

**Occupant Protection
CHSP Emphasis Area Meeting
Agenda**

MDT Planning Conference Room A, Helena, MT
Tuesday, April 10, 2018 from 10:00 a.m. – noon



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

Attendees:

Janet Kenny, SHTSS Supervisor (MDT)

Pam Buckman, Occupant Protection-SHTSS (MDT)

Mary Kay Burns, Buckle Up MT Coordinator (Cascade Co)

Wendy Olson Hansen, Buckle Up MT Coordinator (Flathead Co)

Capt. Art Collins (MHP)

Dr. Greg Holzman, State Medical Officer (DPHHS)

Hannah Yang, Epidemiologist (DPHHS)

Jeremy Brokaw, Injury Prevention (DPHHS)

Lonie Hutchison, Buckle Up MT Coordinator (Missoula /Granite Co)

Alyssa Johnson, Trauma Systems Manager (DPHHS)

Tracie Kiesel, Tri-County Buckle Up MT Coordinator

Chad Newman, LE Liaison-SHTSS (MDT)

Fran Penner-Ray, Traffic Education (OPI)

Sgt. John Spencer, (MHP)

Conference Call:

Don Smies, Richland Co. Health Department

Minutes Approval/Round Table

The chair asked for approval of the March 22, 2018 minutes. Approval of minutes as written was by consensus.

Prior to working on the SWOT and Action Plan, Janet invited a brief round table for updates from members.

- Lonnie Hutchinson announced that she applied for the State Farm Safer Communities grant and received \$8,000 for young driver activities with a focus on distracted driving, occupant protection and impaired driving.
- Dr. Holzman provided information about a new opportunity for grant funds with the Headwaters Foundation out of Missoula concentrating on Western MT. He will provide contact information.
- Fran Penner-Ray announced that the Office of Public Instruction also received \$8,000 from State Farm to support the Montana DR.I.V.E. Workshop driver education program, helping to lower the registration costs to \$90 for teens. Classes are already full. This partnership with State Farm has been on-going for the past 10 years.
- Saved By The Belt Program – Pam Buckman acknowledged the SBTB award ceremony conducted 4/9/18 at the MHP Headquarters by Tracie Keisel and Trooper Tom Kruse where two individuals received awards. Pam announced new partnerships with Town Pump and Opportunity Bank of Montana to sponsor the program with gas cards and SBTB key chains. She reminded the group that nominations can be made and are highly encouraged by local police, EMT's, ER staff and other traffic safety advocates who are aware that seat belts or car seats saved a life in a crash.

- Sgt. John Spencer has talked with Pat Goldhahn who is very interested in partnering with the group and will come and speak at our meeting on May 8, 2018.
- Mark Keeffe informed the group that the 2018 Annual Observational seat belt count will have new sites this year based on requirements from NHTSA. All new sites have been selected, and quality control monitors (BUMT coordinators) will be informed of locations and dates/times to conduct monitoring. The observations will start the end of May and conclude by the end of July
- Don Smies reported that Richland County is gearing up for Public Health Week.
- Wendy Olson-Hansen mentioned that she was very impressed with Colorado's 2016-2017 seat belt awareness campaign – Beware of the Beltless. There is a very important message that people should not to be afraid to ask others to buckle up. Colorado provided campaign materials including infographics, pledge cards, opportunities to share stories, social media toolkit and much more.

Strategy 1 SWOT Analysis & Action Planning

Janet Kenny kicked off the working session reiterating the purpose of the exercise is to clarify activities and define the specific of what is being done, who is doing it, why is it being done, and where and when will it be done. Focusing on the strategy, *support policies, education, training, programs and activities that promote and increase seat belt and child safety seat use*, a strength weakness, opportunity and threats exercise was done to assess the strategy. (See attached Table 1)

Janet introduced the purpose of Occupant Protection strategy 1, and asked participants to look at the prioritization work we did last April. Discussion was around the second *priority to encourage state agencies and employers to coordinate and implement workforce traffic safety policies to include seat belt use and other traffic safety measures*.

Dr. Holzman shared some thoughts on what we are trying to accomplish with our efforts and the conversation came back to what the message needs to be as we work toward a primary. Who are we trying to reach/influence, how to coordinate the effort, and most importantly what is the "issue" we are addressing: MT has one of the highest fatality rates per capita for non-seat belt use.

The group went to the action plan stage to sketch this out. This work builds on what we developed for Strategy 3. (See attached Table 2.)

Table 1: Strategy 1- SWOT

	Strength	Weakness
Internal	<p>Tool Kit has been developed on seat belt policy for businesses, employers.</p> <p>Pre-legislative work needs to happen, get the message out to communities and the focus is on “cost” to employer, this is a preventable cost, time lost at work if injured.</p> <p>Dr. Holzman suggested an organized campaign of costs – “how much \$\$ are we all paying for your freedom of choice?” These are Preventable Costs.</p> <p>Ask Public Health how they can help us. Get orgs to sign something that says they support a primary sb law. Keep adding names of the orgs. – a running tally. Maybe develop a cling “I support a primary seatbelt law”. Give the public evidence that seatbelts saves lives so they can make informed decisions. See below campaign outline: Issue:..... Problem in Montana..... Limited data/facts/graphs Evidence-based effective strategies.</p>	<p>Questions to ask ourselves: Who is not using seat belts, why aren’t they and how do we reach them? How do we change voters’ minds on SB use? How do we define “cost” and educate: campaign, look at lives, morbidity, Medicaid, mortality?</p> <p>Need personal stories along with fact sheets. graphs and bookmarks: “how does others ‘freedom of choice’ affect you?” and/or “how much is this costing your business?”</p> <p>Need more Partners and businesses (MT Broadcasters, Auto Dealers), how is seat belt use affecting them?</p> <p>Montana’s traffic safety advocates aren’t all presenting an organized front.</p>

	Opportunities	Threats
External	<p>Invite Department of Labor to the table, they have safety training which includes traffic safety. Do businesses have seat belt policies? Invite Epidemiologist to table.</p> <p>State Fund, DOL, Workman’s Comp and Insurance companies should be interested because seat belt policies keep injuries down.</p> <p>Forrest Service has safety program, including safe driving. Chambers of Commerce both state and local.</p> <p>Talk to legislative candidates now about their support for seat belt use and a primary law, elections in June/November.</p>	

Table 2: Strategy 1 Action Plan

Action Item	Goal/Outcome	Who to lead /coordinate efforts?	Time Frame (Deadline)	Measure of Success
Organize the Message, bring data point to June mtg, group will narrow down to key take aways.	Increase SB use/Decrease injury/fatalities	Tracie Kiesel, Sgt. John Spencer, Alyssa Johnson, Sheila Callahan, add Health/Jeremy, Hannah	By the June Meeting	Produce info product that can be distributed, electronically also
Should have: Health Data points MDT Crash data, MT ranking for use Evidenced Based Effective countermeasure strategies -links OPI, YRBS, BRFSS	Educate public through evidence on cost and saving lives so they can make informed decisions	All	Timing is everything, need to have out early prior to session.	Letter of support, partners that are visible to the public.
Figure out how Legislators want to hear from us.				
Publish in "Health in the 406"				
Bring in Partners from Dept of Labor, Workers Comp, Insurance				

Discussion continued around how people can be polled on seat belt usage, or if focus groups could be conducted. Possibly use some student groups through nurse interns in Missoula.

Announcements-

- **Next Meeting – May 8, 10 a.m. – noon -MDT Conference Rm A- Pat Goldhahn**
- **May 29 - CHSP Advisory Committee, MDT Auditorium**
- **October 10-11, 2018 Annual Transportation Safety Planning Meeting**
- **January 29, 2019 Capitol Rotunda Day**