

CHSP Occupant Protection Emphasis Area SKYPE Meeting

Helena, MT

Tuesday, May 12, 2020

10 a.m. - 12:00 p.m.



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

Attendees via Skype for Business:

Sgt. Matt Kazinsky, Traffic (Missoula Police Dept)
Steve Schmidt, BUMT Coordinator (Missoula County)
Tracie Kiesel, BUMT Coordinator (Tri-County)
Wendy Olson-Hansen, BUMT Coordinator (Flathead County)
Robin Suzor, EMSC Program Manager (DPHHS)
Emily Healy, Epidemiologist (DLI)
Tara Ferriter-Smith, Traffic Education (OPI)
Lisa Moore, NHTSA
Mari Hembeck, Deputy Regional Administrator,
NHTSA Region 10

Art Collins, Montana Highway Patrol (DOJ)
Don Smies, Richland Co Health Dept.
Maureen Ward, Injury Prevention (DPHHS)
Hannah Yang, Epidemiologist (DPHHS)
Alyssa Johnson, EMS Trauma Systems Coordinator (DPHHS)
David Jacobs, Acting Grants Bureau Chief (MDT)
Chad Newman, Law Enforcement Liaison (MDT)
Sheila Cozzie, Transportation Planner (MDT)
Janet Kenny, State Highway Traffic Safety Section Supervisor (MDT)
Erin Root, Transportation Planner (MDT)

Introductions and Approval of March 10, 2020 Minutes - Round table introductions were made; minutes were sent out in advance of the meeting, approved by consensus and have been posted as written.

Old Business – Strategy Report Out & Status

Strategy 1: Support policies, education, training programs & activities that promote & increase seat belt and child seat use.

CPS program update - Erin Root

- Billings CPS certification course moved from June to September 9-12 due to COVID-19 situation.
- Great Falls course remains scheduled for September 15-18, 2020.
- Safe Kids has extended recertification dates for CPS Techs throughout the country with the earliest date being 10/15/2020. This was necessary to allow for additional time due to complete the requirements following COVID-19 directives.
- CPS Instructor meeting and Statewide Tech Update scheduled for early May was cancelled due to COVID-19. The Tech Update provides the opportunity for Techs throughout the state to complete recertification requirements.
- MT has 158 Techs that need to recertify by the end of calendar year 2020 – almost half of the MT CPS team.
- MDT is working with the CPS Instructor team on a plan to assist Techs with recertifying by offering local Tech Updates in strategic locations throughout the state. The team has identified 9 areas with clusters of Techs and plans to offer updates in these areas in the July – September timeframe.
- In light of the COVID-19 situation, Safe Kids created guidance on remote education and virtual car seat inspection options. This was shared with the MT CPS team through the monthly newsletter which is edited by the Instructor team.
- In April, Erin reached out to the Instructor team and inspection stations contacts to gauge how they are addressing seat checks during this period of social distancing.
 - One coalition reported they tried to use the national digital car seat check form but found too many glitches, so they stopped using it.
 - Several groups are educating thru phone calls and completing seat checks via FaceTime.
 - Some groups are doing only in person checks.
 - Some groups are not doing any checks at all.
 - Many reported increasing their social media presence during this time.
- Work on MDT's annual car seat purchase will begin in June.

Saved By The Belt

- Erin received reports of the links to the SBTB forms not working. She found out the issue was due to the software used to create the forms and that they cannot be opened while working on laptops or phones. MDT

is working on changing the software used to create forms and will update the SBTB forms accordingly. In the meantime, the SBTB website has been updated with a disclaimer to contact Erin to receive the forms via email if the links do not work.

- Erin and Alyssa Johnson are working on a First Responder/Health Professional SBTB nomination form as the current form is geared toward Law Enforcement nominations. MDT is currently developing the form for future use.

Flathead BUMT – Wendy Olson Hansen

- Working on transitioning back to occupant protection work after being moved to COVID-19 duties for the county.
- Working on plan for regional Tech Updates throughout the state to assist with Tech recertification rates. She is ordering training car seats, developing CEU's and working with Instructor team to organize the events.

TriCo BUMT – Tracie Kiesel

- Current focus is on how to get large group of Techs recertified.
- Also working on keeping 32 local Techs engaged.
- She is coordinating the monthly MT CPS newsletter with the help of the Instructor team.
- Recent Alive at 25 classes were cancelled and now there are 70-80 teens on her waiting list. She plans to hold classes again in June and offering extra classes to catch up on the demand.

Missoula BUMT – Steve Schmidt

- In March he was pulled into working 100% on COVID-19 efforts and was tasked with opening a drive thru testing center.
- Working on transitioning back to OP duties and completing reports and touching base with coalition members.
- Currently running Buckle Up Buttercup signage on buses.
- TV commercial was developed that included an interview with a SBTB awardee and dash cam footage of the head-on collision. The commercial ran for a period of time but is currently pulled due to concerns expressed by the other driver involved in the crash.

SOAR Update – Sheila Cozzie

- Most tribal communities are on lockdown due to COVID-19 with pow wows and other events cancelled.
- The buckle up basketball program finished right before the lockdowns.
- The CSKT SOAR Coordinator is performing seat checks from home.
- Some Techs reported trying to do checks virtually but found it difficult, especially for newer, less experienced Techs.

OPI Traffic Education Update – Tara Ferriter-Smith

- MT DRIVE – decision on cancelling vs postponing the 2020 season is pending.
- COVID-19 has had major impact on traffic education program – some districts have brought back programs starting on May 7th and some districts have cancelled programs thru the end of summer.

EMS Update:

- Alyssa shared EMS/trauma update – overall EMS runs and ER visits have been down since beginning of COVID-19 situation, however, the expectation is that this trend will not continue thru Phase 1 and 2.
- The remainder of the year is expected to be very busy for trauma.
- Decision on whether trauma conference will be held in September will be made in July.

EMS for Children Update:

- Robin provided an update that the 2020 EMS Awards Ceremony is rescheduled for November at the Big Sky EMS Conference
- She is looking for possible SBTB awards to be presented at the conference.

Legislative Proposals:

- Janet shared there is no news on primary seat belt law proposals.

- Tara shared there are draft legislative proposals for using general funds to provide incentives for traffic education instructors.

Strategy 2: Support enforcement of existing seat belt & child passenger laws.

MDT Update - Chad Newman

- Click It or Ticket It May mobilization moved to November – decision based on law enforcement feedback that participating in the mobilization would not be feasible or safe due to COVID-19.
- The full mobilization in November will occur around the time of the Thanksgiving holiday.
- The 4th of July Impaired Driving and Drug-Impaired Driving campaign will proceed as scheduled.

MHP Update – Art Collins

- MHP is slowly getting back into it while only enforcing hazardous violations due to attempts to limit contact.
- MHP will be back to business as usual soon.

Missoula Traffic Update – Sgt. Matt Kazinsky

- Due to COVID-19 situation they stopped making proactive traffic stops and were addressing blatant violations.
- Last week they started getting back at it with STEP OT with focus on DUI/seat belt violations with funding thru the city to aggressively enforce traffic laws.

Strategy 3: Continue to support & build collaborative partnerships to increase seat belt use (focus on young drivers & passengers).

Teen Peer-to-Peer Safety Program - Sheila Cozzie

- FCCLA – COVID-19 has delayed teen activities, but some groups were able to complete reports. Sheila will provide update at next meeting after she has reviewed the submitted reports.

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

May Mobilization - Janet Kenny

- Click It or Ticket campaign – moved from May to November.
- Media plan will cycle thru 3 occupant protection TV commercials and include radio and social media ads.
- Post campaign survey will be conducted on media related to campaign and public attitude on seat belt use after the completion of the November mobilization period.
- Summer observational seat belt survey is underway with 110 planned sites.
- There have been 34 fatalities on Montana roadways in 2020, which is less than last year, however, 50% were not wearing seat belt.

New Business – Strategy Alignment, Projected Timeline

Determine strategy/activities leaders and roles of team members

- Strategy 1: Erin Root volunteered to be strategy/activity leader.
- Strategy 2: Chad Newman will provide updates on law enforcement training program, TSRO's, STEP and SETT activities.
- Strategy 3: Tara Ferriter-Smith volunteered to be strategy/activity leader.
- Strategy 4: Janet Kenny volunteered to be strategy/activity leader with assistance from Steve Schmidt and Sheila Cozzie.

Consideration of corporate safety partners for outreach

- Reminder of the importance of safety partners to the success of the work groups' efforts.

Next meeting – September 8, 2020 – MDT Planning Conference Room A, 10:00 am – 12:00 pm

Announcements and Adjournment

- Executive Leadership Team Meeting, May 28, 2020
- Annual Meeting, October 5 & 6, 2020