

Unrestrained Vehicle Occupant CHSP Emphasis Area Meeting

Tuesday, April 12, 2022



Attendees and introductions:

Alyssa Johnson, Trauma Systems Manager, EMS & Trauma Systems Section, Department of Public Health & Human Services (DPHHS)
David Jacobs, Grants Bureau, Planning Division- Montana Department of Transportation (MDT)
Don Smies, Injury Prevention Specialist, Richland County Health Department
Dwight Nelson, Driver Education Director, Office of Public Instruction (OPI)
Janet Kenny, Emphasis Area Chair & State Highway Traffic Safety Section (SHTSS) Supervisor, Planning Division, MDT
Jennifer Wilson, Occupant Protection Program, SHTSS, Planning Division, MDT
Maureen Ward, Injury Prevention Coordinator, State Health Improvement Plan (SHIP) DPHHS
Pam Langve-Davis, Comprehensive Highway Safety Plan Manager, MDT
Sheila Cozzie, Cultural Liaison/SOAR Program/Teen Program, SHTSS, Planning Division, MDT
Sgt. Mike Herbert, Traffic Division, Missoula Police Department
Steve Schmidt, Drive Safe Missoula, Ci-Co Health Department
Megan Brunelle, Cascade County Buckle Up MT Coordinator

Recap of Old Business

- 2021 CHSP Annual Report available under highway traffic plans updated with Occupant protection plan data, SOAR program, teem, impaired driving etc.
- Pam provided the following link for the annual report
<https://www.mdt.mt.gov/visionzero/plans/docs/chsp/2021/2021-annual-report-final.pdf>

Strategy Progress Updates

Key Element 1/ TRCC Related: Improve the accuracy, completeness, integration, timeliness, uniformity, collection, and accessibility of data used in traffic safety analysis.

- TRCC projects include MDT Travel Page and DPHHS Trauma Registry
- TRCC reviewing successful projects that other states have implemented Trauma/EMS data project under review, TRCC continues to solicit eligible projects to obligate lapsing funds.

Key Element 2/ New Partners: Collaborate across agencies, organizations and with the public to improve traffic safety, driver behavior and promote the Vision Zero.

- RFP is now complete for traffic safety media contract to focus on positive safety messaging.
- Continue working collaboratively to spread the word
- Promoting May mobilization which will run mid-May through the first week of June
- Continue focusing on vision zero and welcoming new partnerships with MDT

Strategy 1: Laws & Enforcement

S1.1 Support efforts from safety partners and stakeholders to implement a primary seatbelt law.

- Workgroup to form to updating bookmark w/bullet facts and fast sheets for speaking points. Discuss work group, development, possible infographic, distribution plan & consensus on data and resources referenced. Workgroup will be put together to provide public education for legislature

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.

- Workgroup to consider updating fact sheet of what states have a secondary laws, penalties, and fees.
- No legislative changes to amount proposed at this time

S1.3 Support enhancement and implementation of mandatory minor (under 17 years of age) occupant protection laws per best practices and GDL requirements which includes other risky driving behaviors .

- OPI continues implementing drivers' education program during the 2021-2022 school year.
- Annual lists are produced indicating the number of school age children eligible for drivers ed.

S1.4 Continue to support Selective Traffic Enforcement Program (STEP) High Visibility Enforcement (HVE) & SETT efforts at the state and local level focusing on unrestrained vehicle occupants among other risky driving behaviors.

- FFY 2022(Oct-Jan) Agency reporting is in process, most recent compiled data is in the 2021 Annual HSP report
- In the process of hiring a new LEL
- Reminder that mini grants are available.
- Sargent Herbert reminded everyone that Motorcyclists are now out and gearing up for increased traffic

S1.5 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.

- Most recent compiled data is in the 2021 Annual HSP report

Strategy 2: Communication, Education & Injury Prevention

2.1 Sustain and grow the community-based Buckle Up Montana (BUMT) program.

Grass roots community coalitions funded by NHTSA grants through SHTSS-MDT to implement local public information and educational (PI&E) programs to promote seat belt and child passenger seat use. These coalitions also conduct CPS training and car seat fittings within their local communities.

NHTSA continues to fund four BUMT coalitions that will implement public information and education program reaching a variety of demographics. The messaging will encourage seat belt use and child passenger safety. The four BUMT coalitions will cover Cascade, Flathead, Lewis and Clark, Jefferson, Broadwater, and Missoula Counties.

- The BUMT coalitions continue to serve as a resource for statewide CPS trainings and outreach.
- With COVID number declining statewide we will work on more community outreach
- Steve Schmidt has been working on community outreach and pulled out the Kangaroo outfit.
- Actively continue with car seat installations and checks
- Megan discussed her May 20th preschool partnership in Great Falls, she is actively purchasing car seats with her AAA grant, there is a Cascade County Collation meeting scheduled for the beginning of May
- Kalispell CPS certification course being held April 11-14
- Missoula CPS certification course to be held May 17-20
- Special needs training scheduled in Kalispell in June there are currently 15 people registered for this course with 5 open seats

2.2 Sustain and grow the Safe On All Roads - SOAR - Tribal community program focusing on seat belt and child passenger seat use.

- Feb 2022 Status: New campaign being launched focused on sports: Live to Play Another Day. Radio, posters, billboards, & social media campaign with the active participation of approximately 30 teens. SOAR program received the NHTSA 2022 Lifesavers Public Service Award.
- Continue to sustain and grow the CPS program in high risk areas
- Out of State trainers coming in for CPS certification course
- September is Child Passenger Safety Month
 - Developing CPS material

2.3 Sustain and grow the Teen Traffic Safety Program

Continue to partner with Family, Career and Community Leaders of America (FCCLA) on teen peer-to-peer traffic safety program and other teen traffic safety opportunities to develop campaigns and conduct educational outreach for teens and young adults to include a variety of outreach and media outlets.

Feb 2022 Status: Received Ford's Drive Safe for Life grant for FY 2022 , campaigns to focus on speeding. Campaigns will be used for Teen Driver Safety Week in October.

- The FY 2021 annual report will be provided early 2022.

2.4 Sustain and grow the Child Passenger Safety Certification Training Program and inspection stations in Montana with increased focus on high-risk populations.

Feb 2022 Status: Monthly Montana CPS webinar, newsletter, & bi-monthly instructor mtgs. FY 2021: recertification of 53.6%. Started with 4 courses for FY 2022, to date 8 have been scheduled & 5 techs, Nov = 7 techs, Tribal=7 techs, Han= 17 techs; Kalispell, Missoula, Billings, upcoming. Dec renewal course in Kalispell = 3 renewals. Annual mtg is May 4. 15th annual CPS is May 5 in Helena, working on speakers for CEU courses. Had 19 instructors, down to 15. MLEA did renew training for POST, with stimulation of partnership w/ law enforcement (MHP). 2022 CPS Training Calendar has been scheduled.

- Steve Schmidt is working on a partnership in Missoula with Onyx Maps to get a Buckle Up Montana Sign on their premises.
- Discussed Nominations for the Saved By The Belt Award

2.5 Continue to support and sustain purchase and distribution of child passenger safety seats.

Feb 2022 Status: Emerging opportunity w/Montana Business under development. Robin Suzor reported on Buckle Up for Love car seat program as something for all to be aware. MDT Annual car seat purchase.

- FFY 2022 purchase planned for Fall no change to annual budget

2.6 Develop child passenger safety educational materials with updated and coordinated messaging and a distribution plan

Campaign implementation to include development & distribution plan. SHTSS will be evaluating current publications for updates and need for new materials in 2022, will coordinate with BUMTS and interested parties for input and distribution.

- New vendor for media, Duft-Watterson, out of Idaho signing a new 5 year contract. This will take time to establish this new working relationship

2.7 Develop educational campaigns based on current research on effective messaging to effect behavioral change in seat belt use.

Campaign implementation to include development & distribution plan.

- New media vendor for FY2022-2026. Current research on safety messaging will be incorporated into all materials developed for traffic safety educational campaigns.

2.8 Continue to support occupant protection mini grant funding of community education and outreach.

Projects are funded by NHTSA and managed by SHTSS. Grant funding assists in community education and outreach on the importance of seat belt use and child passenger safety. Grant applications are open to the public and accepted throughout the year.

Occupational Protection mini grants would be for events, speakers, or mini BUMT activities

- FFY 2022: Mini grant for Child passenger safety for special needs event being held in Kalispell in June
- FFY 2022: Mini grant for training dolls and LATCH manuals approved for Safe Kids Yellowstone County

2.9 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.

Opportunity involves coordination, collaboration, and communication with all transportation safety partners to distribute seat belt and childcare seat messaging to internal staff networks and external county, tribal, and city networks to reach grassroots stakeholders to promote and enhance safety benefits of using vehicle safety restraints. Continue to support and promote Saved By The Belt Award, [Saved By The Belt | Montana Department of Transportation \(MDT\) \(mt.gov\)](#)

Distribution should consider various media formats & distribution outlets to inform public stakeholders. Campaign implementation to include development & distribution plan.

- Don Smies briefly discussed a new program being introduced in Richland County based off Tennessee's program called Battle of The Belts. The program is designed to increase teen seatbelt use. More details to come, the program encourages teen seatbelt use, public involvement, good media blast opportunities, offering posters, potential cash, prizes, etc., potentially using outside grant funding opportunities. This program in the state of Montana is currently in its infancy stage, Don is hoping to have it up and running by FFY 2023

2.9 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.

Workplace policies & toolkit development and resource distribution:

- Seconds to Click educational resources to be added to kit. Tool kit to be reviewed in 2022.

2.10 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).

Expand partnerships.

- Partnerships are expanding with inclusion of law enforcement and other organizations including CPS training in training modules.

Strategy 3: Improve Unrestrained Vehicle Occupant Data

3.1 Continue to conduct observational seat belt surveys, local and statewide.

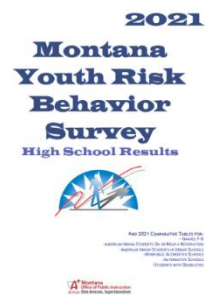
Sustained or Improved seat belt rates.

- MDT 2021 confirmed annual seat belt observation survey rate is 92.2%
- Megan (Cascade County and Steve (Missoula County) are actively scheduling time and locations for the annual seatbelt count.
- SHTSS is coordinating the annual state-wide summer observational seat belt count for 2022. MDT is working with NHTSA on evaluating new sites for FFY 2023

3.2 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)

The Montana Youth Risk Behavior Survey (YRBS), OPI is a self-reported safety behavior by MT youth used to identify the leading causes of mortality, morbidity, and social problems among youth; and includes questions on seat belt use, distracted driving, drug use, and impaired driving. The Needs Assessment (DPHHS) student survey focuses on risky behaviors associated with factors resulting in injury and/or impede positive development among our youth.

- The 2021 YRBS has been completed and shared in November, [2021 Montana Youth Risk Behavior Survey Report \(mt.gov\)](https://www.mt.gov/2021/11/16/2021-Montana-Youth-Risk-Behavior-Survey-Report)
- Awaiting 2022 MT Prevention Needs Assessment.



3.3 Research underlying beliefs and behaviors of high-risk groups to better understand their traffic safety behaviors.

The task of improving the culture of safety begins with understanding the behaviors and beliefs of specific high-risk groups. Developing relevant, impactful safety messaging is the first step in changing the behavior and beliefs of the specific high-risk groups. Implement research findings and best practices as appropriate to include a measure to evaluate success.

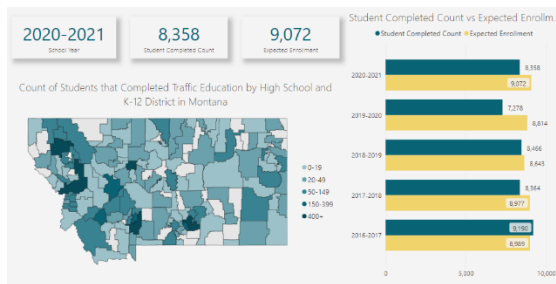
- The most recently completed report was "Guidance on Messaging to Avoid Reactance and Address Moral Disengagement". The final report and webinar recording are available under Safety/ Traffic Safety Culture <https://www.mdt.mt.gov/research/projects/trafficsafety-reactance.shtml>

3.4 Child Passenger Safety Seat data collection on use and misuse of child safety restraints

The CPS instructor team is engaging in discussions on data collecting efforts in the field and setting goals in relation to baseline and misuse rates.

- This is an annual event that occurs in the fall.

The final numbers to the 2020-2021 school year and how many kids took TE (8,358 out of 9072) which was just over 92%.



The 2022 calendar with spots available for Montana DRIVE this summer. It's filling up fast but of course we'd like to see every spot filled.

MONTH	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
JUNE	6/6 3	6/7 1	6/8 FULL	6/9 FULL	6/10 FULL	
	6/13 FULL	6/14 FULL	6/15 FULL	6/16 FULL	6/17 FULL	
		6/21 FULL	6/22 1	6/23 FULL	6/24 FULL	6/25 FULL
	6/27 1	6/28 FULL	6/29 FULL	6/30 FULL	7/1 3	
Montana DRIVE takes a break during the July 4 th week.						
JULY		7/12 FULL	7/13 1	7/14 FULL	7/15 FULL	7/16 2
	TEEN ONLY 7/18 FULL	TEEN ONLY 7/19 2	TEEN ONLY 7/20 2	TEEN ONLY 7/21 11		
		7/26 1	7/27 FULL	7/28 FULL	7/29 2	7/30 FULL
AUGUST	8/1 FULL	8/2 FULL	8/3 FULL	8/4 FULL	8/5 7	
	8/8 12	8/9 FULL	8/10 FULL	8/11 4	RED NUMBERS ARE WORKSHOP OPENINGS	

Next Meeting:

2022 Meeting Schedule - second Tuesday of month @ 9 a.m.
 Tuesday, September 13, 9-11 am
 Tuesday, November 15, 9-11 am

Adjournment

Annual Report of interest:

[Montana Trauma Registry Annual Report 2021: A summary of 2020 data \(mt.gov\)](https://mt.gov)

