

Montana Comprehensive Highway Safety Plan



MONTANA
MDT
DEPARTMENT OF TRANSPORTATION

May 2015

#VisionZeroMT
zero deaths | zero serious injuries

Occupant Protection Emphasis Area

2015 Annual Transportation
Safety Planning Meeting
The Gateway Center- Helena, MT
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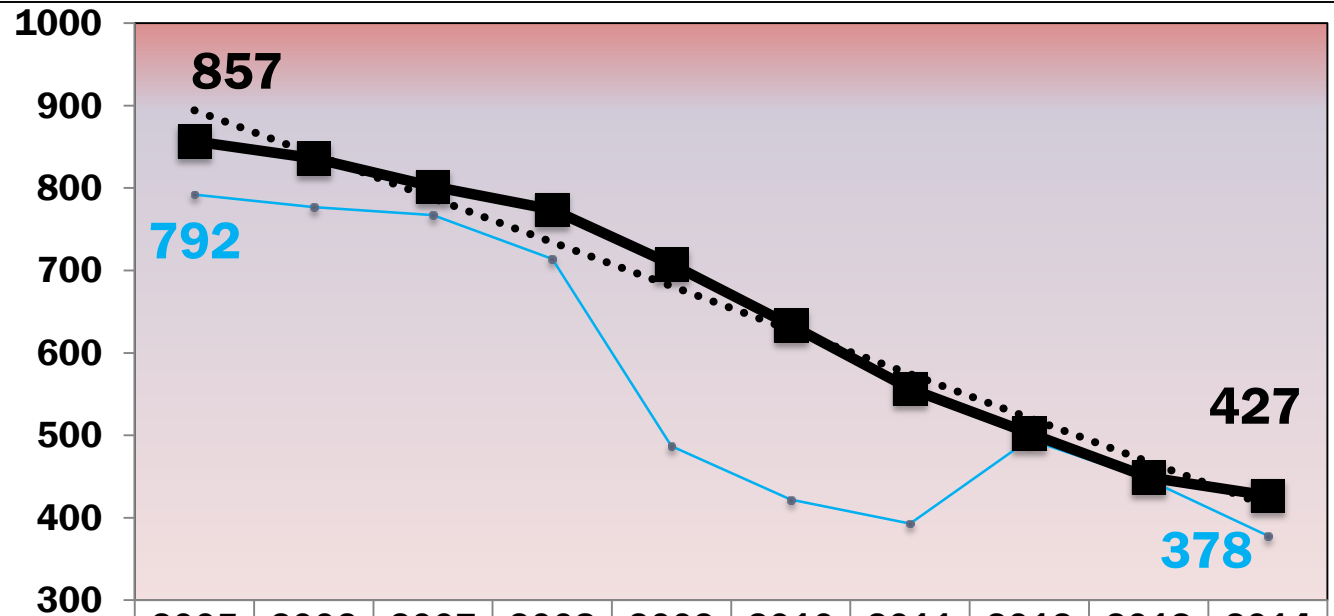
Emphasis Areas

Occupant Protection Emphasis Area Team

Safety Issues

A third of all Montana roadway fatalities and serious injuries involve unrestrained occupants.

Unrestrained Occupants



—●— Unrestrained Occupant Fatalities & Serious Injuries	792	777	767	714	487	422	393	495	446	378
—■— 5 Year Average	857	836	802	774	707	633	557	503	449	427
Fatalities	148	149	158	124	107	93	118	117	109	103
Serious Injuries	644	628	609	590	380	329	275	378	337	275

Overarching Strategies

- Improve the accuracy, completeness, integration, timeliness, uniformity, and accessibility of data used in traffic safety analysis;
- Support the essential role of EMS in reducing the severity of injury outcomes and the technologies and systems necessary to advance collaboration with all safety partners; and
- Collaborate across agencies, organizations and with the public to improve the safety culture and promote the institutionalization of Vision Zero.

Occupant Protection 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*

1

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

- Support enhancement & implementation of mandatory minor (under 18 years of age) occupant protection laws per best practices and GDL requirements.
- Support efforts from safety partners & stakeholders to implement a primary seatbelt law.
- Support increasing the current seat belt penalty of \$20 be consistent with the \$100 penalty for the child passenger safety restraint law.
- Promote local jurisdictional adoption of a primary seat belt ordinance, if appropriate.

1

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

- Encourage state agencies & employers to coordinate and implement workplace traffic safety policies to include seat belt use. Develop a state Network of Employers for Traffic Safety (NETS) or similar public-private partnership focused on traffic safety.
- Research underlying beliefs & behaviors of high-risk groups to better understand, develop, and implement strategies by using the appropriate proven and innovative communication channels.
- Update child passenger safety educational materials.
- Sustain & strengthen the National Child Passenger Safety Certification Training Program with increased focus on high-risk populations.

2

Support enforcement of existing seat belt and child passenger safety laws

- Increase education & training for law enforcement, prosecutors, and the judiciary to ensure consistent citing & adjudication of occupant protection offenses & consideration of alternative sentencing (i.e., safety education)
- Support targeted enforcement based on demonstrated crash patterns and/or high-risk drivers

3

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

Develop public and private partnerships (i.e., elementary, high school, and colleges) to develop and disseminate information and educational programs regarding unsafe driving behaviors.

4

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

Evaluate current campaigns to determine effectiveness and increased occupant protection use.

Implementation

A key in reaching Vision Zero calls for ***strong leadership & active engagement to encourage, promote, enact, and enforce seat belt use*** by all safety partners at all levels, at state and local government agencies, organizations, schools, and community members

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One life lost is one too many.

“The Department of Transportation and our partners are united in our mission to save lives on Montana roads.”

—Mike Tooley, MDT Director

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Comprehensive Highway Safety Plan <http://www.mdt.mt.gov/visionzero/plans/chsp.shtml>
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2015-2020

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