

**CHSP Occupant Protection
Emphasis Area Meeting
MDT Planning Conference Room A, Helena, MT
Tuesday, April 11, 2017 from 10 a.m. – noon**

Attendees:

*Janet Kenny, SHTSS Supervisor (MDT)
Pam Buckman, Occupant Protection-SHTSS (MDT)
Mary Kay Burns, Buckle Up MT Coordinator (Cascade Co)
Capt. Art Collins, Montana Highway Patrol
Sheila Cozzie, Cultural Liaison-SHTSS (MDT)
Dr. Greg Holzman (DPHHS)
Mark Keeffe, Data Analyst-SHTSS (MDT)
Tracie Kiesel, Tri-County Buckle Up MT Coordinator
Pam Langve-Davis, CHSP Program Manager (MDT)
Chad Newman, LE Liaison-SHTSS (MDT)
Fran Penner-Ray, Traffic Education (OPI)*

Conference Call:

*Sgt. Greg Amundsen, Missoula Police Department
Gina Beretta, NHTSA
Lonie Hutchison, Buckle Up MT Coordinator (Missoula /Granite Co)
Wendy Olson Hansen, Buckle Up MT Coordinator (Flathead Co HD)
Don Smies, Health Department (Richland Co.)*



Approval of the March 14, 2007 Meeting Minutes- Motion to approve made by Capt. Collins, second by Mark Keeffe. Minutes approved.

Following a brief overview of the CHSP and upcoming meetings of the Executive Leadership and Advisory Committee meetings the team members discussed and reprioritized implementation steps to focus efforts for the upcoming year.

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

Purpose

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.

Implementation Steps

<i>Priority</i>	<i>Implementation Step</i>	<i>Timeline</i>	
1	Sustain and strengthen the National Child Passenger Safety Certification Training Program with increased focus on high-risk populations.	Annual	Buckman/Cozzie (SHTSS-MDT)
2	Encourage state agencies and employers to coordinate and implement workplace traffic safety policies to include seat belt use and other traffic safety measures. Develop a state Network of Employers for Traffic Safety (NETS) or similar public-private partnership focused on traffic safety.	Employer Seat Belt Tool kit portion is in progress	All
3	Research underlying beliefs and behaviors of high-risk groups to better understand them; develop and implement strategies by using the appropriate proven and innovative educational materials and outreach communication channels.	Outreach & surveys are considered when developing resources, ongoing.	All
4	Develop child passenger safety educational materials with updated and consistent information.	Review & update based on need, campaign messaging, and policy & program revisions.	All
5	Support enhancement and implementation of mandatory minor (under 18 years of age) occupant protection laws per best practices and GDL requirements.	Spring 2019; Resources updated in advance.	All
6	Support increasing the current seat belt penalty of \$20 to be consistent with the \$100 penalty for the child passenger safety restraint law.	August 2018 (in advance of 2019 Legislative Session)	

7	Promote local jurisdictional adoption of a primary seat belt ordinance if appropriate.		All
8	Support efforts from safety partners and stakeholders to implement a primary seatbelt law.	Ongoing, update & distribute resource materials when data is available.	

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 and 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.

Implementation Steps

<i>Priority</i>	<i>Implementation Step</i>	<i>Timeline</i>	
	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). <ol style="list-style-type: none"> 1. CPS Technician trainings 2. Alive at 25 	Annually Annually	Buckman(SHTSS) Sgt. McLaughlin (MHP)
	Support targeted enforcement based on demonstrated crash patterns and high-risk drivers. <ol style="list-style-type: none"> 1. STEP/SETT/ High Visibility Enforcement 2. Crash Maps 3. Tribal Check Points 	Annually Annually Annually	Chad Newman (SHTSS) & Capt. Collins (MHP) Mark Keeffe (SHTSS) Sheila Cozzie (SHTSS)

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.

Implementation Steps

Priority	Implementation Step	Timeline	
	Develop public and private partnerships (i.e., elementary, high school, and colleges) to develop and disseminate information and educational programs regarding unsafe driving behaviors.		
1	<p>Coordinate with local public health to extend outreach utilizing similar CDC messaging to discuss and develop a united message on seat belt and child passenger safety use facts and resources.</p> <ul style="list-style-type: none"> • MT Hospital Association • MT Nurses Association • MT Medical Association • MT Public Health Association • Trauma Surgeons • MT Pediatric Association • Family Medicine • Emergency Medical Services for Children (EMSC)- - Supporting/promoting CPS trainings • Early Education/Head Start/ Prenatal Services/ WIC programs • Montana SAFE KIDS Chapters • Board of Regents • Rocky Mountain Rural Trauma Symposium (RMRTS) • FICMR - DPHHS 	September 2017, to invite to annual safety meeting in October.	<p>Holzman (DPHHS), Langve-Davis(CHSP-MDT) Kenny (SHTSS-MDT)</p> <p>Suzor (DPHHS)</p>
2	Safe On All Roads (SOAR) program	Ongoing, Annual Update	Sheila Cozzie/ Cultural Liaison
3	Peer-To-Peer Teen Traffic Safety program and FCCLA representative	Ongoing, representative involvement by October 2017	Sheila Cozzie/ Cultural Liaison
4	Save Lives Montana		Gilbertson

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

Purpose

Educational campaigns have been used in Montana for many years with the objective of increasing seat belt use. However, for the past five years’ belt use rates have not only stalled but decreased slightly. Montana needs to take a hard look at the messages being used to reach high-risk populations and make changes where needed to effect behavior change and get seat belt use rates to increase.

Implementation Steps

<i>Priority</i>	<i>Implementation Step</i>	<i>Timeline</i>	
	To be determined once current campaigns have been evaluated. <ul style="list-style-type: none"> • Include distribution plans and post surveys for educational campaigns • Include enforcement in educational outreach 		
	Campaigns to consider for review to identify what and how it works- <ol style="list-style-type: none"> 1. Click It or Ticket (CIOT) 	Annually	
	<ol style="list-style-type: none"> 2. Montana Risk Assessment/Youth Risk Behavior Survey historical review 	Annually	Penner-Ray (OPI)
	<ol style="list-style-type: none"> 3. ICC Prevention Resource Center campaign coordination 	Ongoing, Annual Update	Turner (PRC-DPHHS)
	Consider evaluation steps for- <ol style="list-style-type: none"> 4. Distribution of MHP District crash maps via Health In the 406 media/email blast, through earned media, and to county commissioners, MACO, and other community leaders 	Annually (when is the best time – April, June, July?)	Kenny (SHTSS)/Holzman (DPHHS)
	Combining Media education with Law Enforcement Efforts		

Next meeting- May webinar focused on new media