners for outreach

Determine strategy/ activities leader

- Report out on ongoing projects, measurables, and next steps

Announcements and Adjournment

Meeting Schedule:

Tuesday, March 10, 2020, 10 a.m.-noon in Conference Room A

Tuesday, May 12, 2020, 10 a.m.-noon in Conference Room A

Tuesday, September 8, 2020, 10 a.m.-noon in Conference Room A

Tuesday, November 10, 2020, 10 a.m.-noon in Conference Room A, Annual Meeting Debrief

Advisory Committee, Tuesday, April 28, 2020

Executive Leadership Team Meeting, May 28, 2020

Annual Meeting, October 5 & 6, 2020