



VISION ZERO
zero deaths • zero serious injuries

MONTANA DEPARTMENT
OF TRANSPORTATION

Driver Safety Awareness Programs

2021 Annual
Transportation Safety
Virtual Meeting

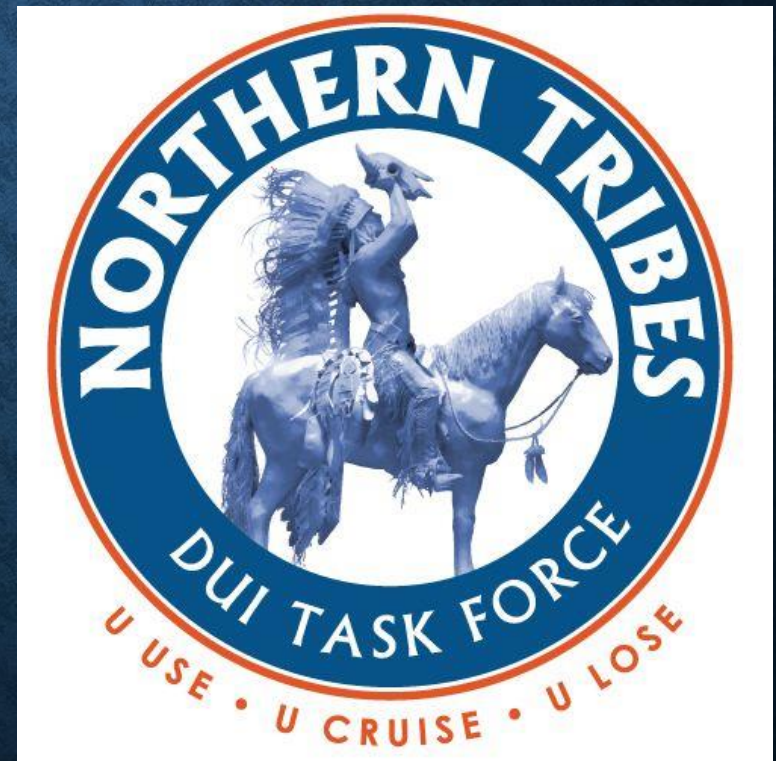
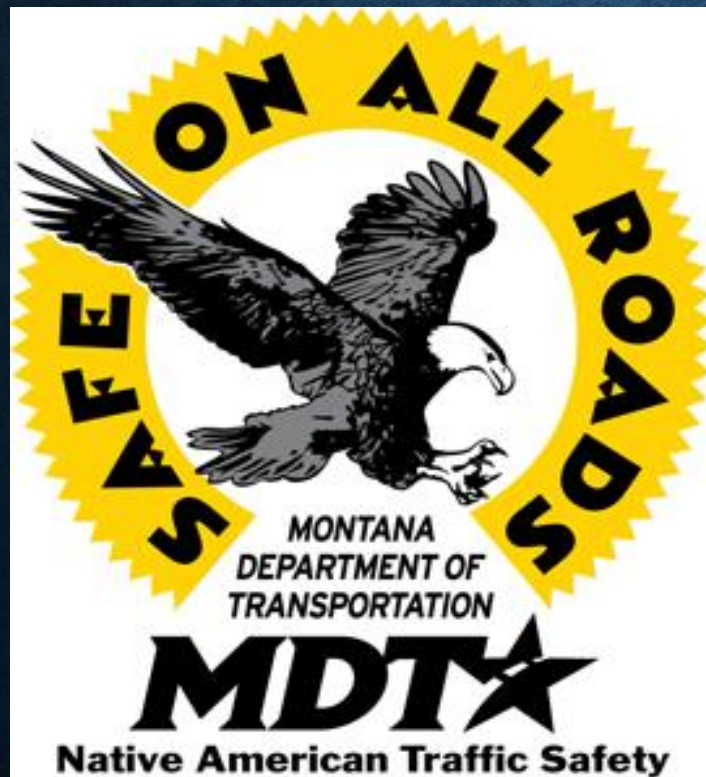
Sheila Cozzie, SOAR/Teen/Motorcycle
Program Manager, Montana Department
of Transportation



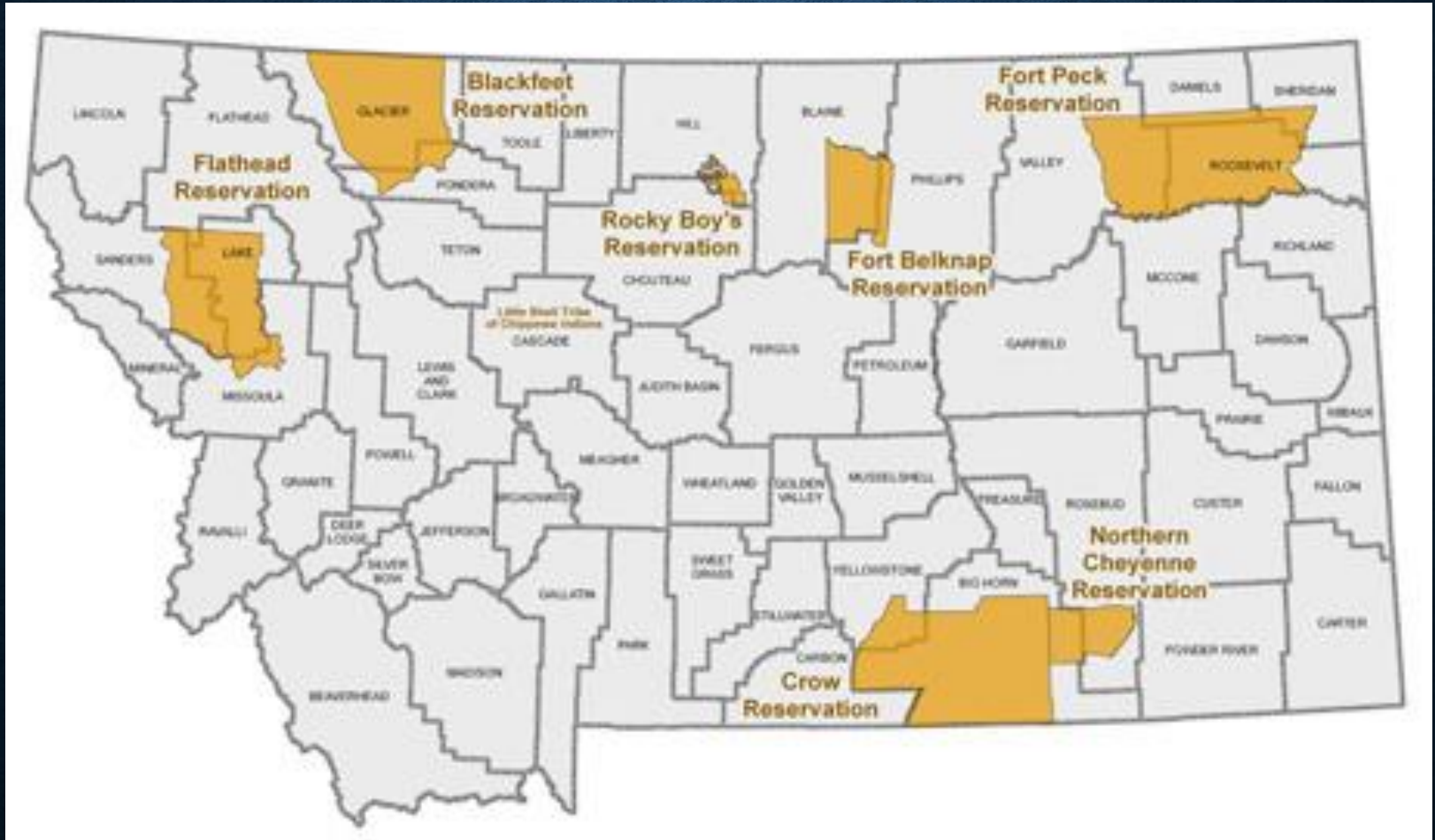
MONTANA DEPARTMENT OF TRANSPORTATION

Tribal Traffic Safety Program

SAFE ON ALL ROADS (SOAR) NORTHERN TRIBES DUI TASK FORCE



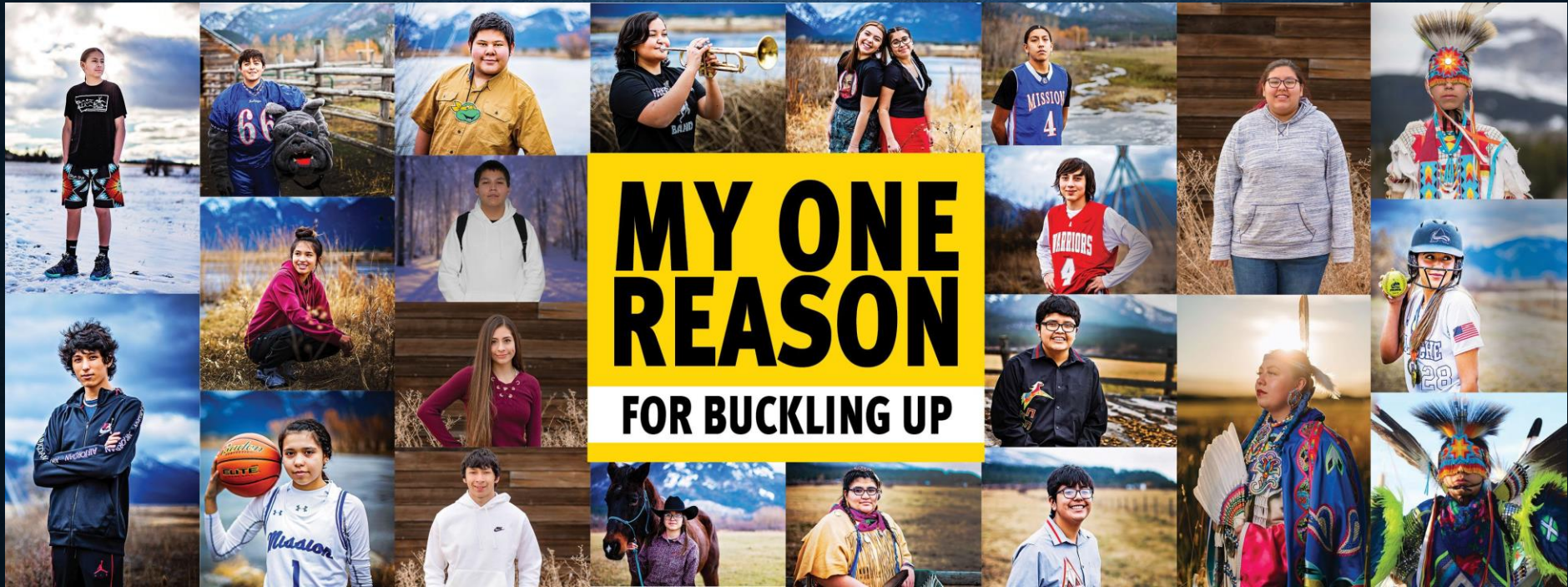
MONTANA'S RESERVATIONS



NATIVE AMERICAN FATALITIES COMPARED TO STATEWIDE FATALITIES

Fatality Comparison			
Year	Native American Fatalities	Statewide Fatalities	% of Total Fatalities
2015	42	224	19%
2016	41	190	22%
2017	31	186	17%
2018	33	182	18%
2019	38	184	21%

TEEN PROJECT



TEEN PROJECT – CONT'D



MY ONE REASON FOR BUCKLING UP

“BECAUSE IT'S THE LAW”

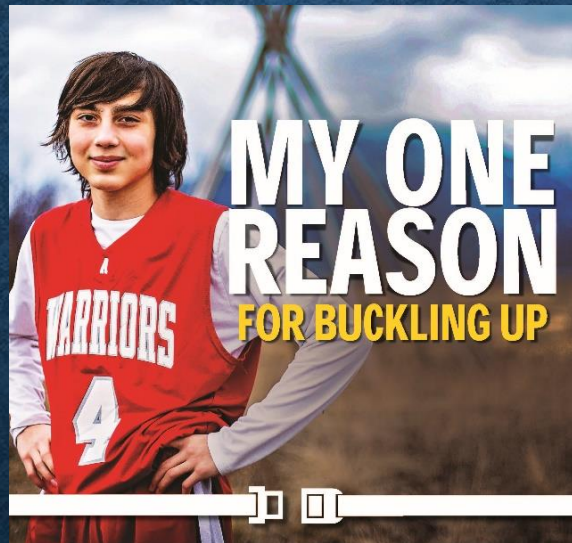
- SODIZIN -

ALWAYS BUCKLE UP AND DON'T BE AFRAID TO ASK OTHERS TO DO THE SAME

When you don't buckle up, you endanger more than just your own life. Drivers and passengers often don't consider how unbuckled occupants can be thrown at high speed during a crash and can cause serious harm or even death, not only to themselves but to others in the vehicle. That's why it's so important to buckle up and insist others do the same.



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MY ONE REASON FOR BUCKLING UP

“BECAUSE IT KEEPS ME SAFE SO I CAN STAY ON THE COURT”

- KENNY -

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MY ONE REASON FOR BUCKLING UP

“BECAUSE I WANT TO KEEP MY CULTURE AND TRADITIONS ALIVE”

- BREEANNA -

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TEEN PROJECT – CONT'D



MY ONE REASON FOR BUCKLING UP

“BECAUSE I WANT TO BE A GOOD EXAMPLE AND RETURN HOME SAFELY TO MY FAMILY”

- KAHOLO -

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MY ONE REASON FOR BUCKLING UP

“BECAUSE IT PROTECTS ME AND MY PASSENGERS”

- JAZMINE -

ALWAYS BUCKLE UP AND DON'T BE AFRAID TO ASK OTHERS TO DO THE SAME

When you don't buckle up, you endanger more than just your own life. Drivers and passengers often don't consider how unbuckled occupants can be thrown at high speed during a crash and can cause serious harm or even death, not only to themselves but to others in the vehicle. That's why it's so important to buckle up and insist others do the same.



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MY ONE REASON FOR BUCKLING UP

“BECAUSE MY LIFE MATTERS AND SO DOES YOURS”

- CEDRICK -

ALWAYS BUCKLE UP AND DON'T BE AFRAID TO ASK OTHERS TO DO THE SAME

When you don't buckle up, you endanger more than just your own life. Drivers and passengers often don't consider how unbuckled occupants can be thrown at high speed during a crash and can cause serious harm or even death, not only to themselves but to others in the vehicle. That's why it's so important to buckle up and insist others do the same.



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TEEN PROJECT – CONT'D

Some of the radio spots recorded by the teens.

Hello my name is Kaholo. I am a senior at WPHS. Did you know that when you don't buckle up, you endanger more than just your own life? Unbuckled drivers and passengers can be thrown at high speed during a crash and can cause serious harm or even death, not only to themselves, but to others in the vehicle. Find your reason to always wear your seat belt. Buckle up. Every person. Every time. A message from the Safe On All Roads Program, Fort Peck Community College and KVCK.

"I buckle up because I have a lot of pow wows left to dance." <female>

"I buckle up because I want to be a positive role model for my community." <male>

"I buckle up because I love my friends and family." <female>

There are plenty of good reasons to always buckle up and drive safely. <announcer male>

Using your seat belt could save your life or prevent serious injuries. <announcer male>

"I buckle up because we are the seeds of hope that our ancestors planted."
<female>

A message from the Safe On All Roads Program and the Confederated Salish and Kootenai Tribes.

SOAR ACTIVITIES

- Statewide Teen Campaign
 - Radio
 - Billboards
 - Newspaper ads
 - Posters
 - Social Media

<https://www.facebook.com/SafeOnAllRoads>

BACK TO SCHOOL CAMPAIGN



PROTECT OUR FUTURE



ALWAYS BUCKLE UP YOUR CHILD PROPERLY

 /SafeOnAllRoads

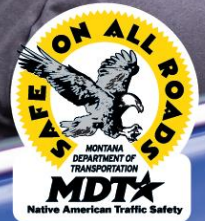
BACK TO SCHOOL CAMPAIGN CONT'D

PROTECT
YOUR FUTURE



ALWAYS BUCKLE UP

 /SafeOnAllRoads



BACK TO SCHOOL CAMPAIGN CONT'D



**PROTECT
OUR FUTURE**



**ALWAYS BUCKLE UP
YOUR CHILD PROPERLY**

 /SafeOnAllRoads



**PROTECT
OUR FUTURE**



**ALWAYS BUCKLE UP
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 /SafeOnAllRoads



**PROTECT
OUR FUTURE**



**ALWAYS BUCKLE UP
YOUR CHILD PROPERLY**

 /SafeOnAllRoads

BACK-TO-SCHOOL RADIO

Our children are the seeds of hope our ancestors planted. Protect our future, and always buckle them up properly. Choose a car seat based on your child's age and size. Review the car seat manufacturer's instructions and your vehicle manual when installing. And always use it — every time. Make car seat safety a priority so we can watch our future generations grow. Always buckle them up. A message from the Safe On All Roads Program.

NATIONAL AMERICAN INDIAN HERITAGE MONTH

 **Safe On All Roads**
Sponsored · 🌐

It's National Native American Heritage Month. Protect our cultural heritage by practicing safe driving behaviors.

PROTECT OUR CULTURAL HERITAGE –



Don't Drink & Drive.

👍 Like 💬 Comment ➦ Share

 **Safe On All Roads**
Sponsored · 🌐

It's National Native American Heritage Month. Protect our cultural heritage by practicing safe driving behaviors.

PROTECT OUR CULTURAL HERITAGE –



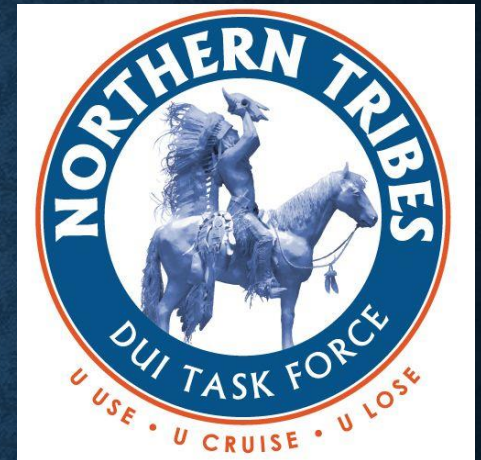
Always Buckle Up.

👍 Like 💬 Comment ➦ Share

NATIONAL NATIVE AMERICAN HERITAGE MONTH RADIO AD

Hi, my name is Courtney Spotted Wolf I am a member of the Fort Peck Assiniboine and Sioux Reservation and a junior at Brockton School High School. Did you know that Native Americans represent between 16 and 20% of motor vehicle crash deaths in Montana each year? That's too many brothers and sisters lost. We have the power to change that. Let's celebrate National Native American Heritage Month by practicing safe driving habits. Buckle up before you go anywhere, plan a sober ride, and insist others do the same. Our heritage is in our hands. A message from the Safe on All Roads Program and Fort Peck Community College.

NORTHERN TRIBES DUI TASK FORCE



- Comprised of members from Blackfeet, Chippewa Cree/Rocky Boy, Fort Belknap and Fort Peck Tribes
- Members are a diverse group of traffic stakeholders to include engineering, enforcement, education, judicial and Tribal executive leadership
- The Northern Tribes DUI Task Force develops public education campaigns on a range of impaired driving topics.
- These campaigns support local law enforcement efforts that include, but are not limited to, High-Visibility Enforcement.

NORTHERN TRIBES DUI TASK FORCE

Mission Statement:

The Northern Tribes DUI Task Force, Fort Belknap, Fort Peck, Rocky Boy, and Blackfeet, will endeavor to protect the present and future generations of American Indians in Indian country. Through our alliance utilizing the four E's (Engineering, Enforcement, Emergency Services and Education) our collaborative efforts in combating impaired driving will reduce serious injuries and fatal vehicle crashes that tragically effect our Indian people.

NORTHERN TRIBES DUI TASKFORCE SUMMER CAMPAIGN



NEVER DRIVE IMPAIRED

U USE. U CRUISE. U LOSE.

 /SafeOnAllRoads



Did you know nearly one-third of car crash deaths involve alcohol use? Keep your friends, family, and others in our community safe. Never drink and drive or ride with an impaired driver. Always buckle up and insist others do the same. Together we have the power to change this statistic.

Alternative accessible formats of this document will be provided on request. Persons who need an alternative format should contact the Office of Civil Rights, Department of Transportation, 2701 Prospect Avenue, PO Box 201001, Helena, MT 59620. Telephone 406-444-5416 or Montana Relay Service at 711.

SUMMER CAMPAIGN RADIO AD

Did you know each of us has the power to save lives? It's as simple as committing to never drive while impaired. We are losing too many of our friends, family, and neighbors to impaired driving crashes. Always make arrangements for a sober ride or choose to not travel our roadways if you are impaired. You use, you cruise, you lose. Learn more on the Safe on All Roads Facebook page.

- In FFY 2020, a total of 874 citations were written by Flathead, Fort Belknap and Fort Peck Tribal law enforcement
- This was consistent with citations issues in 2019. FFY 2020 had the following highlights:
 - 26 DUI citations
 - 288 Speeding citations and warnings
 - 874 Total Citations
- Establish DUI and Seatbelt checkpoints with the purpose of either apprehending an impaired driver or checking for driver's and occupant restraint systems.
- Fort Peck, Browning, and Northern Cheyenne Reservations have a primary seat belt law and a law prohibiting cell phone use.

TRIBAL STEP

TEEN TRAFFIC SAFETY

Partnered with FCCLA

Ford Driving Skills for
Life Funding

Launched in
September 2021

7 Grants funded so far

MOTORCYCLE SAFETY

**Support Montana
Motorcycle Riders Safety**

Offered 69 Classes

**Provided training to 677
students**

CONTACT INFORMATION

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