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zero deaths • zero serious injuries
**MONTANA DEPARTMENT
OF TRANSPORTATION**

Occupant Protection Emphasis Area

October 30, 2019

- ✓ **Highlight FCCLA Project**
- ✓ **Occupant Protection Use Data**
- ✓ **Quick Overview of Strategies - Activities**
- ✓ **Child Passenger Safety**

FCCLA Partnership

- 17 Chapters Participated – Statewide
- FDSL - \$7,500
- NRSF - \$7,500
- NHTSA - \$8,731

FCCLA Partnership

- Ford Driving Skills for Life
- 1st Place – Three Forks High School - \$2,500
- 2nd Place – Beaverhead High School - \$1,500
- 3rd Place – Choteau High School - \$1,000

FCCLA Partnership

National Road Safety Foundation

- 1st Place – North Star H.S. - \$2,500
- 2nd Place – Terry H.S. - \$1,500
- 3rd Place – Shepherd H.S. - \$1,000
- Honorable Mention

Plentywood High School - \$500



Recognition

- Three Forks Schools – Cathe Felz

Three Forks High School won the 2019 National Chapter Public Relations Award in part for their efforts in their Vision Zero campaign. Big KUDOS to Three Forks FCCLA chapter members.



Recognition

- Megan Vincent, Montana FCCLA – Peter K. O'Rourke Award

Special Achievement **Awards** recognize notable achievements in the field of **highway safety** by individuals, coalitions, organizations, nonprofit groups, businesses, media, government agencies, universities, or programs



Three Forks FCCLA

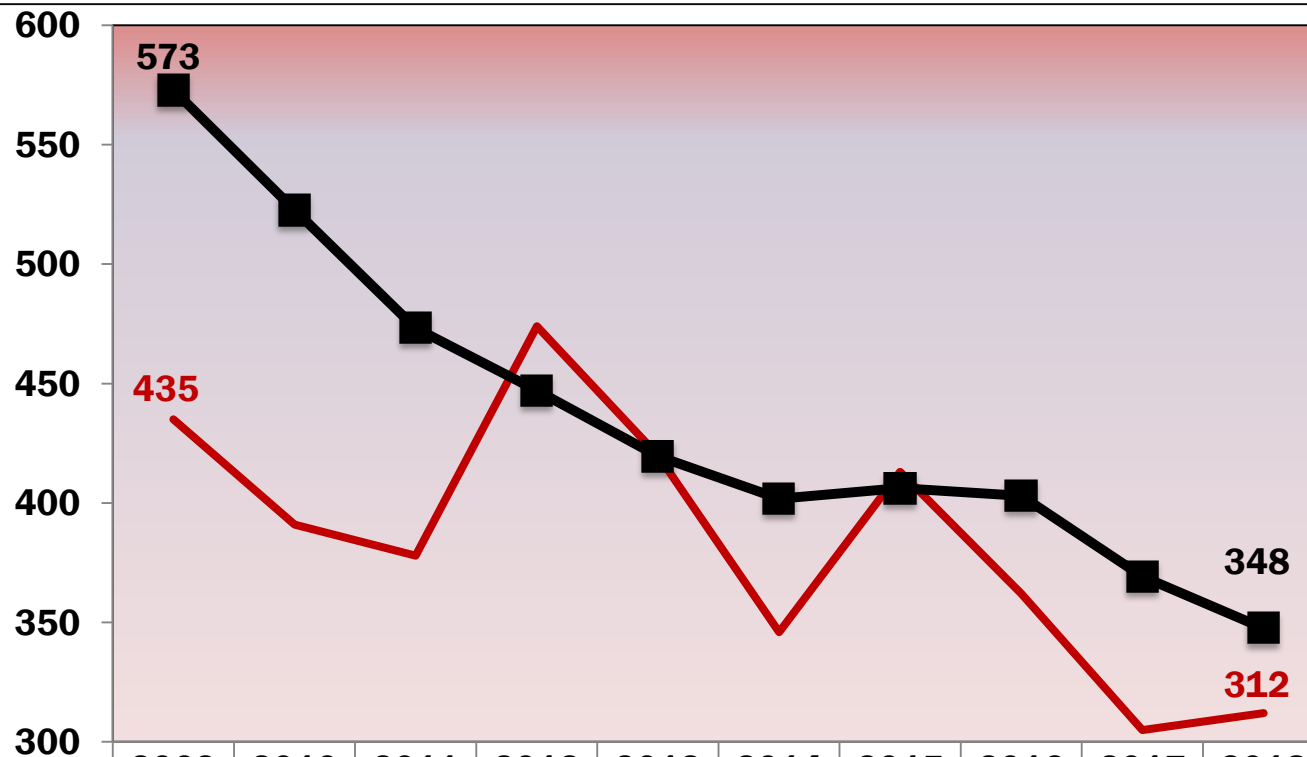


Three Forks Family Career and Community Leaders of America Highway Traffic Safety Project focused on driving safely.

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Unrestrained Occupants Fatalities & Suspected Serious Injuries



	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
— Unrestrained Vehicle Occupant - Fatalities & SSI	435	391	378	474	420	346	413	362	305	312
■ 5 Year Average	573	523	473	447	420	402	406	403	369	348
Fatalities	107	90	110	114	105	100	118	95	84	88
Suspected Serious Injuries	328	301	268	360	315	246	295	267	221	224

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Unrestrained Occupant

Severe Injury(SI) = Fatality or Suspected Serious Injury

YEAR	TOTAL OP FATALITIES	TOTAL OP SEVERE INJURIES
2016	95	362
2017	84	305
2018	88	312

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3-Year

Unrestrained Occupant

Severe Injury Trend by
Crash Factor

2016- 2018 Average

85% Roadway Departure

13% Intersection

72% Impaired Driver Involved



Severe Injury = Fatality or Suspected Serious Injury

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3-Year

Unrestrained Occupant

92% Rural Crash

41% June – September

50% Friday – Sunday

81% Speed Limit > 35 mph

Severe Injury Trend by Crash Factor

2016- 2018 Average



Severe Injury = Fatality or Suspected Serious Injury

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Observational Seat Belt Use Survey

Conducted Annually per NHTSA Survey Methodology

YEAR	All Roads
2017	78%
2018	87%
2019	89%

Seat Belt Use

52% of students always wear a seat belt when *riding* in a car;

8% report never or rarely wearing a seat belt

72% among drivers, always wear a seat belt when driving,

7% never or rarely wear a seat belt while driving

10% of males, and **5%** of females never or rarely wear a seat belt when driving

Percentage of students who never or rarely wore a seat belt when riding in a car by Grade Level:

9th = 5.9%, 10th = 6.3%, 11th = 7%, 12th = 10.2%



Occupant Protection Emphasis Area Strategies

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*

Strategies - Occupant Protection

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

- Child Passenger Safety Certification Training – more on this later!
- 2019 Capitol Rotunda Day exhibits
 - Buckle Up MT, Safe On All Roads (SOAR), EMS & Trauma Systems, American Academy of Pediatrics, MT D.R.I.V.E.
 - Roadway safety and buckle up activities with 1st graders, including Governor reading “Just for Big Kids” booster seat story.
 - Under the Bar, Booster Seat in the Car
 - Traffic safety education – Larry the Crash Dummy
 - Saved By The Belt presentations – Six recipients!

2019 Capitol Rotunda Traffic Safety Day



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2019 Capitol Rotunda Traffic Safety Day



2

Support enforcement of existing seat belt and child passenger safety laws

- Selective Traffic Enforcement Program – STEP – 20 Agencies statewide
 - Collectively wrote almost 800 seat belt citations in 2018 during STEP patrols
- High visibility mobilizations – Holidays – Memorial Day “Click it or Ticket”
- Support includes over time, paid and earned media: radio, press release

3

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

- Buckle Up Montana Coalitions – BUMTs
- Safe On All Roads - SOAR
- Sharing consistent information through the “fact sheet” and “book mark”

Partnerships

- Teen Program with FCCLA
- OPI Traffic Education
- Youth Risk Behavior Study
- DPHSS EMS Trauma Systems

4

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

- Evaluate media campaigns through surveys
 - Behavior – Over 80% report always wear seat belt
 - Awareness – almost 50% report seeing, hearing seat belt ads
 - Current ads are trending 85 – 98% positive message
- New Buckle Up message developed to run for extended seat belt campaign spring through summer 2019. One reason theme.

<https://www.mdt.mt.gov/visionzero/people/buckleup/default.shtml>

Buckle Up

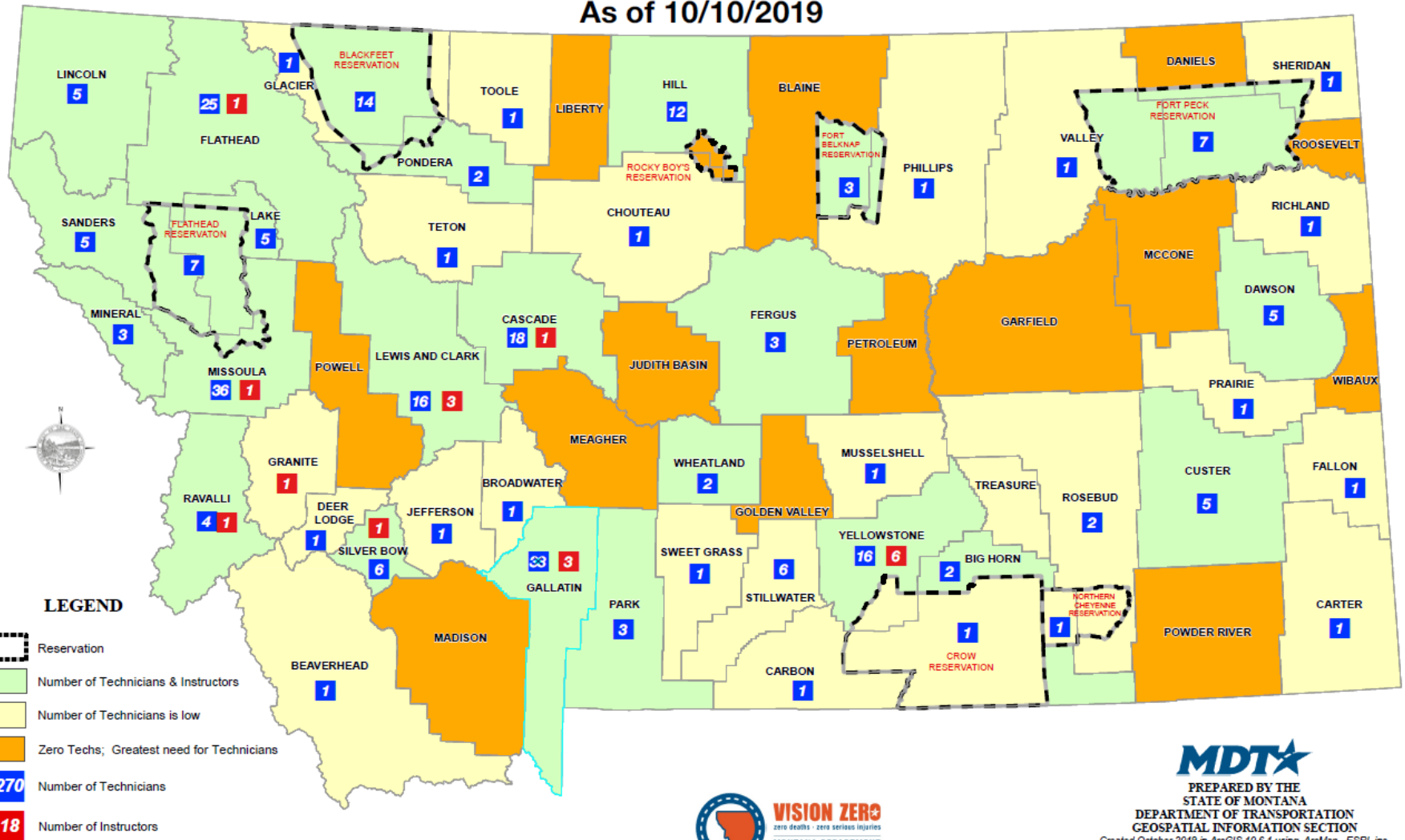


https://www.youtube.com/watch?v=e_o1A883VUo&feature=youtu.be

Child Passenger Safety

- Erin Root, Occupant Protection Program Planner
- Tracie Keisel, BUMT Coordinator, National CPS Instructor
- Wendy Olson, BUMT Coordinator, National CPS Instructor

2019 MONTANA CHILD PASSENGER SAFETY TECHNICIANS and INSTRUCTORS As of 10/10/2019



LEGEND

- Reservation
- Number of Technicians & Instructors
- Number of Technicians is low
- Zero Techs; Greatest need for Technicians
- 270 Number of Technicians
- 18 Number of Instructors



MDT
 PREPARED BY THE
 STATE OF MONTANA
 DEPARTMENT OF TRANSPORTATION
 GEOSPATIAL INFORMATION SECTION
 Created October 2019 in ArcGIS 10.6.1 using ArcMap. ESRI, inc.
 NAD 1983 StatePlane Montana FIPS 2500
 Lambert Conformal Conic

FFY19 - CPS Trainings

- Locations: Columbus, Great Falls, Whitefish, Missoula, Billings, Havre
- Number of Techs Certified: 70
- Plan for 2020: Missoula, Bozeman, Helena, Billings, Great Falls

FFY19 - CPS Recertification

- CPS Technicians are required to recertify on a two-year cycle
- Requirements include seat check verifications, participating in community education and completing CEU's
- Stay tuned for more information in next presentation....

FFY19 - Car Seat Distribution

- MDT purchased 541 convertible car seats
- Distributed to 41 locations in 35 counties
- Distributed prior to National CPS Week: 09/15-09/21/19

OP Mini-Grants

- Provide education and outreach regarding seat belt use and child passenger safety
- Assist with events, media, educational materials, etc.
- Projects funded up to \$5000
- Examples of OP mini-grant projects:
 - CPS training dolls
 - CPS training trailer
 - Hill County Buckle Up Coalition



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Breaking Down Barriers in Child Passenger Safety Programs



MONTANA

Occupant Protection Program Assessment

December 4 – 8, 2017

ASSESSMENT TEAM MEMBERS

Cynthia Burch

Troy Costales

Richard Miller

Angela Osterhuber

Anne Readett

Key Recommendations:

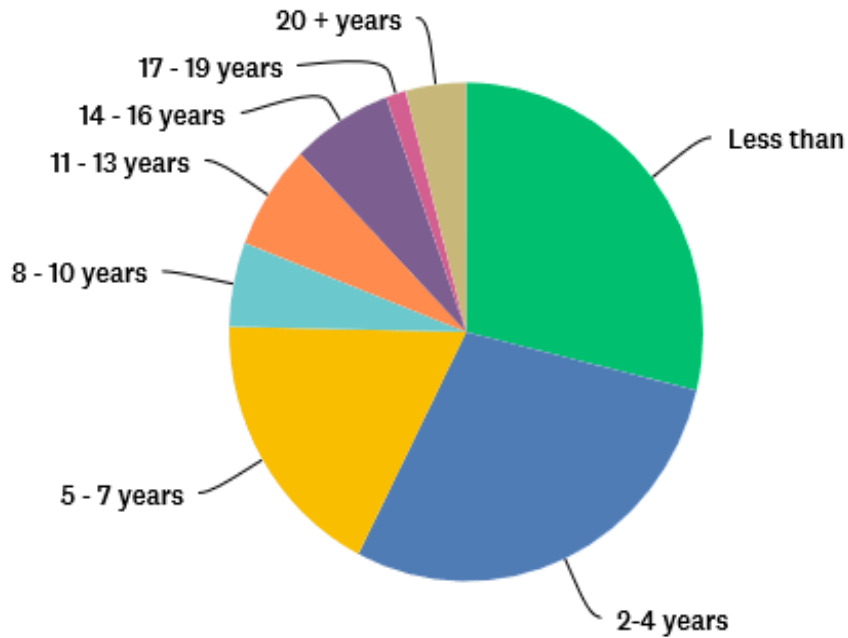
- **Survey** the current CPS technicians and instructors
- **Identify strategies** to introduce age-appropriate child passenger safety and seat belt educational programs into elementary, middle, and high schools
- **Offer in-person technical updates** throughout the state to safeguard the investment in resources expended in child passenger safety certification.

Key Recommendation #1

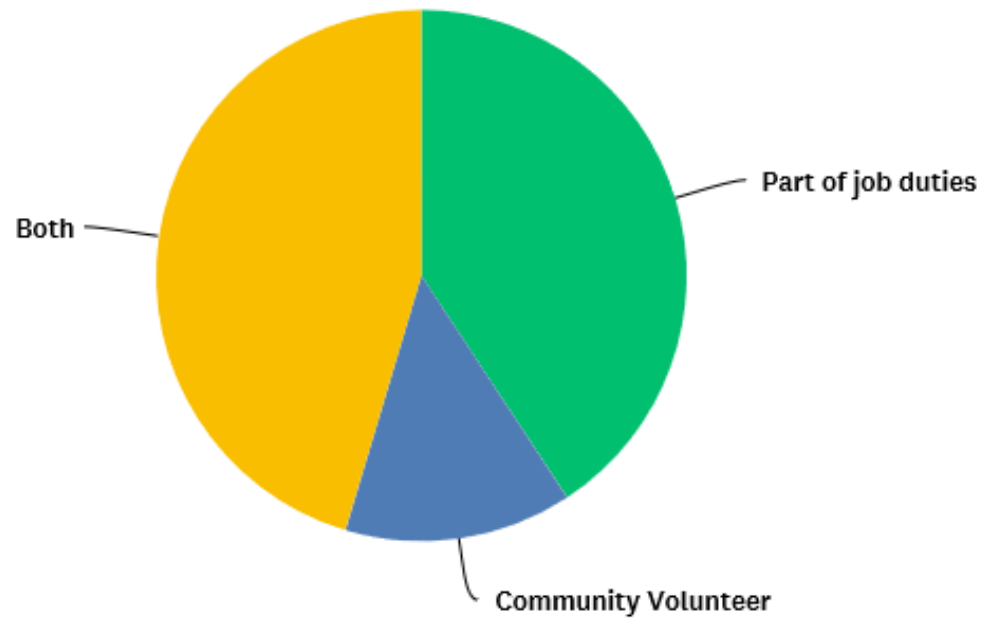
- Survey the current CPS technicians and instructors to assess:
 - local involvement in CPS activities
 - their needs to achieve and improve technical skill level
 - ways to increase recertification rates

Pre-Survey February 2019

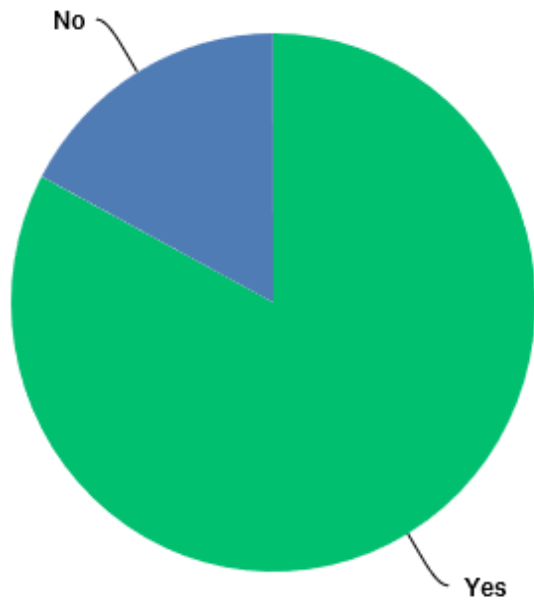
Length of time as a technician



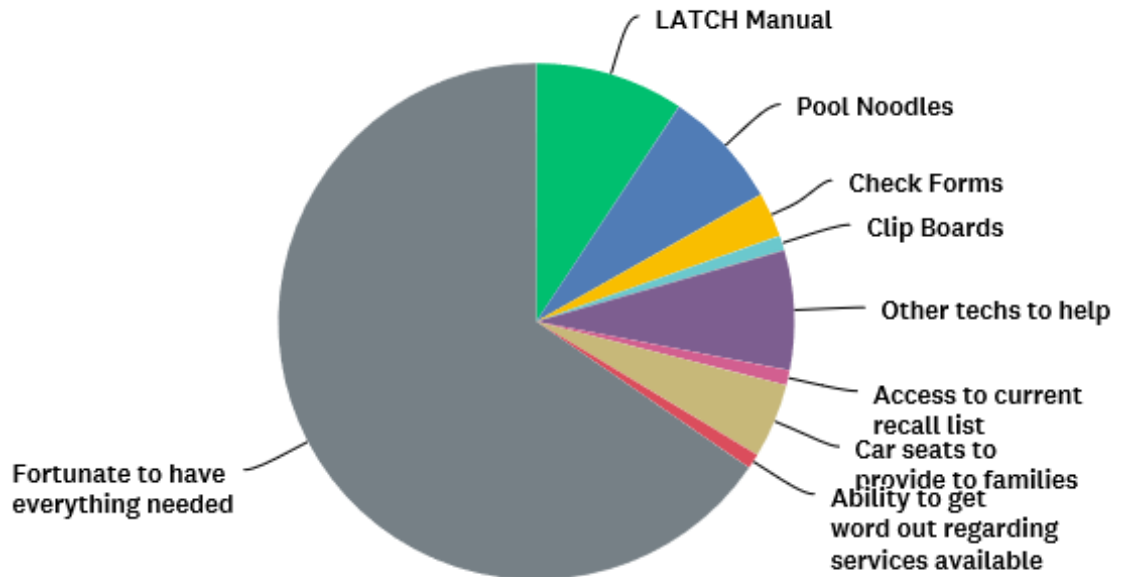
Participate as part of job or volunteer



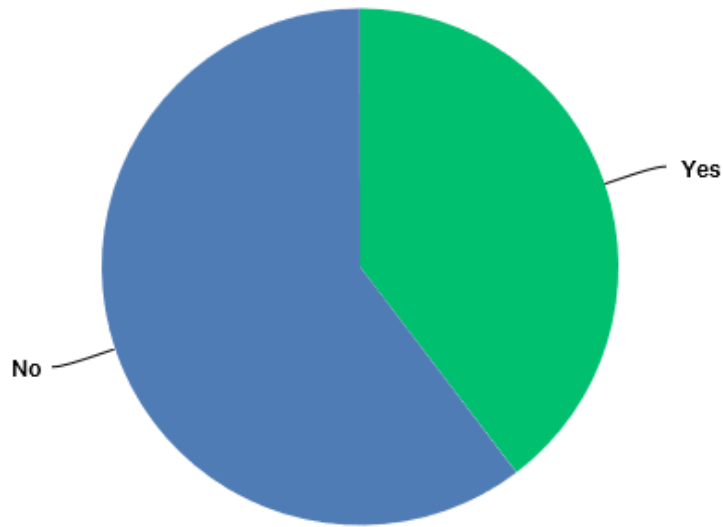
Do you have everything you need?



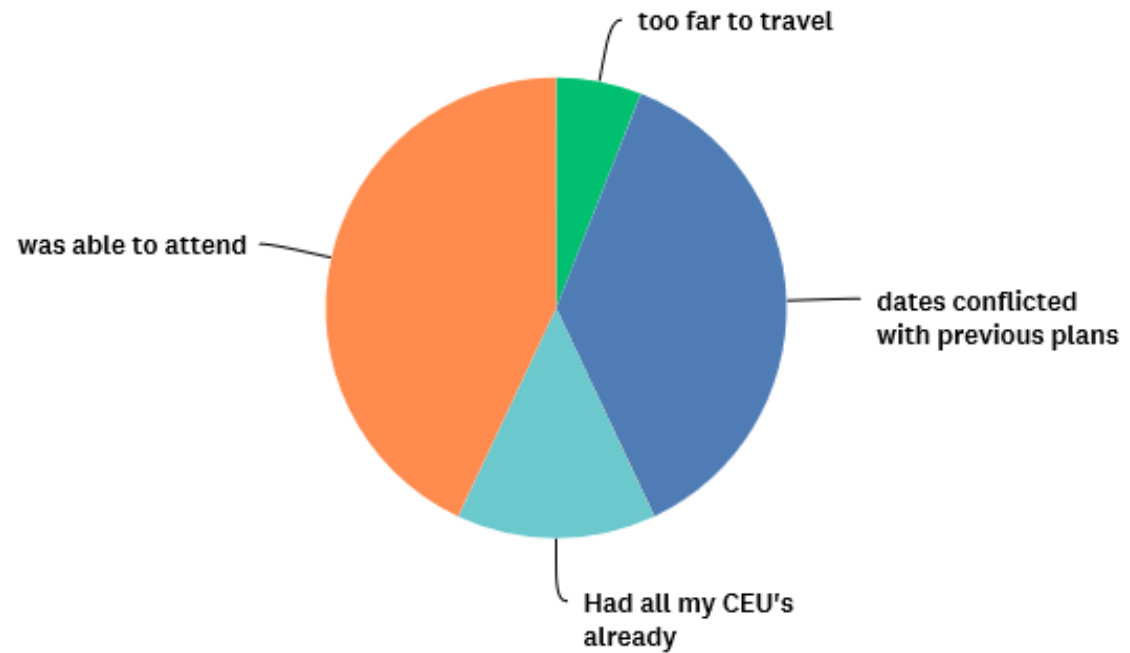
What are you missing?



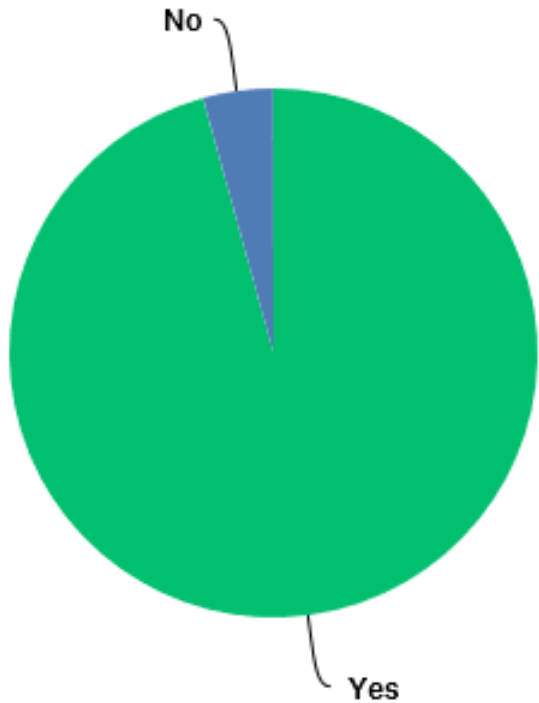
Attend annual update in Helena?



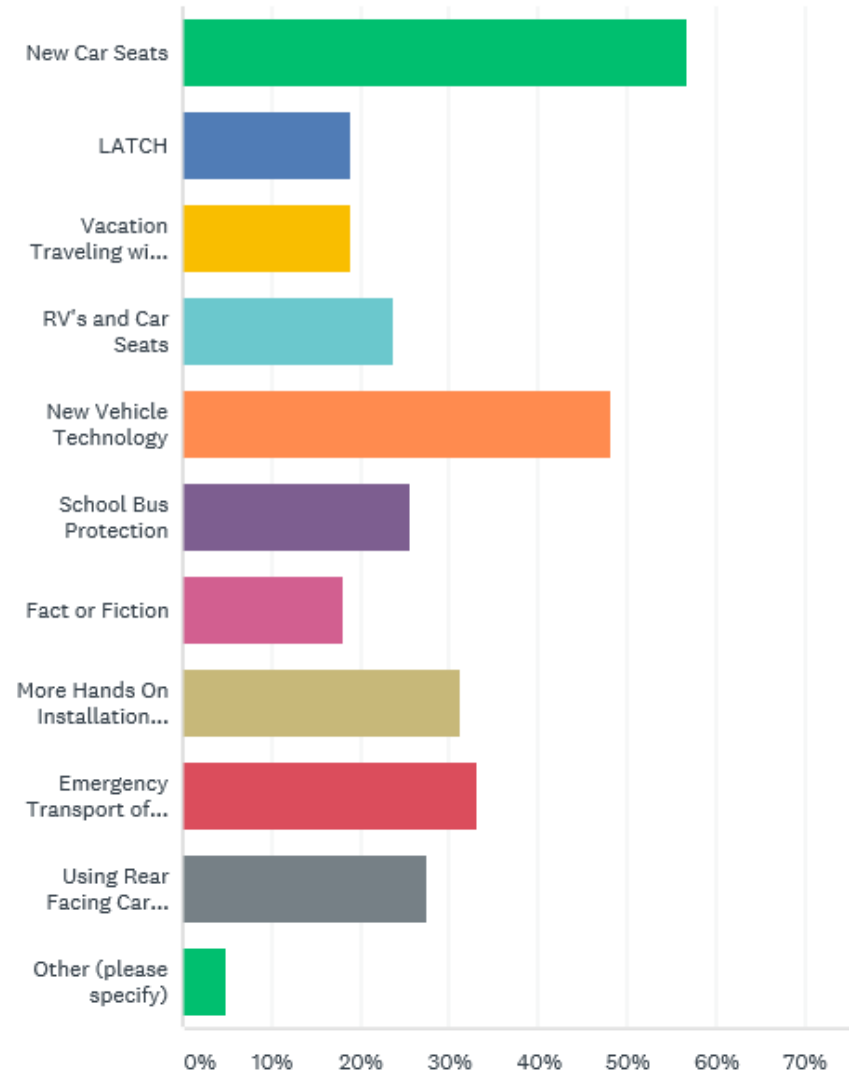
Why not?



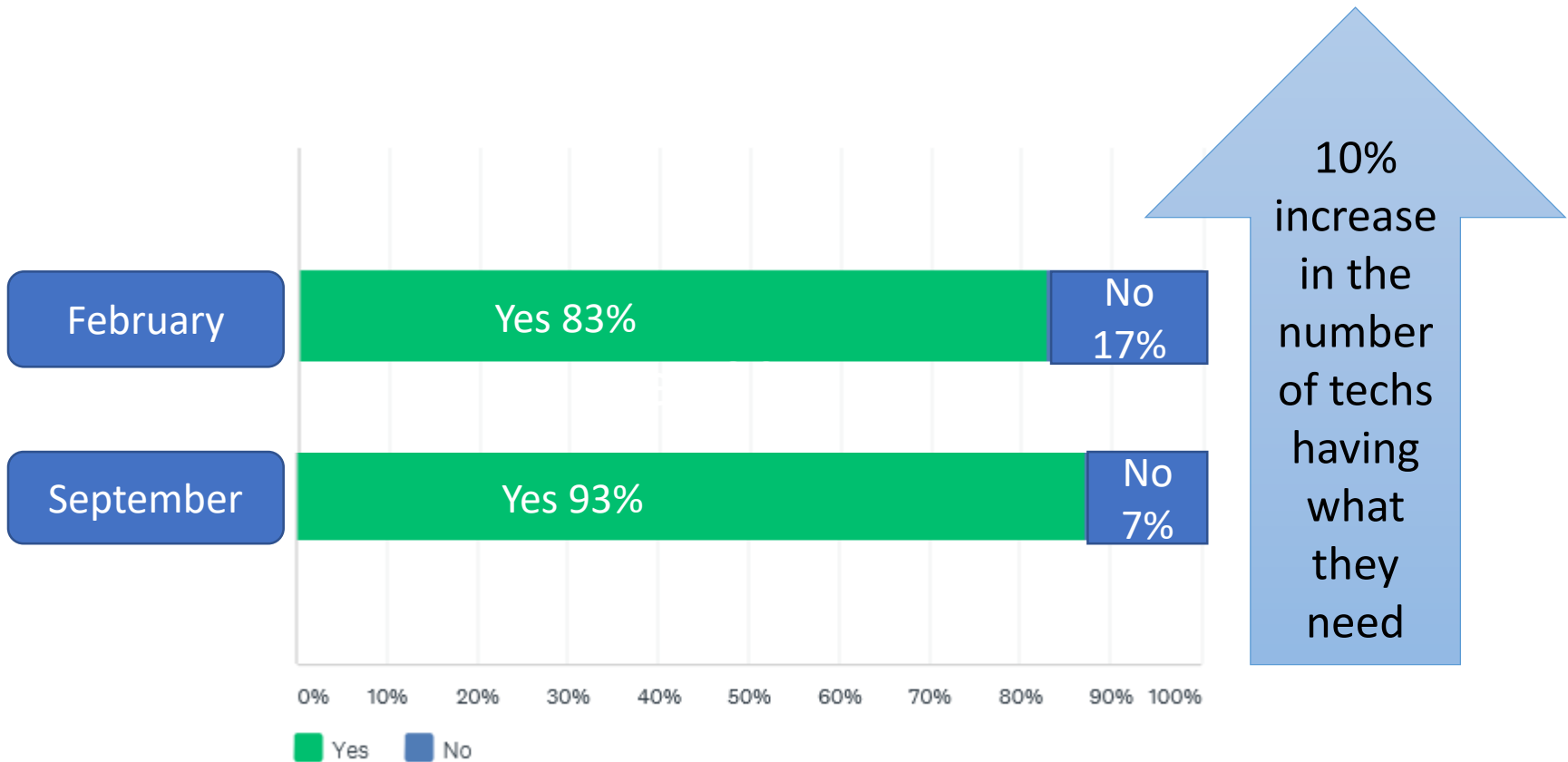
Interested in Regional tech updates?



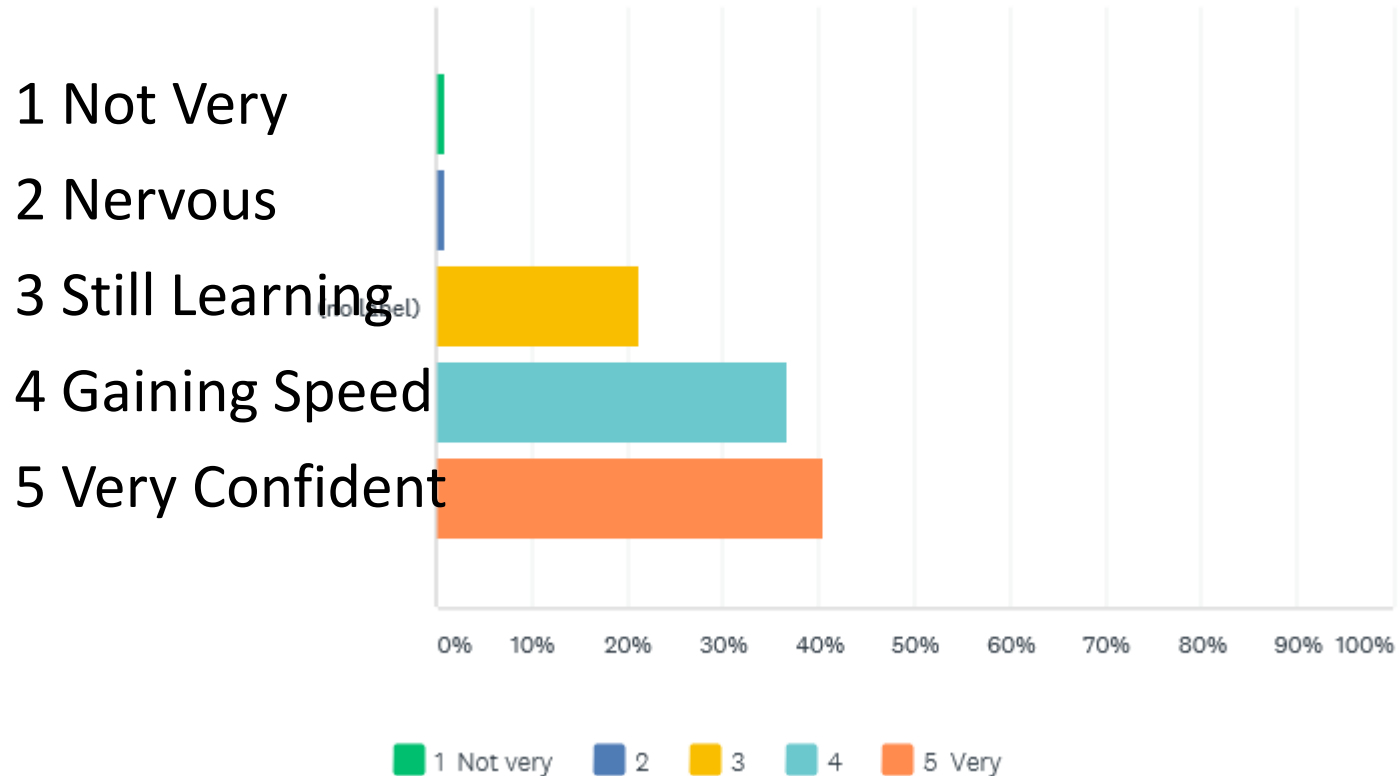
Topic suggestions?



Do you have access to the tools needed to provide car seat safety inspection services?



How confident are you with your CPS skills level?



FFY Recertification Rates

Recertification: Federal FY October 2017 – September 2018

- Eligible for Recertification: 19,999
- Recertified: 11,213
- Percentage Recertified: 56.1%

Any states/territories that do not appear had no one eligible for recertification during this time period.

State	Eligible	Certified	%	State	Eligible	Certified	%
Outside the US/Canada	121	58	47.9%	MO	586	303	51.7%
AA	1	0	0.0%	MP	29	13	44.8%
AB (Canada)	1	1	100.0%	MS	194	74	38.1%
AE	15	3	20.0%	MT	129	72	55.8%
AK	128	67	52.3%	NC	1374	920	67.0%
AL	170	85	50.0%	ND	113	76	67.3%
AP	1	0	0.0%	NE	229	129	56.3%
AR	237	105	44.3%	NH	85	57	67.1%
AZ	496	239	48.2%	NJ	536	322	60.1%
BC	1	0	0.0%	NM	239	118	49.4%
CA	1225	624	50.9%	NV	110	59	53.6%
CO	644	348	54.0%	NY	887	603	68.0%
CT	206	128	62.1%	OH	504	323	64.1%
DC	45	13	28.9%	OK	426	237	55.6%
DE	31	17	54.8%	ON	1	0	0.0%
FL	756	353	46.7%	OR	250	141	56.4%
GA	1111	611	55.0%	PA	804	507	63.1%
GU	32	6	18.8%	PR	43	34	79.1%
HI	160	58	36.3%	RI	102	54	52.9%
IA	200	125	62.5%	SC	625	268	42.9%
ID	142	69	48.6%	SD	79	48	60.8%
IL	682	396	58.1%	TN	548	238	43.4%
IN	515	327	63.5%	TX	923	513	55.6%
KS	300	168	56.0%	UT	144	90	62.5%
KY	233	135	57.9%	VA	711	379	53.3%
LA	264	174	65.9%	VI	10	0	0.0%
MA	457	273	59.7%	VT	73	50	68.5%
MD	206	112	54.4%	WA	221	129	58.4%
ME	157	84	53.5%	WI	325	212	65.2%
MI	551	301	54.6%	WV	136	58	42.6%
MN	368	237	64.4%	WY	107	69	64.5%

55.8%

Recertification: Federal FY19 (October 2018- September 2019)

- Eligible for Recertification: 16874
- Recertified: 9302
- Percentage Recertified: 55.1%

Any states/territories that do not appear had no one eligible for recertification during this time period.

State	Eligible	Certified	%	State	Eligible	Certified	%
Outside US/terr.	92	23	25.0%	MS	243	89	36.6%
AF-Europe	17	3	17.6%	MT	120	82	68.3%
AK	102	52	51.0%	NC	1589	1052	66.2%
AL	189	109	57.7%	ND	114	75	65.8%
AP	4	1	25.0%	NE	184	124	67.4%
AR	293	149	50.9%	NH	93	58	62.4%
AZ	505	258	51.1%	NJ	552	326	59.1%
CA	1324	644	48.6%	NM	219	87	39.7%
CO	557	320	57.5%	NV	169	48	28.4%
CT	232	139	59.9%	NY	977	618	63.3%
DC	49	19	38.8%	OH	603	347	57.5%
DE	46	22	47.8%	OK	334	163	48.8%
FL	726	351	48.3%	OR	246	105	42.7%
GA	1309	693	52.9%	PA	850	535	62.9%
GU	18	0	0.0%	PR	108	93	86.1%
HI	156	55	35.3%	RI	77	38	49.4%
IA	186	121	65.1%	SC	561	290	51.7%
ID	131	56	42.7%	SD	63	51	81.0%
IL	905	541	59.8%	SK	1	0	0.0%
IN	584	348	59.6%	TN	582	282	48.5%
KS	329	197	59.9%	TX	1053	588	55.8%
KY	343	203	59.2%	UT	156	86	55.1%
LA	349	222	63.6%	VA	588	336	57.1%
MA	405	237	58.5%	VI	4	0	0.0%
MD	290	124	42.8%	VT	106	61	57.5%
ME	86	48	55.8%	WA	212	129	60.8%
MI	533	292	54.8%	WI	401	239	59.6%
MN	358	220	61.5%	WV	138	66	47.8%
MO	545	298	54.7%	WY	102	57	55.9%
MP	52	28	53.8%				

68.3%

* AF = Armed Forces States/Territories with >=56.1 (national % recertification) are bolded.

AF = Armed Forces States/Territories with >=55.8 (national % recertification) are bolded.

Recertification Rates

Montana

- ranked 27th at the end of FFY2018
- ranked 3rd at the end of FFY2019



Key Recommendation #2

- Identify strategies to introduce age-appropriate child passenger safety and seat belt educational programs into elementary, middle, and high schools

Education Stations as part of Capitol Rotunda Day



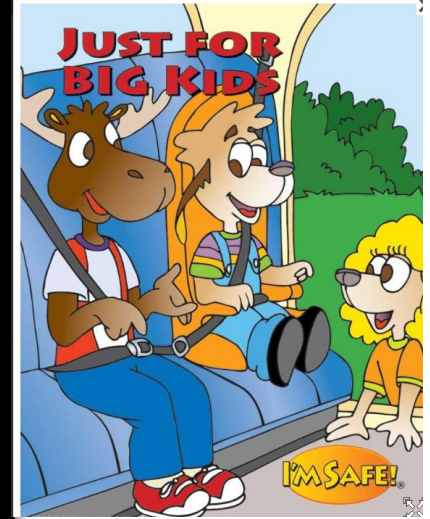
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Education Stations



Reading with Governor Bullock



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Key Recommendation #3

- Offer in-person technical updates throughout the state to safeguard the investment in child passenger safety certification
- Combine updates with community car seat checks to provide an opportunity for hands-on skills sign-offs

13th Annual May Tech Update-Helena



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LEARN TO USE CAR SEATS CORRECTLY!



Date: Thursday, May 2, 2019

Location: Costco, 2195 E. Custer Ave, Helena

Time: 2pm-4pm

Call: Tri-County Buckle Up MT 406-324-1072



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40 child
safety
seats
checked



10
instructors
attended



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42
Technicians
attended
earning 4
CEU's

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Looking Forward

- Use survey info to guide the CEU session content and locations for the 2020 Tech Updates
- Connect techs with other techs in their area
- Look for ways to link techs to needed resources such as: LATCH Manuals, Safety Seats, Pool Noodles, etc.
- Develop ways to recruit, retain and recognize technicians, teams and instructors





**CAR SEAT
CRUSADERS**

TrafficSafetyTeam.org

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