

The Cost of Unrestrained Vehicle Occupant Fatalities and Montana's Proactive Approach

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Jennifer Wilson, Occupant Protection program, SHTSS, MDT

October 11, 2022



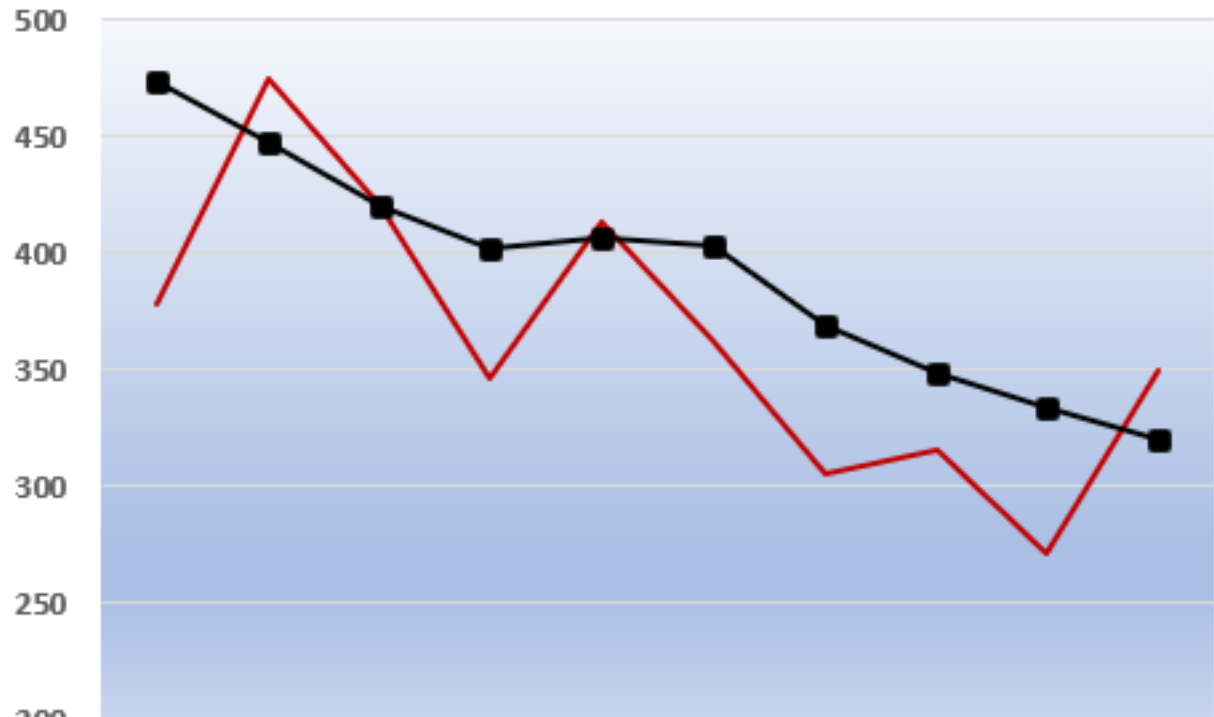


Unrestrained Vehicle Occupant Emphasis Area

Objective:

- Reduction of Unrestrained Vehicle Occupant Fatalities
- Reduction of Unrestrained Vehicle Occupant Serious Injuries

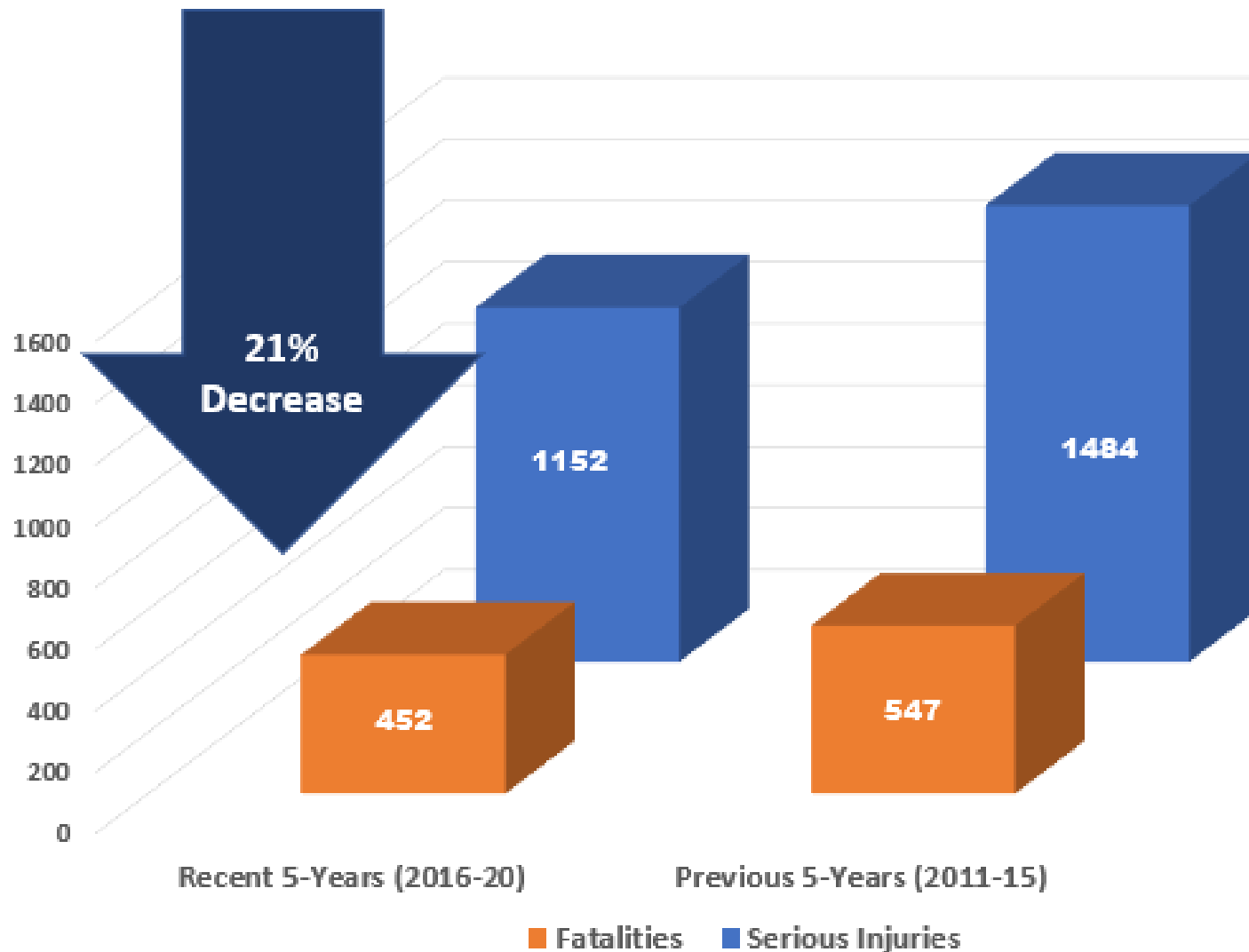
Unrestrained Vehicle Occupant Fatalities & Serious Injuries, 2011-2020



	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
— All Fatalities & Serious Injuries	378	474	420	346	413	362	305	316	271	350
■ 5-Year Average	473	447	420	402	406	403	369	348	333	321
Fatalities	110	114	105	100	118	95	84	91	74	108
Serious Injuries	268	360	315	246	295	267	221	225	197	242

The 5-year average shows a continuous decrease. 2017, 2018, & 2019 were the lowest years for unrestrained vehicle occupant fatalities & serious injuries.

Unrestrained Vehicle Occupant Fatalities & Serious Injuries, 5-Year Comparison



National Safety Council – Cost of Motor Vehicle Injuries

Calculable factors from a motor vehicle crash include:

- Loss of Wages and Productivity
- Increase in Insurance

- Emergency Medical Care & Transport
- Trauma Care
- Medical Expenses
- Administrative Costs

- Motor Vehicle Damage Loss
- Employer's Uninsured Loss
- New Employee Training

- Cost of a Motor Vehicle Fatality = \$1.75 million

Unrestrained Vehicle Occupant Emphasis Area Partners

- BUMT Coalitions
- Labor & Industry
- Public Health and Human Services-Injury Prevention
- Office of Public Instruction – Driver Education
- Montana Highway Patrol
- Missoula Police Department
- Safe Kids Montana
- SOAR Program



Laws & Enforcement

– Partnerships with Law Enforcement

Support efforts from partners and stakeholders to implement a primary seat belt law



L THE BELTS YOU BUCK



THIS ONE IS THE MOST IMPORTANT

- Selective Traffic Enforcement Program (STEP)
- 2021 – Over 9,000 total hours worked on grant -1,245 seat belt citations, 26 child restraint citations.
- Safety Enforcement Traffic Team – (SETT) - 2021, 239 seat belt citations, 10 child restraint citations.

Communication, Education & Injury Prevention

Sustain and grow the community-based Buckle Up Montana program.

- Tri-County (Lewis & Clark, Jefferson, Broadwater) BUMT Helena School District, Tracie Kiesel, Coordinator
- Cascade County BUMT – Megan Brunelle, Coordinator
- Flathead County BUMT – Wendy Olson-Hansen, Coordinator
- Missoula County BUMT – Steve Schmidt, Coordinator



FREE CAR SEAT SAFETY INSPECTIONS



TRAINED CHILD PASSENGER SAFETY TECHNICIANS WILL CHECK YOUR CAR SEAT(S) TO ENSURE YOUR CHILD IS TRAVELING AS SAFELY AS POSSIBLE

JOIN US

EVENT INCLUDES:

- ✓ CAR SEAT INSTALLATIONS & INSPECTIONS
- ✓ CAR SEAT SAFETY EDUCATION
- ✓ INFORMATION ON REDUCED COST CAR SEATS

**SATURDAY, SEPTEMBER 17TH
1PM-4PM**

**FIRE STATION #1- 105
9TH ST. S, GREAT FALLS
MT**

MEGAN BRUNELLE
406-791-9299

FIRE STATION #1
406-727-8070



Sustain and Grow Child Passenger Safety Technician Certification

September 2022 : Car seat check event in Great Falls during National Child Passenger Safety Week

Communication, Education & Injury Prevention

Sustain and Grow Child Passenger Safety Technician Certification

FFY22 (Oct 2021-Sept 2022)

- 16 CPS Instructors
- 294 CPS Technicians
- 14 Special Needs Technicians
- 38 Counties Covered (some techs covering multiple Counties)
- 8 CPST Courses Held = 94 New Techs
- 2 CPST Courses Cancelled
- 1 Renewal Course Held
- 1 Special Needs Course

CHOOSE CAR SEAT: BY AGE & SIZE

THE NUMBER OF PEOPLE **WHO THINK** THEY HAVE THEIR CHILD IN THE RIGHT SEAT.

THE ONES **WHO ACTUALLY DO.**

KNOW FOR SURE
IF YOUR CHILD IS IN THE RIGHT CAR SEAT.

CAR SEAT CHECK
Date & Time: _____
Location: _____
Sponsor: _____
Phone: _____

Ad COUNCIL VISIT SAFERCAR.GOV/THERIGHTSEAT NHTSA Child Car Safety

Montana's Top CPS Instructors & Technicians

MT Instructors have a combined 232 years of CPS Certification/Experience

MT CPS Instructors as of Sept. 2022 Years of Involvement in CPS Program

<u>First Name</u>	<u>Last Name</u>	<u>OrigCertDate</u>	<u>CertEndDate</u>	<u>Status</u>	<u>Years Involved in CPS Program</u>
Kathy	Andress	5/1/2016	10/18/2023	Certified Instructor	6
Koren	Bloom	2/1/2003	1/22/2023	Certified Instructor	19
Mary Kay	Burns	1998	6/1/2023	Certified Instructor	24
Jason	Butler	8/1/2006	10/30/2022	Certified Instructor	16
Wendy	Hansen	5/1/2000	5/31/2023	Certified Instructor	22
Tracie	Kiesel	5/1/2005	9/23/2023	Certified Instructor	17
Marc	Lee	10/1/2003	12/8/2022	Certified Instructor	19
Jason	Mahoney	1/17/2007	11/18/2024	Certified Instructor	15
Cheryl	Martin	8/1/2008	10/30/2022	Certified Instructor	14
Becky	McAllister	9/9/2011	6/30/2023	Certified Instructor	11
Patrick	McLaughlin	7/12/2009	8/30/2023	Certified Instructor	13
Scott	Mueller	5/15/2008	10/30/2022	Certified Instructor	14
Charmell	Owens	9/1/2013	10/18/2023	Certified Instructor	9
Amber	Roper	4/18/2022	4/17/2024	Certified Instructor	3
John	Spencer	6/21/2006	10/20/2022	Certified Instructor	16
Stephanie	Stokke	8/1/2008	8/26/2023	Certified Instructor	14

232

Top 12 Techs have a combined 178 years of CPS Certification/Experience

MT CPS Technicians as of Sept. 2022 Years of Involvement in CPS Program

<u>First Name</u>	<u>Last Name</u>	<u>OrigCertDate</u>	<u>CertEndDate</u>	<u>Status</u>	<u>Years Involved in CPS Program</u>
Bryan	Cetraro	10/1/2003	10/1/2023	Certified Technician	19
Emily	Colomeda	12/31/2004	12/30/2022	Certified Technician	18
Jason	Wheeler	12/31/2004	12/30/2022	Certified Technician	18
Carlene	Turner	5/31/2005	5/30/2023	Certified Technician	17
Darcy	Merchant	10/21/2006	10/22/2022	Certified Technician	16
Kim	Hopkins	2/9/2008	2/19/2024	Certified Technician	14
Stan	Zander	6/27/2008	10/26/2022	Certified Technician	14
Gary	O'Brien	12/7/2008	12/6/2022	Certified Technician	14
Jonathan	Hopkins	4/8/2010	10/30/2022	Certified Technician	12
Andrew	Goss	4/24/2010	11/30/2022	Certified Technician	12
Domingo	Zapata	8/1/2010	10/31/2022	Certified Technician	12
Ryan	Ludeman	10/15/2010	10/14/2024	Certified Technician	12

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Montana's Child Passenger Safety Team Newsletter- June 2022

Montana Child Passenger Safety Certification Courses, Renewals, & Technician Updates

June 21-24, 2022 Controlled Course
Bozeman: Scott Mueller (406) 582-2353
smueller@bozeman.net

July 19-22, 2022 Controlled Course
Billings: Jerrod Moore (505) 764-0036
jmoore@zshs.org

October 11-14, 2022
Butte
More Details to come

Questions? Contacts:
Tracie Kiesel-Montana CPS Training
Coordinator and Contact
(406) 439-0085, tkiesel@helenaschools.org

Wendy Hansen-MT CPS Contact
(406)751-8106, wolson@fathesd.mt.gov

Jennifer Wilson-MDT Occupant
Protection Program Planner
(406)444-0806, jwilson@mt.gov



Current # of MT CPS Technicians: 276

Current # of MT CPS Instructors: 20

Edited by MT CPS Training
Contact/Coordinator & Instructor
Tracie Kiesel-8632617

If you would like to submit an article or pictures for the Monthly Newsletter, please just e-mail them to me at any time: tkiesel@helenaschools.org



Missoula CPST Course-May 16-20, 2022

Welcome to our 15 New Montana CPS Technicians!
Lydia Arnold, Kevi Berger, Ross Colyer, Mike Hebert, Luke Jester,
Adam Kloster, Billy Munoz, Tyler Mursch, Leia Pate-Terry,
Brenda Plascencia, Jennifer Robinson, Emilie Saylor,
Angela Sherwood, Lillian Thomas, Taylor Willis



Kalispell June 1-2, 2022: Safe Transportation for Children with Special Health Care Needs Class. Taught by Anthony McGovern with the Automotive Safety Program at Indiana University School of Medicine and Riley Hospital for Children.

Congrats! Marisa Johnson, Katie Maslowski, Jason Mahoney, Wendy Olson Hansen, Anthony McGovern (Instructor), Kate Johnson, Tracie Kiesel, Mandi Leer, Petrina Rogers, Vanessa East, Kira Muck, Holly Mergerthaler, Karen Ray

Please don't hesitate to reach out to one of these folks if you have a have a question or situation that involves a Special Needs Seat!



CPS Technical Support

- Montana's Child Passenger Safety Team Newsletter
- CPS Technician Webinars
- CPS Technician Survey

Communication, Education & Injury Prevention

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

- FFY21, MDT distributed 235 convertible child safety seats and 253 Two-In-One Booster seats to CPS Inspection Stations
- FFY22 Seat distribution, 231 convertible car seats, 196 Two-In-One Booster seats.

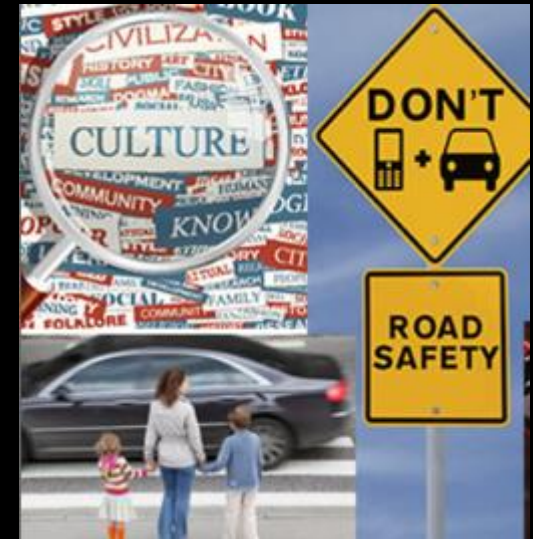


Communication, Education & Injury Prevention

Support the Traffic Safety Culture & Towards Zero Deaths efforts

Resources and Tools to Reduce Multi-Risk Driving Behaviors

- [Driving After Cannabis Use](#)
- [Exploring Traffic Safety Citizenship](#)
- [Traffic Safety Cultures and the Safe Systems Approach](#)
- [Key Information for DUIC Policy](#)
- [Proactive Traffic Safety: Empowering Behaviors to Reach our Shared Vision of Zero Deaths and Serious Injuries](#)
- [Traffic Safety Culture Primer](#)
- [Guidance for Evaluating Traffic Safety Culture Strategies](#)
- [Guidance on Messaging to Avoid Reactance and Address Moral Disengagement](#)
- [Guidance to Promote Workplace Policies and Family Rules to Reduce Cell Phone Use While Driving and Promote Engaged Driving](#)



Improve Unrestrained Vehicle Occupant Data



- Research traffic safety behaviors/ restraint use
- Observational surveys
- Child Passenger Safety checklists
- Evaluate occupant protection behavior surveys

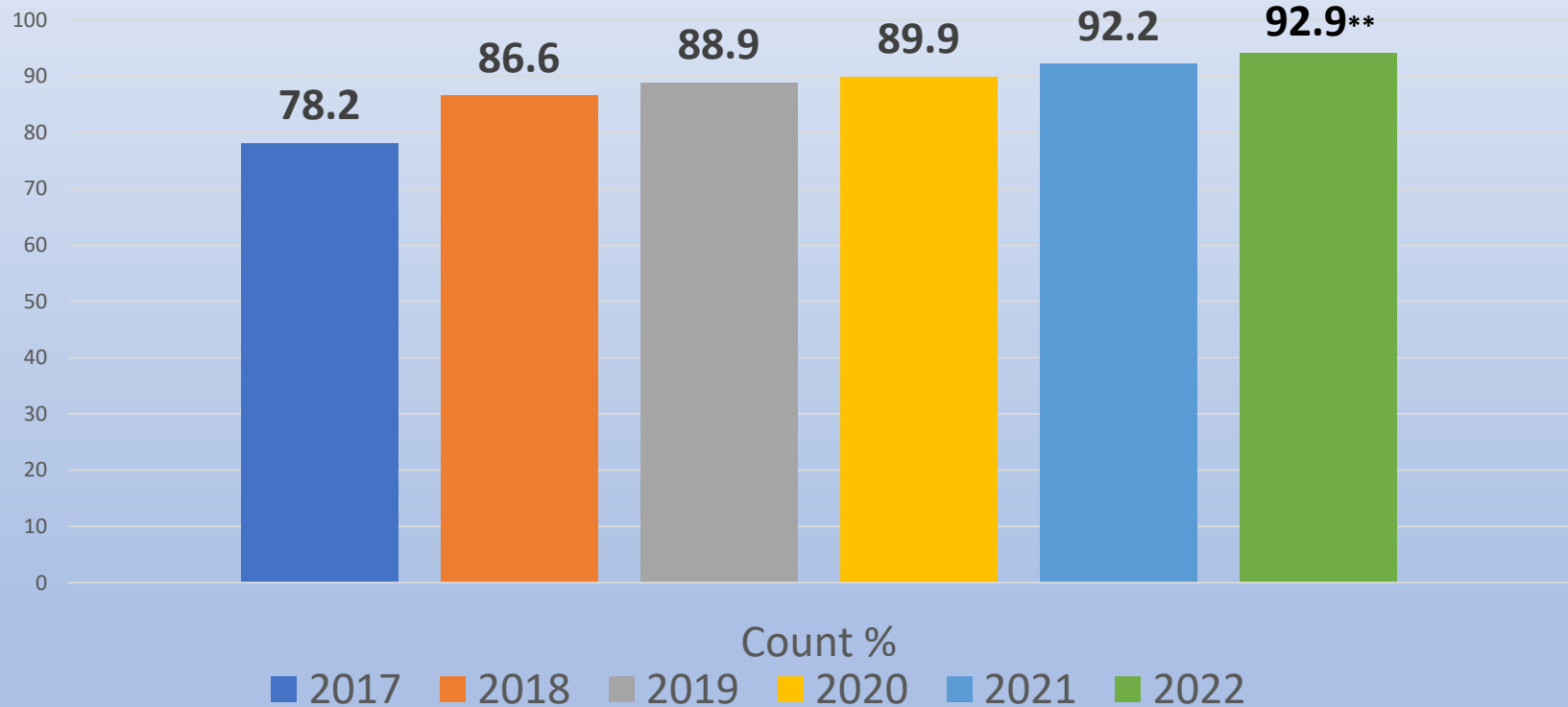
Improve Unrestrained Vehicle Occupant Data



- Safety Restraint Use
 - Crash Data – trend analysis
- Observational
 - Seat Belt counts
- Child Passenger Safety
 - Technician collect data when assisting caregivers
- Surveys
 - Montana Youth Risk Behavior Survey
 - [Youth Risk Behavior Survey \(mt.gov\)](http://mt.gov)

Improve Unrestrained Vehicle Occupant Data

Annual Observational Seat Belt Use Count*



* Front seat only occupants, ** NHTSA to certify

Traffic Records Coordinating Committee (TRCC)

TRCC Vision

Montana is committed to Vision Zero- a vision of zero fatalities and zero serious injuries on Montana's roadways. In support of this vision, the TRCC will work to reduce the number and severity of traffic crashes, injuries and fatalities on Montana highways.

TRCC Mission

To provide coordinated leadership to improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of crash data and systems to address safety issues in Montana.

Strategy Matrix

Assigns the strategies into five focus areas:

- Crashes, Citation/Adjudication, Injury Surveillance, Data Integration, and the
- TRCC

Challenges

- Primary Seat Belt Law
- Enhancement of Secondary Law – penalty



Traffic Safety Contacts & Emphasis Area Information

Janet Kenny, 406-444-7417, jakenny@mt.gov

Jennifer Wilson, 406-444-0809, jewilson@mt.gov

Comprehensive Highway Safety Plan,
<https://www.mdt.mt.gov/visionzero/plans/>

Highway Safety Plan,
<https://www.mdt.mt.gov/publications/docs/brochures/safety/safety-plan.pdf>

