

Occupant Protection
Emphasis Area Meeting
MDT Planning Conference Room A
Tuesday, November 10, 2015, from 10 a.m.-12 noon

Vision Zero- Zero fatalities, Zero serious injuries

Attendees:

Chair Janet Kenny, Highway Traffic Safety Section Supervisor (MDT)
Sgt, Greg Amundsen, Missoula Police Dept.
Jeremy Brokaw, Injury Prevention, DPHHS
Pam Buckman, Occupant Protection Program manager (MDT)
Mary Kay Burns, BUMT Coordinator (Cascade County)
Nanette Gilbertson, Program Manager, (Montana Sherriff's & Peace Officers Association)
Lonnie Hutchison, BUMT Coordinator (Missoula/Granite County)
Mark Keeffe, Data Analyst (MDT)
Tracie Kiesel, BUMT Coordinator (Tri-County Buckle Up-L &C, Broadwater & Jefferson)
Pam Langve-Davis CHSP Program Manager (MDT)
Wendy Olson, BUMT Coordinator (Flathead County)
Fran Penner- Ray, Traffic Education Director (OPI)
Roy Peterson, Traffic Safety Bureau (MDT)
Robin Suzor, EMSC Program Manager (DPHHS)
Lynn Zanto, Planning Division Administrator (MDT)

The Chair, Janet Kenny, opened the meeting with a request for the strategy leaders to give an update on what actions they prioritized at the meeting and any progress that has been made.

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

Lead: Nanette Gilbertson and Wendy Olson- reported by Nanette.

Priority 1: Identify a sponsor to increase seat belt fines.

Status: Sponsor(s) not yet identified.

Priority 2: Promote local jurisdiction adoption of a primary seat belt ordinance.

Status: Following the annual Transportation meeting Director Tooley & Lonie Hutchison discussed to move this forward starting with getting a legal opinion from the Attorney General about the legality of a local ordinance, it is yet to be determined who will request the opinion.

Priority 3: Development of an education materials toolkit focused on workplace traffic safety policies.
Status: Currently under development.

Priority 6: Sustain and strengthen the national Child Safety Certification Training Program with increased focus on high-risk populations.
Status: Tasks and partners to be identified.

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

Lead: Tracie Kiesel and Sgt. John Spencer- Reported by Tracie.

Priority 1: 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).

Status:

- National Safety Councils Adult Defensive Driving course is being reviewed for possible approval as an additional adult drivers training course. Additional trainers would be needed which would require a funding solution.
- Occupation Protection Safety briefs for law enforcement are under development.

Priority 2: Support Targeted enforcement based on demonstrated crash patterns and high risk drivers.

Status:

- Discussed distributing MDTs crash patterns map in MHP District offices as a resource for enforcement areas.
- Sgt Philip Freed, MHP at STET manager will be invited to next Emphasis Area meeting.

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

Lead: Charmell Owen and Capt. Jim Kitchin. Unable to attend.

Status: A report out was not given due to unavailability.

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

Status: This strategy needs a lead to work with Janet Kenny, volunteers were requested. The CHSP is a Montana plan and the Highway Traffic Safety Section media messaging is not the only media campaign that carries a safety message. Partners from DPHHS have experience assessing and evaluating effectiveness of media messaging which may be helpful.

Group discussion about this strategy touched on how to approach this strategy and what it involves. Some of the suggestions included

- *There is a need to share media messages among state agencies and engage other safety partner agencies in distributing (MSPOA, BUs, all partners and emphasis area participants)*
- *Identify DOA PIO contact to help distribute messaging among agencies or agency PIOs. This would probably be something that can be done once the Executive Leadership Team has been finalized.*

- *There is a need for Social media training for law enforcement. MSPOA is sponsoring an IT training at the June 2016 conference that will cover positive messaging.*
- *Share research findings on proven methods to reach target age groups with team and safety partners. Partners Creative conducted extensive outreach for MDT messaging which would be a good resource for BUs and other safety partners in developing their event plans and media tasks.*
- *It is hard to evaluate a program if it is only used in one location. What did not work well in one location may be successful in another. Evaluation of the program should include why it was not successful to better understand what needs to be changed.*
- *Group needs to determine how the public, safety partners, and agencies will be made aware of and push out media campaigns and educational materials. Who has the ability and willingness? What are the next steps? A concern is the need for a shared resources clearing house needs to be identified and developed.*

Group Discussion:

Annual Meeting: Janet asked for feedback on the Annual Transportation Safety Meeting. Comments included the suggestion that if the Grant Management workshop on day one could be shortened to allow for Emphasis Area Teams to meet for a couple of hours in the afternoon in advance of the CHSP meeting on the second day. Janet asked those that attended the grant workshop to fill out the survey monkey and provide feedback for next year's workshop. It was also noted that additional breakout time for Emphasis Area discussion was needed. The team discussed the annual meeting breakout notes.

Strategy Implementation:

Several of the members stated that it was not apparent what was needed to implement strategies and that they don't understand what is meant when they hear the statement, "We need your help." Help needs to be defined. The group discussed the strategy action items. Each item needs to be broken down into tasks of what needs to be done to accomplish the action, we need to discuss who (either agency or person) that needs to be involved.

Strategy 1: An example was brought to the team by Fran Penner-Ray that we have an opportunity to remind drivers of motor pool cars that we have a seat belt law that requires them to wear a seatbelt, obey speed limit, etc. State agency management could regularly reinforce the message including the consequences. Ideas were discussed regarding revising the motor pool car reservation process that reminds drivers of the laws of before a car can be reserved and /or before they are given the car from motor pool. MDT Maintenance (Jon Schwartz or Doug McBroom) should be approached.

Strategy 1 & 4: Discussion ensued using this task outline method to briefly walk through research of underlying beliefs of why someone does not wear a seat belt. Given the potential research involved the potential of having a VISTA volunteer to assist in survey development and comment gathering was noted. Robin Suzor (DPHHS) will check on VISTA opportunity.

Next Meeting-

The next meeting is January 12, 2016, from 10-12 p.m. at MDT Planning Division Conference Room A. The conference call number will be provided in advance.

Action Items:

- Distribute crash pattern maps to MHP District Offices- Newman/ Kenny
- Invite Sgt Philip Freed to EA meeting – Langve/Kenny
- Distribute Partners Creative research to team members- Kenny
- Get information on VISTA volunteers as a resource for the committee to research - Suzor
- Conduct Strategy meetings, as appropriate- Strategy leaders
 - Develop strategy action plan
 - What steps are required to accomplish action
 - Who (agencies or individuals) is needed to be involved in order to successfully implement the actions