

Occupant Protection CHSP Emphasis Area Workgroup Meeting

MDT Planning Conference Room A,
Les Schwab Building
2960 Prospect Avenue
Helena, MT

Tuesday December 11, 2018 10 a.m. - 12:00 p.m.



VISION ZERO
zero deaths - zero serious injuries
**MONTANA DEPARTMENT
OF TRANSPORTATION**

Rotunda Planning Work Group

Attendees:

Pam Buckman, SHTSS OP planner (MDT)
Nanette Gilbertson, MSPOA
Janet Kenny, SHTSS Supervisor (MDT)
Mary Kay Burns, Buckle Up MT Coordinator (Cascade
Co)
Robin Suzor, EMSC Program Manager (DPHHS)

Fran Penner-Ray, Traffic Education (OPI)

Via phone

*Lonie Hutchison, Buckle Up MT Coordinator
(Missoula /Granite Co) - phone*

*Wendy Olson Hansen, Buckle Up MT Coordinator
(Flathead Co) - phone*

Don Smies, Richland Co. Health Department - phone

Approval of Minutes

The November emphasis area minutes were approved by consensus of attendees and posted to the web. The seat belt Legislation LC0168.01 (HB49) was shared and implementation discussed by work group.

Rotunda Workgroup – purpose of the meeting is planning event and activities for January 29, 2019 Rotunda Traffic Safety Day.

Purpose of the event is education focused on the benefits of occupant protection. Set up 7:00 – close down 3:00.

- Event Planning: A donation has been secured for providing lunch
- Scheduled Governor’s office representative to read to Kindergarten class. Book is “Just for Big Kids” <https://www.imsafe.com/product/2-4690-just-big-kids-large-format-storybook-english>, a book on the importance of wearing a seat belt and riding in the back seat. (Tracie)
- Activities for kindergarten aged children
- Information Tables: BUMT, SOAR, Trauma/EMS/ “It’s Your Choice” (DPHHS), Driver’s Education and Montana D.R.I.V.E (OPI), and FCCLA
- Possible Saved by the Belt Awardee
- A selfie station will be set up. A video camera may be used to give people the opportunity to state why buckling up is important to them.
- Confirm whether a FCCLA group can attend
- Draft Schedule:
 - 7:00 – 8:00 Set up tables and meet & greet
 - 10:30 – 11:30 Kindergarten class visits Rotunda/ activity
 - 12:00 – 1:00 Hot lunch is served
 - 12:45 SBTB presentation
 - 1:00 Possible House Chamber gallery introductions by Representative Garner.
 - 1:00 – 3:00 Booths open for visitors, clean up and pack out.

Promoting Event

A save-the-date post card will be developed and distributed to legislators and interested partners and will incorporate some of the seat belt fact sheet information. An e-version will be developed for distribution to contact lists. Media outreach was discussed to include benefit of seat belt use, SBTB story, youth advocacy were several ideas. A press-release is being drafted and will be submitted by MT Seat Belt Coalition.

Seat Belt Fact Sheet & Bookmark

Discussion around the audience for and how to use the bookmark and fact sheet. The bookmark and the fact sheets was available at the 2018 Transportation Safety Meeting and are available from MDT. The bookmark features five bullet facts and can be distributed in the legislator’s mail boxes with the invitation to the Rotunda Day. The fact sheet is intended as speaking points to discuss the issue, so everyone is consistent in messaging.

Next meeting – January 8, 2019 – Finalize Rotunda Day education efforts.