

Comprehensive Highway Safety Plan-  
Occupant Protection  
Emphasis Area Meeting  
MDT Planning Conference Room A  
Thursday, August 13, 2015, from 2:30-3:30 pm

***Vision Zero- Zero fatalities, Zero serious injuries***

Attendees:

Janet Kenny	MDT-State Highway Traffic Safety Section (SHTSS) Supervisor
Pam Buckman	MDT-Occupant Protection, SHTSS
Pam Langve-Davis	MDT- Comprehensive Highway Safety Pan (CHSP) planner
Sgt. John Spencer	Montana Highway Patrol
Jake Sandou	Dept. of Labor & Industry (DLI) - Safety & Health Bureau
Bill Tuck	MDT- NHTSA Grants Accountant
Nanette Gilbertson	Montana Sheriffs & Peace Officers Association
Gina Beretta	NHTSA Region 10 Montana Program Manager
Robin Suzor	DPHHS - EMSC Program Manager
Tracie Kiesel	Tri-County (L&C, Broadwater & Jefferson) BUMT Coordinator
Patti Borneman	Office of Public Instruction (OPI) Traffic Education
Jeremy Brokaw	Dept. of Public Health & Human Services (DPHHS) -Injury Prevention
Sheila Cozzie	Montana Department of Transportation (MDT) -Cultural Liaison/ SOAR Program Manager, SHTSS
Jennifer Calder	Montana Kids Count, Outreach & Communication Director
Lynn Zanto	MDT- Administrator, Planning Division
Joe Amiotte	Billings Area Indian Health Services – Injury Prevention
Via Conference call:	
Wendy Olson	Flathead County BUMT Coordinator
Mary Kay Burns	Cascade County BUMT Coordinator

The purpose of the meeting is to explain the frame work of the emphasis areas and safety strategies and to identify safety partners as team members in the CHSP mission, vision, goals, and safety targets to reduce roadway fatalities and serious injuries. The desired outcome is to identify potential leads for the four emphasis area strategies.

***CHSP Overview-***

Moving Ahead for Progress in the 21<sup>st</sup> Century (MAP-21) requires all states to have an updated Strategic Highway Safety Plan (SHSP). It required that it be data-driven, multidisciplinary, incorporate input from a range of partners, address all roadways users, and include measurable objectives and evaluation. The CHSP considers other safety plans, including the Highway Safety Improvement Program (HSIP), the Commercial Vehicle Safety Plan (CVSP), and the Highway Safety Plan (HSP), MPOs, community, and tribal

safety plans. Representatives of the 4Es of transportation safety (education, enforcement, EMS, and engineering) are critical in determining emphasis area strategies in reducing fatalities and serious injuries on Montana's roadways. The update of the CHSP was a yearlong process with it being completed in May 2015. An Advisory Committee comprised of program managers and experts representing the 4Es analyzed crash data to determine the three emphasis areas with the greatest opportunity to reduce fatalities and serious injuries on Montana's roadways. The three emphasis areas are Roadway Departure & Intersection Crashes, Impaired Driving, and **Occupant Protection**. An annual Safety Summit was held in October 2014 where stakeholders provided strategies to address safety issues. Strategies were reviewed to determine potential outcome measures and connection to reducing fatalities and serious injuries. This is the first meeting of the updated CHSP Occupant Protection Emphasis Area, The meeting invitees reflects programs and organizations that have been identified as having a tie to roadway safety through various policy, education, prevention, research, and enforcement opportunities to reduce roadway fatalities and serious injuries.

**Role & Responsibilities-** Emphasis Area leaders will facilitate meetings and provide related discussion, progress, and task updates to the team. The lead will report on project status and updates, task assignments, and defined next steps. The lead is not expected to do all the work. It is desired that team members associated with specific strategy programs or activities be a strategy lead to work with a sub-work group and report to the full team on the progress, next steps, and assigned tasks. Strategy leaders will work with the team lead to provide updates on the implementation steps.

#### **Strategies-**

1. Support policies, education, training, programs, and activities that promote and increase seat belt and child safety seat use
2. Support enforcement of existing seat belt and child passenger safety laws
3. Continue to support and build collaborative partnerships to increase seat belt use
4. Evaluate the effectiveness of ongoing messages, campaigns, and programs in promoting and/or increasing occupant protection use

Following the introduction of the different strategies, the participants gave an overview of their various programs. Many of those attending confirmed their programs would fit within the strategies to improve occupant safety of motor vehicle users for the benefit of other stakeholders such as other traveling public, children, and employers.

**Identify Leads-** While no strategy leaders were identified, many the of the participants did identify strategies that they would be able to contribute to as team members in the field of research, public media and safety campaigns, injury prevention and vital statistics and enhanced training partnerships. Potential partners, venues and resources were also identified; i.e., MT Chapter of Pediatrics, MT Child Ready Advisory Committee, EMS/EMR annual conference, Prevention Needs Assessment, EMSC (committee). Potential strategy leads were asked to review the strategies and consider being co-leaders on strategies and to let the EA lead or CHSP program coordinator know of their interest.

**Annual Meeting-** October 28 & 29 has been scheduled for the annual Transportation Safety Planning meeting at the Gateway in Helena. The first day will focus on National Highway Traffic Safety

Administration (NHTSA) grant program application and management and the second day will focus on the CHSP strategy and data progress and updates.

**Proposed Next Meeting-** Wednesday, September 23 is the proposed date for the next emphasis area meeting. This meeting will focus on prioritizing strategy implementation steps and identifying strategy lead(s). An agenda and strategy and implementation handout will be sent out in advance of the next meeting. Please review the handout to see where programs and activities might partner as either a standalone, leveraged with other programs, or be coordinated to reach a broader statewide audience. Also consider any missing partners or resources (staff, materials, safety venues) that are missing in promoting the importance of occupant protection.

**Next Steps-**

- Prioritize implementation/action steps
- Identify strategy leaders
- Prepare for Annual Meeting

More information on the CHSP <http://www.mdt.mt.gov/visionzero/plans/chsp.shtml>

CHSP [http://www.mdt.mt.gov/publications/docs/plans/chsp/current\\_chsp.pdf](http://www.mdt.mt.gov/publications/docs/plans/chsp/current_chsp.pdf) Information on the occupant protection emphasis area strategy and implementation steps begin on page 45.