

Unrestrained Vehicle Occupant Meeting Minutes

Tuesday November 10, 10 a.m. - 12:00 p.m.



Attendees:

Captain Art Collins, Office of Professional Standards, Montana Highway Patrol (MHP)
Patti Borneman, Drivers Education, Office of Public Instruction (OPI)
Chad Newman, Law Enforcement Liaison, State Highway Traffic Safety Section (SHTSS), Planning Division- Montana Department of Transportation (MDT)
David Jacobs, Acting Grants Bureau Chief, Planning Division, MDT
Don Smies, Injury Prevention, Richland County Health Department
Emily Healy, Occupational Health & Safety Epidemiologist, Department of Labor & Industry (DLI)
Hannah Yang, Epidemiologist, Emergency Medical Services & Trauma Systems (EMS&TS), Department of Health & Human Services (DPHHS)
Janet Kenny, Emphasis Area Chair & State Highway Traffic Safety Section (SHTSS) Supervisor, Planning Division, MDT
Pam Langve-Davis, Comprehensive Highway Safety Plan (CHSP) Coordinator, Planning Division, MDT
Robin Suzor, Emergency Medical Services for Children, EMS & TS, DPHHS
Sgt. Matthew Kazinsky, Traffic Section, Missoula Police Department
Sheila Cozzie, SOAR/ Teen Programs Coordinator, SHTSS, Planning Division, MDT
Steve Schmidt, Drive Safe Missoula, Ci-Co Health Department
Tracie Kiesel, Tri-County Buckle Up MT Coordinator & CPS Instructor
Wendy Olson Hansen, Flathead County Buckle Up MT & CPS Instructor
Maureen Ward, Injury Prevention Coordinator, State Health Improvement Plan (SHIP), Dept. of Health & Human Services (DPHHS)

Meeting Purpose: Discuss Workplan Implementation & Identifying Strategies & Opportunity Leaders This was the first meeting to discuss implementation and identify opportunity leads of the 2020 Unrestrained Vehicle Occupant workplan strategies.

Strategy 1: Laws & Enforcement Opportunity Leads

Strategy 1- Opportunity 1 (S1.1): Support efforts from safety partners and stakeholders to implement a primary seatbelt law. *Leads: Erin Root, Chad Newman*

Status Update: SHTSS is updating bookmark and fact sheet/ speaking bullets. Steve Schmidt reported on development of educational video. Potential distribution plans include hard copies, web listing, and social media.

S1.2: Support increasing the current seat belt penalty of \$25 to be consistent with the \$100 penalty for the child passenger safety restraint law. *Lead: Janet Kenny*

Tracie Kiesel shared her experience with youth in drivers ed classes and their thoughts that a primary seat belt law and significant fines are needed.

S1.3: Support enhancement and implementation of mandatory minor (under 18 years of age) occupant protection laws per best practices and GDL requirements which includes other risky driving behaviors. *Support for Legislative matters:* It was recommended that Montana Traffic Education Association (MTEA) be included as a safety partner

- Patti Borneman provided a MTEA contact Jim Carroll, Exec. Secretary to partner on this strategy opportunity. Further discussion may be needed on rewording of opportunity. Advisory Committee

S1.4: Promote local jurisdictional adoption of seat belt ordinance if appropriate. Ongoing. This is an opportunity to keep watch on.

S1.5: Continue to support Selective Traffic Enforcement Program (STEP) High Visibility Enforcement (HVE) efforts at the state and local level focusing primarily on impaired driving and secondary on unrestrained vehicle occupants and other risky driving behaviors. *Lead: Chad Newman*

Status Update: Click it or Ticket campaign has been moved to November due to Covid. Missoula Police Department has scheduled additional shifts with focus on all primary traffic violations and seat belts as a secondary offense.

S1.6: Continue to support Tribal law enforcement Selective Traffic Enforcement Program (STEP) High Visibility Enforcement (HVE) efforts focusing on unrestrained vehicle occupants among other risky driving behaviors. *Lead: Sheila Cozzie*

Status update: Three (3) Tribal STEP contracts have been signed Confederated Salish & Kootenai Tribes, Fort Belknap Indian Community, & Fort Peck Tribes) for FFY 2021.

Strategy 2: Communication, Education & Injury Prevention

S2.1: Sustain and grow the community-based Buckle Up Montana program. *Lead: Erin Root*

Progress Update: Discussions to promote mini grants are ongoing. Ideas generated included a tri-fold mini-grant brochures and articles in child passenger newsletter.

S2.2: Sustain and grow the Safe On All Roads (SOAR) Tribal community program focusing on seat belt and child passenger seat use. *Lead: Sheila Cozzie*

Status update: Six (6) Tribal contracts have been signed for FFY 2021. The Tribal Nations have been shut down due to Covid. The remaining contract is anticipated to be signed.

S2.3: Sustain and grow the Teen Traffic Safety Program *Lead: Sheila Cozzie*

Status Update: Covid restrictions canceled annual FCCLA meeting in October. Efforts continue within school charter groups.

S2.4: Sustain and grow the Child Passenger Safety Certification Training Program and inspection stations in Montana with increased focus on high-risk populations. *Lead(s): Erin Root/Tracie Kiesel*

Status Update: Efforts have focuses on keeping CPS techs certified. As of October, Montana lost 53 certified techs with another 31 to expire in the next 3 months (Nov-Dec). Techs have been allowed to do online training for CEU credits for re-/ certification. Six (6) CPS trainings were conducted in FFY2020. Beginning in November Tracie Kiesel began presenting at St Peter's Baby Series virtual classes to discuss importance of car seats with new parents.

S2.5: Continue to support and sustain purchase and distribution of child passenger safety seats. *Lead: Erin Root*
Progress Update: ~540 car seats were purchased and distributed by Erin Root in September (FFY2020).

S2.6: Develop child passenger safety educational materials with updated and coordinated messaging and a distribution plan. *Lead(s): Erin Root & Buckle Up MT Coordinators.* Updates will be done as needed.

S2.7: Develop educational campaigns based on current research on effective messaging to effect behavioral change in seat belt use. *Lead(s): Janet Kenny w/ collaborative partners.*

S2.8: Continue to encourage state agencies and other safety partners to distribute coordinated and consistent educational safety campaigns and messaging to increase seat belt and child passenger safety awareness and use. *Lead(s): Erin Root w/ collaborating partners.*

S2.9: Continue to encourage state, county, tribal and city agencies, and private employers to coordinate and implement workplace traffic safety policies to include seat belt use and other traffic safety measures. *Lead(s): All team members/Buckle Up MT Coordinators & Sheila Cozzie*

S2.10: Promote and 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 including Alive at 25). *Lead: LE Liaison / possible Judicial Outreach Liaison McKinnon (?)*

S2.11: Continue to support occupant protection mini-grant funding of community education and outreach. *Lead: Janet Kenny & Erin Root.*

Status Update: Occupant program mini grants have been underutilized in past. Efforts to increase mini grants for communities are under development. Mini-grant opportunities will be shared with stakeholders for distribution. (Note: materials are currently being updated)

Strategy 3: Improve Unrestrained Vehicle Occupant Data.

S3.1: Research underlying beliefs and behaviors of high-risk groups to better understand their traffic safety behaviors. *Lead(s): Janet Kenny*

It was requested that completed traffic safety research links were shared with the team. Completed MDT Research Safety Culture Research Project links that can be found at

https://www.mdt.mt.gov/research/projects/sub_listing.shtml

Safety

- [Assessing the Effectiveness of Montana's Occupant Protection Programs](#)
- [Automatic Crash Notification: Assessing Montana's Motor Vehicle Crash and Related Injury Data Infrastructure](#)
- [Developing a Methodology for Safety Improvements on Low-Volume Roads in Montana](#)
- [Distracted and Drowsy Driving Intervention for Teen Drivers in Rural America](#)
- Proposed: [Effectiveness of Highway Safety Public Education at Montana Motor Vehicle Division and Vehicle Registration Stations by Streaming Safety Videos](#)
- [Effects of Defensive Vehicle Handling Training on Novice Driver Safety: A Case Study in Lewistown, Montana](#)
- [The KEYS \(Keep Encouraging Young Driver Safety\) Pilot Study: Increasing Parent Involvement in Teenage Driving Through Driver Education](#)
- [A Peer-to-Peer Traffic Safety Campaign Program](#)
- [Traffic Safety Culture](#)

S3.2: Continue to conduct observational seat belt surveys, local and statewide. *Lead(s): Erin Root & Mark Keeffe*
Status Update: In FFY 2020 observational seat belt surveys conducted found that 89.9% of occupants wore their seatbelts. The NHTSA requirement is 90% and as such a 2021 virtual occupational protection assessment will be scheduled.

S3.3: Child Passenger Safety Seat data collection on use and misuse of child safety restraints. *Lead(s): Erin Root/Buckle Up MT Coordinators*

S3.4: Evaluate/report on Emergency Services (Image Trend data) and Trauma Registry Data, Emergency Response After Crash Care data. *Lead(s): Hannah Yang & Shari Graham*

Status Update: Hannah and Shari were recommended to be the leads as they are the expertise in the field. A summary of this opportunity is needed to add to the workplan.

- *Data Reporting: Hannah Yang (DPHHS) & Emily Healy (DLI) are working on a work-related injuries report. Additional criteria information is needed to confirm validity of unrestraint use.*

S3.5: Continuing to evaluate existing crash data to determine occupant restraint use, injury, and fatality rate to measure progress. *Lead(s): Mark Keeffe & Pam Langve-Davis*

Status Update: 2019 CHSP Crash Data report email notice will be sent.

S3.6: Continue to evaluate behavioral surveys on occupant restraint use to include teen and adult behavior, (i.e. Youth Risk Behavior Survey (YRBS) and MT Needs Assessment). *Lead(s): Janet Kenny & Erin Root*

S3.7: Continue to evaluate contacts made by law enforcement, including warnings and citations for non-seat belt use, including high visibility enforcement (HVE). *Lead(s): Chad Newman, Law Enforcement (STEP/SETT)*

Status Update: Tracie Kiesel reported for the quarter ending with September that Broadwater Co seat belt citations were up but may be due to increased enforcement presence through construction zone. Chad Newman will compile STEP/SETT data for 2020 Annual Report – available January 2021.

Tracking Legislative Bills regarding Unrestrained Vehicle Occupant

Janet Kenny will provide updates of any related bills. Team members are encouraged to share updates with Janet & Pam Langve-Davis to update the team. Senator Sands has a primary placeholder.

Rotunda Day- Traffic Safety Education, Monday, March 8, 2021

- *Janet Kenny will follow-up with Capitol scheduler to check on available resources, including videos and other educational materials and what and how others are conducting public outreach.*
- *Tracie Kiesel will check to see about getting on Governor's schedule to video reading of children safety book. Team members are encouraged to brainstorm ideas and pass along to Janet & Erin Root.*

Announcements

Captain Art Collins, Office of Professional Standards with Montana Highway Patrol (MHP) is retiring in December. Tentatively Captain Connor Smith will fill the vacated position.

Agenda for January 2021 meeting

Old Business-

Tracking of Legislative Bills
Rotunda Day - Update Janet Kenny
2020 STEP Report Out - Chad Newman

New Business-

Next Meeting, January 12, 2021, @ 9 a.m.

Meeting Adjourned

Unrestrained Vehicle Occupant Emphasis Area Workplan

https://www.mdt.mt.gov/visionzero/docs/chsp/2020-SEP_UVO_EA_Workplan_Final.pdf