

**Occupant Protection
CHSP Emphasis Area
Workgroup Meeting
Agenda**

MDT Planning Conference Room A,
Les Schwab Building
2960 Prospect Avenue, Helena, MT
Tuesday, March 12, 2019 from 10 a.m. - 12:00 p.m.



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

Attendees:

Mary Kay Burns, BUMT Coordinator (Cascade Co)
Sheila Cozzie, Cultural Liaison-SHTSS (MDT)
Mark Keeffe, Data Analyst-SHTSS (MDT)
Janet Kenny, SHTSS Supervisor (MDT)
Tracie Kiesel, BUMT Coordinator (Tri-County)
Pam Langve-Davis, CHSP Program Manager (MDT)
Wendy Olson Hansen, Buckle Up MT Coordinator (Flathead Co)
Erin Root, Occupational Protection Program Planner r-SHTSS (MDT)
Sgt. John Spencer, MHP

Via skype

Gina Beretta, NHTSA Region 10 Program Manager
Lonie Hutchison, Buckle Up MT Coordinator (Missoula /Granite Co) – phone

Approval of January 8, 2019 Minutes- Minutes were sent out to attendees in advance of the meeting. No revisions were requested. The minutes were approved as written by consensus.

Old Business – Strategy Report Out & Status

Strategy1: Support policies, education, training programs & activities that promote & increase seat belt and child seat use. Tracie Kiesel reported on HB 49 that was before the House Committee on March 11, 2019, there were many proponents that spoke in a very short time. No opponents. In response to questions from the Committee, MDT is preparing additional speaking notes for Director Tooley. Additional information to be shared as it becomes available.

Rotunda Day follow-up shared by Tracie Kiesel was positive feedback from elementary school. Students sent the Buckle Up coordinators and Governor Bullock thank you letters. Six people were recognized for Saved By the Belt Awards (SBTBA) at the Rotunda event. The Missoula family that was recognized with SBTBA has agreed to be in local media and radio promoting seat belt use.

2019 CPS training calendar has been posted as an effort to sustain and strengthen National Passenger Safety Certification training program which includes an increased focus on high-risk populations.

<https://www.mdt.mt.gov/publications/docs/brochures/safety/cps-training-dates.pdf>

Strategy 2: Support enforcement of existing seat belt & child passenger laws –

(STEP/SETT/Alive at 25)- Tracie Kiesel/ Sgt. Spencer reported the current SETT coordinator is Sgt. Andrew Novak. Alive at 25 is active in Helena, Kalispell, Missoula and Bozeman. The current coordinator is Trooper TJ Templeton.

Strategy 3: Continue to support & build collaborative partnerships to increase seat belt use (focus on young drivers & passengers). Sheila Cozzie reported on the Teen Peer to Peer program. Participating FCCLA teams are wrapping up and will be attending their annual conference March 21, where award winners will be announced.

- Sheila Cozzie will report out at the July meeting.

Occupant Protection Mini Grants have been made available to two separate safety partners, Janet Kenny reported that mini grants went to 1) Yellowstone Co Safe Kids Worldwide – Koren Bloom for child safety trailer supplies and

2) Havre HELP Boys & Girls Club. More information on mini grants can be found at <https://www.mdt.mt.gov/other/webdata/external/planning/OP-MINI-GRANT-Q-A.pdf>

Strategy 4: Evaluate the effectiveness of ongoing messages, campaigns and programs in promoting &/or increasing occupant protection use. Janet Kenny shared the 2018 Occupant Protection Post-Media Survey conducted by the media consultant during the time period of June 2018. Fifty three percent (53%) of the survey outreach was conducted in Billings, Great Falls, Missoula & Bozeman and forty seven percent (47%) was conducted throughout rural Montana. The target audience responded that over 35% reported being aware of increased seat belt enforcement by local/state law enforcement (Click or Ticket patrols). Over 56% reported seeing/hearing a SB message. Sixty-three (63.5%) percent of males between the ages of 18 – 34 reported always wearing their seat belt. Of all respondents, seventy-six (76%) percent responded that they always wear their seat belt.

New Business- Strategy Alignment, Projected Timeline

May Mobilization is scheduled from May 13- June 2. This campaign also referred to as Click it or Ticket kicks off the deadly days of summer. This campaign focuses on safety education and increased law enforcement presence.

Other-

Survey to improve MDTs web and social media sites had been to main page of website. Please take a few minutes to provide input. <https://www.mdt.mt.gov/>

Next Meeting – July 9, 2019

Agenda Item(s)-

Teen Peer to Peer Program – Sheila Cozzie
Summer Media Campaign- Janet Kenny

Announcements and Adjournment

- -ELT meeting – May 9, 2019
- -Advisory Committee meeting – May 16, 2019
- -2019 Annual Transportation Safety Meeting – October 2019