



**VISION ZERO**  
zero deaths • zero serious injuries

MONTANA DEPARTMENT  
OF TRANSPORTATION

Occupant Protection  
Emphasis Area  
Great Northern Hotel  
Helena, MT  
October 11, 2017

Janet Kenny  
State Highway Traffic Safety Section  
Rail, Transit & Planning Division  
Montana Department of Transportation

# Montana Comprehensive Highway Safety Plan



MONTANA  
**MDT**  
DEPARTMENT OF TRANSPORTATION  
May 2015

**#VisionZeroMT**  
zero deaths | zero serious injuries

# Occupant Protection EA

- Emphasis Area Overview
- Strategy Highlights
- Moving Forward - Primary Seatbelt Law in 2019

# Highlights of OP Data

- In 2016, 190 total fatalities. Not wearing or improperly wearing a seat belt contributed to:
- 95 of the fatalities and 267 serious injuries were attributed to lack of or improper use of safety restraints.
- 63% of fatalities in automobiles were not wearing a seatbelt
- 73% of the fatalities were ejected

# Emphasis Area

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*



# Strategy Highlights

1

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

- Support efforts from safety partners & stakeholders to implement a primary seat belt law.
  - Identify lead for seat belt safety group
- Encourage state agencies and employees to coordinate and implement workplace traffic safety policies
  - Employer Seat Belt Tool Kit



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

# Strategy Highlights

1

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

- Child Passenger Safety Certification Training Program with increased focus on high-risk populations
  - 18 CPS instructors, 249 CPS technicians and 24 Permanent Inspection Stations – serving 92% of the population
  - Six of Montana’s seven reservations have a total of 29 CPS Technicians.



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



# Child Safety Seat Training/Events



Helena Check up event



CPS Trailer



CPS Brochure



May 2017 – Helena Training

# Strategy Highlights

1

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

- Support Efforts from safety partners and stakeholders to implement a primary seat belt law
  - Education efforts 2017 Legislative session
    - Materials – seat belt fact sheets, book marks
    - Rotunda day – January 27 – multiple safety partners participated



# 2017 Capitol Rotunda Day



AT&T "It Can Wait"



AAA



BUMT



DPHHS- EMS & Trauma Systems

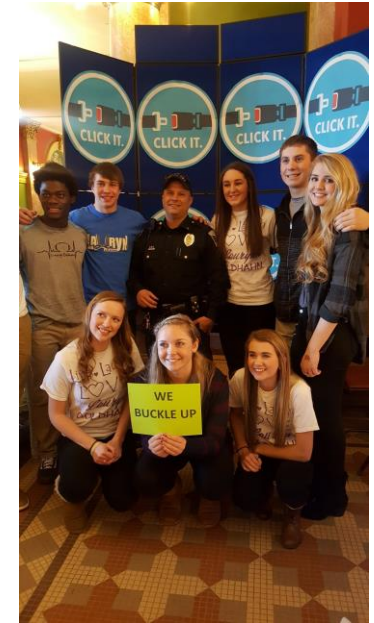
# 2017 Capitol Rotunda Day



MT-American Academy of Pediatrics



BUMT Display



Selfie Booth



AT&T Lunch



SOAR Display

# Strategy Highlights

2

*Support enforcement of existing seat belt and child passenger safety laws*

- Increase education and training for law enforcement,
  - Law Enforcement Briefing PowerPoint on Child Passenger Safety
- Support targeted enforcement based on demonstrated crash patterns and high-risk drivers
  - Crash maps – state and by MHP Districts



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



# Law Enforcement Occupant Protection - Briefing

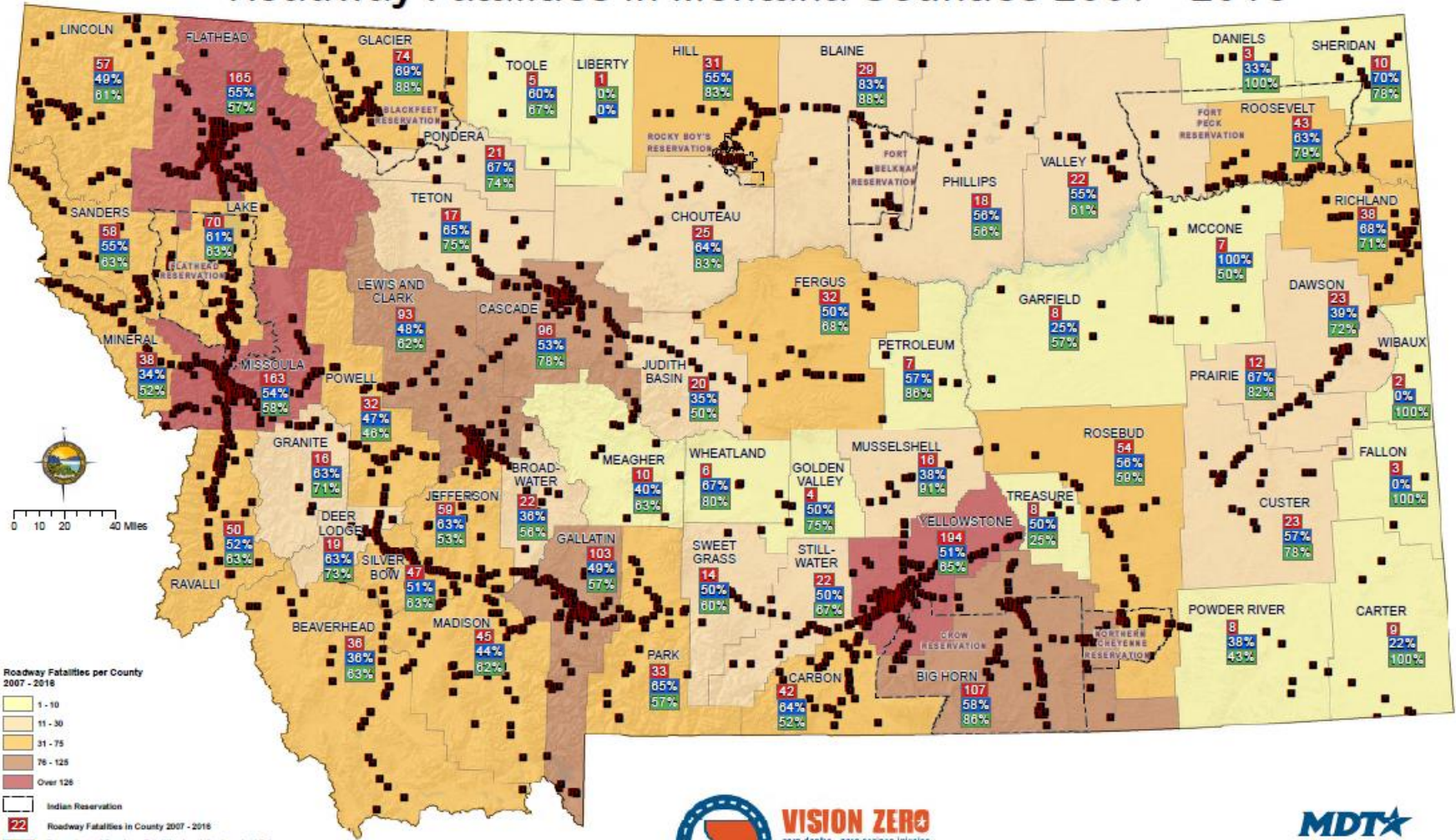
## OCCUPANT PROTECTION **A.K.A.** SEAT BELTS AND CHILD SAFETY SEATS



**WHAT'S THE BIG DEAL ANYWAY?  
CAN YOU MAKE A DIFFERENCE?  
WHAT'S YOUR ROLE?**

# MAPS

## Roadway Fatalities in Montana Counties 2007 - 2016



**MDT**  
 PREPARED BY THE  
 STATE OF MONTANA  
 DEPARTMENT OF TRANSPORTATION  
 GEOSPATIAL INFORMATION SYSTEMS SECTION  
 Created September 2017 in ArcGIS 10.4.1 using ArcMap. Esri, Inc.  
 NAD 1983 StatePlane Montana FIPS 2500  
 Lambert Conformal Conic

# Strategy Highlights

3

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

- Develop public and private partnerships to develop and disseminate information and educational programs regarding unsafe driving behaviors
  - Alive@25 classes
  - Safe On All Roads – SOAR
  - Teen Peer to Peer Program



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



# Strategy Highlights

3

Continue to support and build collaborative partnerships to increase seat belt use

**DDC – Alive at 25<sup>®</sup> Third Edition**

Don't Let A Teen Become Another Statistic!

Every year, young adult drivers are involved in more than six million collisions, resulting in 14,000 fatalities. To save lives and equip teens to drive more defensively, the National Safety Council® has revised and updated its Alive at 25 defensive driving program.

**Alive at 25, Third Edition**

This course addresses the number one cause of death for drivers ages 15 to 24 – motor vehicle crashes – and has been adopted by many states and courts for graduated licensing and traffic violator programs. The third edition of Alive at 25 encourages young drivers to take responsibility for their driving behavior. A compelling new video challenges participants to imagine life without them.

**what teens will learn**

- Why young adults often underestimate risk
- The effects of inexperience, peer pressure and such distractions as cell phones, text messaging, MP3 players and GPS units
- The dangers of “kneeing”
- State and local driving laws and regulations
- Communication skills for assertiveness and being a young leader
- Responsibility of passengers

**course description**

Alive at 25 is a highly-effective four-hour course that serves as an excellent complement to standard driver education programs — and is also ideal for young drivers who incur traffic violations. Through interactive media segments, workbook exercises, class discussions and role playing, young drivers develop convictions and strategies that will keep them safe on the road.

**Teen Driver: A Family Guide to Teen Driver Safety**

This nationally acclaimed book, based on the principles of graduated licensing, helps parents understand the risks young drivers face. It offers a clear action plan that includes supervised driving practice, restrictions, and a parent/teen driving agreement.




Product #	Quantity	Member/nonmember price (ea.)
BE81345-0000	1	\$10.00

# Strategy Highlights


3

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


**WHY BUCKLE UP?**  
THERE ARE 3 IMPACTS IN A CRASH



**YOUR VEHICLE**



**YOUR BODY**



**YOUR ORGANS**


**USING YOUR SEAT BELT WILL SAVE YOUR LIFE**

Did you know that American Indians represent 17% of deaths caused by motor vehicle crashes each year in Montana? Together we have the power to change this statistic. Protect yourself and others in our community by practicing safe driving habits. Always buckle up and insist that others do the same.

 [www.facebook.com/SafeOnAllRoads](http://www.facebook.com/SafeOnAllRoads)



**THIS SCHOOL YEAR**  
**MAKE OUR**  
**PEOPLE**  
**PROUD**



**ALWAYS BUCKLE UP**  
**AND INSIST THAT OTHERS**  
**DO THE SAME**



Did you know that American Indians represent 17% of deaths caused by motor vehicle crashes each year in Montana? Together we have the power to change this statistic. Protect yourself and others in our community by practicing safe driving habits.

 [www.facebook.com/SafeOnAllRoads](http://www.facebook.com/SafeOnAllRoads)

# Strategy Highlights

3

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



- ABOUT
- LEADERSHIP
- COMMUNITY OUTREACH
- COMPETITIVE EVENTS
- RESOURCES
- CONFERENCES
- AWARDS

## VISION ZERO

🕒 August 9, 2017 ✍️ Posted By [Nicole](#)

### GRANTS AVAILABLE TO DESIGN AND IMPLEMENT PROGRAMS:

The Montana Department of Transportation (MDT), Ford Driving Skills and Montana Family Career and Community Leaders of America (FCCLA) are partnering together to promote traffic safety by awarding grants to chapters who plan and carry out projects that help them and their peers make informed, responsible decisions.



*Amount:* Up to \$1750

*Application due:* November 1

## LATEST NEWS

- Vision Zero
- Béquet® Confections
- Life Changing Experiences
- Leadership Rally



<http://www.mdt.mt.gov/visionzero/people/skill.shtml>



# Montana Teen Traffic Safety



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

# Strategy Highlights

3

Continue to support and build collaborative partnerships to increase seat belt use



ABOUT LEADERSHIP COMMUNITY OUTREACH COMPETITIVE EVENTS RESOURCES CONFERENCES AWARDS

## VISION ZERO

August 9, 2017 Posted By Nicole

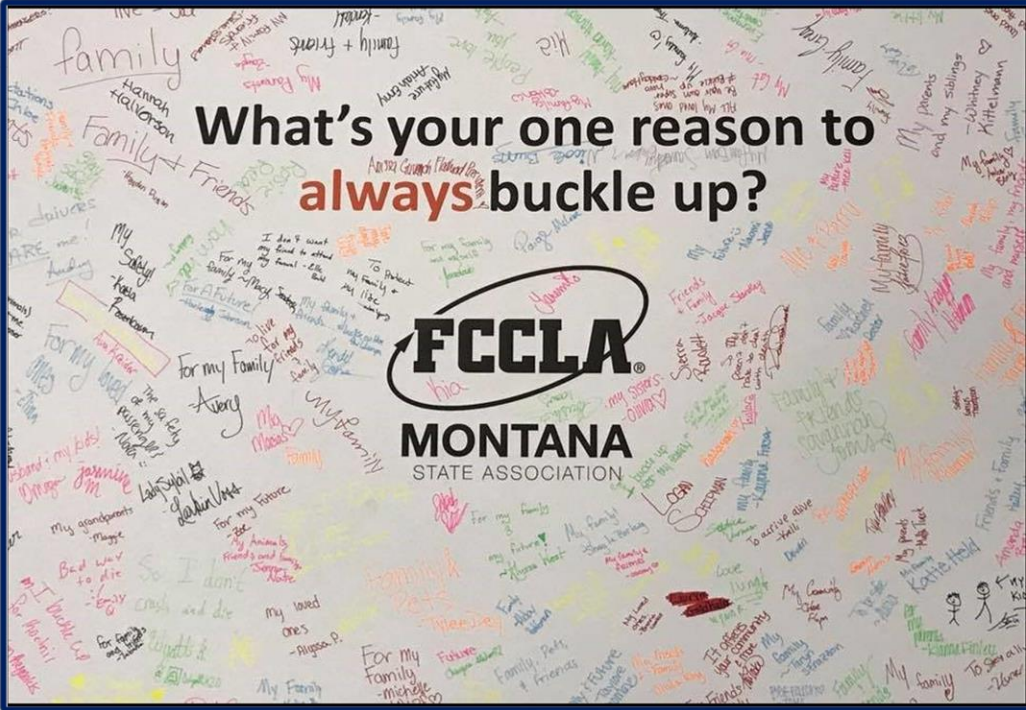
### GRANTS AVAILABLE TO DESIGN AND IMPLEMENT PROGRAMS:

The Montana Department of Transportation (MDT), Ford Driving Skills and Montana Family Career and Community Leaders of America (FCCLA) are partnering together to promote traffic safety by awarding grants to chapters who plan and carry out projects that help them and their peers make informed, responsible decisions.



Amount: Up to \$1750

Application due: November 1



<http://www.mdt.mt.gov/visionzero/people/skill.shtml>



# Strategy Highlights

3

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





# Montana FCCLA



- 1,095 Members
  - 67 Chapters
- Launched at Annual Leadership Rally
  - Grants Available
    - Awarded by November 1
    - Completion date March 9
  - Prizes for Winning Projects



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

# Strategy Highlights

4

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

MDT developed two ‘just one reason’ videos to run for an extended seat belt campaign summer of 2017



<http://www.mdt.mt.gov/visionzero/onereason/default.shtml#sober>



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

# Strategy Highlights

4

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

- 212 responses collected – on-line survey
- Age range 18 to 49, 52% male, 48% female
- Over 25% were aware of increased seat belt enforcement by law enforcement
- Over 80% reported always wearing their seat belt
- Over 65% reported that state and local law enforcement were very or somewhat actively enforcing seat belt laws



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

# Primary Seatbelt Law in 2019

- Next Steps – Efforts to promote a primary seat belt law
- Panel Discussion -
  - Director Mike Tooley, MDT
  - Alyssa Johnson, Trauma Manager, DPHHS
  - Colonel Tom Butler, MHP
  - Dr. Greg Holzman, State Medical Officer, DPHHS

# Panel Questions

Q1: What were the barriers to passing a primary seat belt law during the 2017 session?

- *Efforts and outreach started too late.*

What success to repeat or build on in 2019?

- *Expand the discussion on the seat belt data as it relates to insurance rate costs.*
- *Change conversation & develop talking points now to include Freedom of choice - freedom from those unbelted who could be a dangerous flying projectile.*
- *Needs to be an incentive not a penalty.*

# Panel Questions

Q2: What Legislative group, or committee would favor carrying primary seat belt legislation?

- *Medical care of unrestrained motor vehicle occupants is a health crisis and would be best coming from Health Care.*
- *Health Care, Insurance and Hospital representatives are knowledgeable safety experts that can speak to medical costs associated with unrestrained motor vehicle occupants.*
- *Influential community/ state/ or business owner*



# Panel Questions

Q3: Does the timing of the when a bill is introduced depend on whether it is brought forward by an individual legislator or an Interim Committee?

- *The earlier the better.*
- *Know your Legislators – Develop personal relationships.*

# Panel Questions

Q4: What kind of support and resources are state agencies allowed to provide during the Legislative Session?

- *Gather health & cost data from Medicare, hospital discharge, Trauma System, EMS and agree on the consistent data speaking points*
- *Identify evidence based strategies to bring down insurance costs.*
- *Research possible lives saved since passage of a secondary law & lost because it is a secondary.*
- *Find the “voice” for a primary seat belt law or speakers*

# Panel Questions

Q5: Montana needs a seat belt committee or coalition leader, who do you think would be the best person for this position?

- *Needs to be a strong, influential leader within business community and throughout the state.*
- *Can't be a state agency.*
- *Needs to understand and relate to the costs to employers and insurance agencies as well as health care costs.*

## Panel Questions

Q6: In 2017 an emphasis was placed on seat belt non-use being a Montana health crisis, and the high cost of motor vehicle fatalities.

Was this message pushed out to a broad enough audience?

- *Too little to late - Need to shift conversation and find the common ground on the personal freedom issues.*
- *Research DPHHS cost calculator tool & 14 Effective Tool Interventions.*

# Panel Questions

Q7: Based on personal experience, how have you approached difficult topics to change public opinion and gain support?

- *Personal stories*
- *Victim families sharing their story within their communities.*

# Panel Questions

Q8: What do you see as the #1 hurdle that needs to be addressed to change traffic safety behavior?

- *Educate decision makers at the local community and district levels on State health care costs associated with unbelted motor vehicle fatalities and serious injuries.*



**VISION ZERO**  
zero deaths • zero serious injuries



**One life lost is one too many.**

*“The Department of Transportation and our partners are united in our mission to save lives on Montana roads.”*

—Mike Tooley, MDT Director

Janet Kenny, Supervisor  
State Highway Traffic Safety Section  
Rail, Transit & Planning Division  
Montana Department of Transportation  
406-444-7417, [jakenny@mt.gov](mailto:jakenny@mt.gov)

Comprehensive Highway Safety Plan <http://www.mdt.mt.gov/visionzero/plans/chsp.shtml>  
Pam Langve-Davis, CHSP Coordinator, 406-444-7646, [plangvedavis@mt.gov](mailto:plangvedavis@mt.gov)