

CHSP Unrestrained Vehicle Occupant Emphasis Area Virtual Meeting

Tuesday, September 13, 2022, 9-11 a.m.



Attendees:

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)

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 John Spencer, Montana Highway Patrol

Megan Brunelle, Cascade County Buckle Up MT Coordinator

Spencer Harris, LE Liaison & EMS Grants, SHTSS, Planning Division, DPHHS

Steve Schmidt, Drive Safe Missoula, Ci-Co Health Department

Terry Mullins, EMS & Trauma Systems Section Supervisor, DPHHS

Tracie Kiesel, Tri-County Buckle Up (L&C, Broadwater & Jefferson) BUMT Coordinator, MT CPS Training Contact and Coordinator

Wendy Olson Hansen, Flathead County Buckle Up Coordinator, Ci-Co Health Department

John Westerhold, Region 10 Program Manager, NHTSA

Meeting purpose: Progress report on strategy activities

New Business-

- October 11-12 Annual Meeting: UVO presentation: *"The Cost of Unrestrained Vehicle Occupants and Proactive Approach"* will mirror the updated fact sheet that will be available for distribution.
- NHTSA Grant Management Workshop, October 12, 1-3 pm
- Saved By the Belt Awards – No individual identified in 2022 for presentation at annual Transportation Safety Meeting.
- NHTSA Service Award for SOAR Program Coordinators being coordinated by Sheila Cozzie with NHTSA.
- Media Consultant – new messaging being developed. Labor Day campaign and CPS events are out now.
- Legislative – Informational activities. No requests currently.

Old Business-

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

- Traffic Records Coordinating Committee projects -underway:
 - DPHHS-NEMSIS upgrade to the EMS informational system that collects local EMS data collection and transmit to the national data base.
 - Traffic Records Coordinating Committee project - MVD cleanup of multiple duplications that are updated in one system but not in other systems.

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

- New Media consultant- Duft-Watterson

New overarching media strategy: MDT requested new media vendor to propose a broader traffic safety effort encompassing impaired driving, occupant protection, distraction, and other relevant areas for a year-round effort for positive norming messaging to enhance and supplement the NHTSA programmatic media support for mobilizations child passenger safety, motorcycle awareness and the SOAR program.

Strategy 1: Laws & Enforcement

S1.5&6: New grant year begins October 1 (FFY 2023). STEP to include UVO citations.

- No known draft legislation on strengthening secondary law or on a primary law.

Strategy 2: Communication, Education & Injury Prevention

S 2.1: Safe Kids Worldwide (SKWW) Yellowstone County held a child seat check event in- Billings , twenty seats were checked, and 5 free seats were provided.

S2.1: 9/11 Tri-County BUMT: Albertson's in Helena holds a safety event and includes passenger seat checks.

S2.1: Tri- County BUMT: National Seat Check Saturday event at Target on September 24 in Helena.

S2.1: Flathead BUMT: Child passenger BU week. Technician recognition & focus on importance to using child seats

S2.1: Missoula BUMT: Child Passenger Safety Countdown on website [Drive Safe Missoula | We Need You](#) September 25-Respect the cage planned for the kids fair.

S2.1: SOAR updates. Back-to-School campaign developed and being rolled out.

S2.1: National Teen Driver Safety week, October 16-22, reinvigorate a previous FCCLA 'Slow Your Roll' campaign. For the 2022-2023 school year MDT & FCCLA received funding from the GHSA/General Motors grant for distracted driving. Kickoff scheduled with the FCCLA for October 2022 (FY2023). The State Teen Drive Safety Day is the third Tuesday I October (MCA 1-1-229)

S2.2: Flathead BUMT: Focus on recertification of technicians. Tech update on November 14; partner with locals for seat checks.

S2.2 October 11-14 CPST Certification course in Butte. 70 techs (25%) will expire by end of December. Tech webinar will focus on recertification progress

S2.2: Teen Drive Safety Week in October.

S2.2: Tri-County BUMT: September and October MT CPS Technician newsletters and monthly MT CPS Tech Webinar will have recertification tips.

S2.2: Cascade County BUMT: Sept 24 – Partnered with Fire Department with event at FD station. Attended by a few techs at car seat check event. Collation meeting on Tuesday.

S2.2: Cascade County BUMT: Seatbelt Fall school check. Work w/ MHP at smaller high schools in County. Follow up with ordered car seats (S2.3).

S2.2: Cascade County CPST Certification Course planned for April 18-21, 2023

S2.2: Billings CPST Certification Course planned for June 7-10, 2023.

S2.2: Missoula County BUMT/ Brive Safe Missoula: September 24, 10-2 p.m.: CPS safety check event will be held at the Missoula Rural Fire Department.

S2.2: Tri-County BUMT: October 22, Car Seat Checks in Helena with AAA Annual Car Care Event.

S2.3: SHTSS Annual Car Seat Order: Approximately 231 Convertible Seats, and 196 Booster seats will be purchased for distribution to CPS Technicians; date of delivery to be determined.

S2.3: Sgt John Spencer reported receiving Town Pump grant funding to purchase child passenger seats which will be split among the eight MHP districts. Funding to help families on as needed basis for those not able to purchase a car seat. Town Pump sticker were made and placed on car seats.

S2.5: Working on updating the seatbelt bookmark with for distribution at annual meeting, Janet Kenny & Mark Keefe

S2.6: Drive Safe Missoula-July combined local DYI Task Force & BUMT coalition meeting to coordinate efforts for ongoing seasonal events.

S2.6 : September 20, Tracie Kiesel and AAA Mountain West- is presenting a podcast and discussion on Child Passenger Safety for approximately 100 Child Walk employees across the US.

S2.6: Tri-County BUMT: Concert planned on October 23, featuring the entertainment group, Black Hawk. Saved-by-the-Belt & four law enforcement awards to be presented in partnership with Lewis & Clark County DUI Task Force.

S2.8: Tri-County BUMT: Alive at 25 class planned for October during Teen Drivers Safety Week.

S2.9: UVO Mini Grant: Don Smies, Richland County, Battle of the Belts project in the school system, will include local schools conducting pre- and post-seatbelt surveys to measure the effectiveness of the Battle of the Belt educational program for teen drivers.

Strategy 3: Improve Unrestrained Vehicle Occupant Data

S3.2: Annual observational seat belt survey is underway. Results will be tabulated and submitted to NHTSA for certification.

Announcements/Meeting Schedule

- Tuesday, November 15, 9-11 am- Discuss moving to November 29 due to Impaired Driving Assessment – consent of group to move meeting.
- Schedule for 2023 - Second Tuesday of month @ 9 a.m. Jan-April, May 23, Sep-Nov
- October 11 & 12, 2022 - Annual Transportation Safety Meeting, Delta Colonial in Helena.
- October 12 (afternoon) - NHTSA Grant Management Workshop.

Adjourn