

Comprehensive Highway Safety Plan  
 Occupant Protection  
 Emphasis Area Meeting  
 MDT Planning Conference Room A  
 Tuesday, September 29, 2015, from 10 am-12 pm

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

***Attendees:***

Sgt. Greg Amundsen - Missoula Police Dept.	Jeremy Brokaw- Injury Prevention, DPHHS
Pam Buckman- Occupant Protection Manager, SHTSS- MDT	Nanette Gilbertson- MT Police & Sheriffs Association
Mark Keeffe -Data Analyst , SHTSS-MDT	Janet Kenny- Supervisor, State Highway Traffic Safety Section(SHTSS)- MDT
Tracie Kiesel- Tri-County Buckle Up MT Coordinator	Pam Langve-Davis- CHSP Program Manager-MDT
Jerry Laughery - Safety & Health Bureau, Dept. of Labor & Industry-(DLI)	Chad Newman - LE Liaison/EMS Grant Program-SHTSS-MDT
Wendy Olson, Flathead Co Buckle Up Coordinator	Fran Penner-Ray - Traffic Education-OPI
Roy Peterson, Traffic Safety Bureau- MDT	Robin Suzor-EMSC Program, EMS & Trauma Systems- DPHHS
Via conference call:	
Gina Beretta, Montana Program Manager-NHTSA Region 10	Jennifer Calder-Outreach & Communications Director- MT Kids Count
Brandi Hamilton- Maintenance-MDT	Kristen Morgan-Executive Director, Montana Brain Injury Association

The meeting opened with Janet Kenny providing an over view of the three overarching strategies that should be considered in all implementation activities and the four (4) emphasis areas strategies. A brief explanation of the purpose behind a two hour meeting was to allow for the full team to meet and then break out into strategy groups to work on prioritizing implementation step in the second hour.

**Overarching Strategies**

- Improve the accuracy, completeness, integration, timeliness, uniformity, and accessibility of data used in traffic safety analysis;
- Support the essential role of EMS in reducing the severity of injury outcomes and the technologies and systems necessary to advance collaboration with all safety partners; and
- Collaborate across agencies, organizations and with the public to improve the safety culture and promote the institutionalization of Vision Zero

A question was asked if Vision Zero was patterned after the national Towards Zero Death initiative and if data from other states was reviewed, which Roy Peterson confirmed.

Kenny continued the discussion on the need of Strategy leader(s) to ensure implementation and momentum towards Vision Zero is maintained. Co-leaders for strategies 1 & 2 were confirmed as Gilbertson & Olson for Strategy 1 and Sgt. Spencer and Kiesel for Strategy 2 noting that should there be a schedule conflict that Sgt. Nelson may consider being a co-leader. Leaders are still needed for Strategy 3 & 4. Kenny/Buckman will lead these two strategies with the intent to future discuss opportunities to broaden the strategy team and identify additional partners.

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

*Strategy Leaders: Nanette Gilbertson, MSPOA and Wendy Olson, Flathead Co. Buckle Up MT Coordinator*

Gilbertson & Olson offered to lead strategies 1 & 2 noting that climate is not ripe to pursue a primary seat belt law at this time and that would not be the top priority. Legislative action is required to enact a primary law and state agencies and staff cannot be involved in any lobbying. Education on seat belt issues involving hospitalization, lost work, insurance costs, and effects on others are important aspects that need to be conveyed. Effective mechanism to promote education is key as website resources are not always effective. Jerry Laughery noted that a seat belt policy across state agencies would be helpful. State agencies should lead the model behavior. As a safety inspector it's hard to enforce nonuse of a seatbelt if there is not a policy and a disciplinary action for failure to comply. In many states the incentive to wear a seat belt is higher fines

***Strategy 2: Support enforcement of existing seat belt and child passenger safety laws.***

*Strategy Leaders: Sgt. Spencer, Montana Highway Patrol and Tracie Kiesel, Tri Co Buckle Up MT Coordinator*

Implementation of strategy 2 needs other opportunities and safety partners to expand. Officers need to be aware and encourage attending training. Kiesel will be attending NOYS training and April Life Savers conference and will be researching and gathering resources on what other states are doing. Janet notes that the Occupant Protection program and other Traffic Safety Section staff will be working with the OPI Montana Behavioral Initiative (MBI) and the Family, Career and Community Leaders of America (FCCLA) on teen driven focus projects through the coming year.

MDT SHTSS will be providing grant program information on our teen grant partnerships with MBI, and FCCLA throughout the year. Staff will be presenting October 5, 2015 at the Montana FCCLA Leadership Rally in Bozeman. The MBI student Youth Days are October 4-5 Kalispell, October 25-26 Great Falls, November 1-2 Glendive, November 15-16 Helena, December 6-7 Billings. Either a BUMT coordinator or MDT will be at the Youth Days to present the grant opportunity.

**Strategy 3: Continue to support and build collaborative partnerships to increase seat belt use**

*Strategy Leaders: Janet Kenny, State Highway Traffic Safety Section Supervisor-MDT and Pam Buckman, Occupant Protection Program State Highway Traffic Safety Section-MDT*

Penner-Ray offered to be a team member on Strategy 3 noting that she cannot dedicate time to being the strategy lead. Kenny noted some of the programs within this strategy include Peer-to-Peer, distracted driving and other risky driving behaviors. Langve-Davis asked team participants to think outside the box to consider opportunities to expand and leverage public and private safety partners in developing and distributing media campaigns. Building partnerships is determining how to best promote the strategy and getting that buy-in to share and expand the message of Vision Zero. Past examples include same or similar safety message distributed through DPHHS, AARP, AAA, MDT, Montana Motorcycle Safety Training, dealerships, OPI, etc.

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

*Strategy Leaders: Janet Kenny, State Highway Traffic Safety Section Supervisor-MDT and Pam Buckman, Occupant Protection Program State Highway Traffic Safety Section-MDT*

All safety partners leader should review the strategies and see where they fit into the strategies and look at the strategy from a statewide perspective to best determine a co-leader. As the CHSP is a statewide plan it is important to consider other messaging, campaigns, and programs outside of MDT to see what is and what is not working to reach target audiences and increase occupant protection use. Depending on the targeted audience the messaging will be different.

2015 Annual Transportation Safety Planning meeting is scheduled for Oct 28 & 29. The Grant management workshop will be held on Wednesday, October 28 and the CHSP meeting to review emphasis area progress to date, discuss strategies and partners, and call to action will be Thursday, October 29.

Next Meeting - *Thursday, Nov. 10, from 10-12pm.* The meeting will be scheduled following the Annual Meeting to debrief. Langve-Davis will send out the agenda and call in number in advance.

Next Steps-

Strategy groups broke out to determine and identify strategy leaders and to discuss and prioritize implementation steps.