

**Unrestrained Vehicle Occupant
CHSP Emphasis Area
Virtual Meeting Agenda**

Tuesday, September 12, 2023, 9-11 a.m.



Attendees:

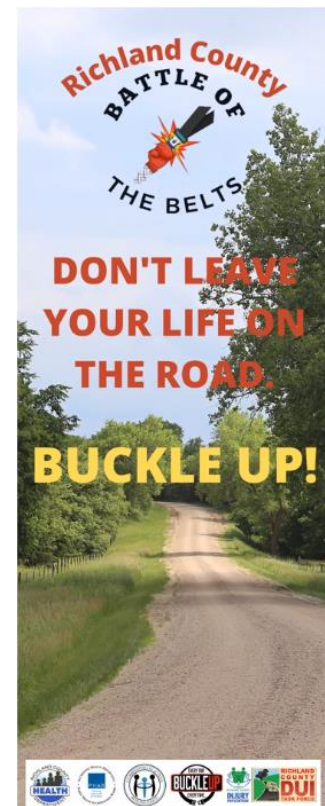
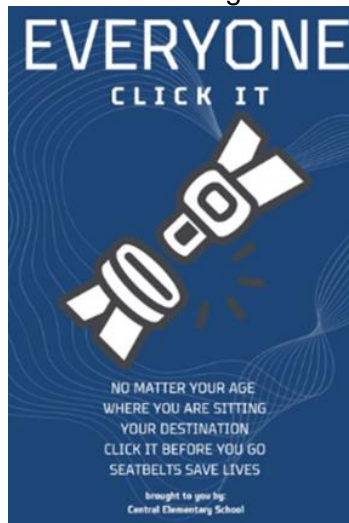
- Alyssa Johnson, Trauma Systems Manager, EMS & Trauma Systems Section, Department of Public Health & Human Services (DPHHS)
- Don Smies, Richland County Health Department
- Dwight Nelson, Driver Education Director, Office of Public Instruction (OPI)
- Janet Kenny, Emphasis Area Chair & State Highway Traffic Safety Section (SHTSS) Supervisor, Planning Division, Montana Department of Transportation (MDT)
- Jennifer Wilson, Occupant Protection Program, SHTSS, Planning Division, MDT
- Megan Brunelle, Cascade County Buckle Up MT Coordinator
- Pam Langve-Davis, Comprehensive Highway Safety Plan Manager, MDT
- Sheila Cozzie, Cultural Liaison/SOAR Program/Teen Program, SHTSS, Planning Division, MDT
- Spencer Harris, LE Liaison & EMS Grants, SHTSS, Planning Division, MDT
- Steve Schmidt, Drive Safe Missoula, Ci-Co Health Department
- Terry Mullins, MES & 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
- David Schnittgen, Transportation Planner, MDT

Purpose of the meeting was to provide program updates for the past two quarters and provide share next steps.

New Business

- FFY 2024 HSP Submitted
- **Project Showcase: Battle of the Belts** Smies, Richland Co Public Health Dept., The battle of the belts program was a 6-week county wide seat belt competition for Richland County Schools aimed at increasing seatbelt use and awareness of the risks related to inappropriate use, reduce motor vehicle fatalities and serious injuries, improve community engagement, and expand community outreach. Project was implemented with the help of various community safety partners, including NHTSA Occupant Protection Mini-grant funds.

This was a student driven educational campaign with the goal of increasing awareness of the benefits of seat belt use and reach 100 percent seat belt use compliance. Schools had to first sign a



participation agreement. Educational efforts included driver's education classes, student council, announcements, posters, contents, social media campaign, ghost-out and a safety speaker. Students created and submitted digital scrapbooks documenting their program efforts.

Education campaign was used at District 2 Basketball tournament " *Don't leave your life on the road. Buckle up!*" banners staged at entrances seen by 5,236 + attendees. Over 380 fan posters were distributed and decorated. The posters feature a seat belt message on one side and fan artwork on the other. When fans held posters high overhead the fans in the row behind them saw the safety message. Safety incentives were used at exhibit table and fans stopped and took pictures at the "selfie" station at the table.

- First unannounced seat belt check at schools averaged 70.26 percent compliance. Second unannounced seat belt check at school averaged 81.59% compliance. An **increase of 11.3%**.



Savage Schools won the Battle of the Belts. Ran a safety campaign that included large posters, "potty press", and buckle up fence art message, included safety partner speaker, Jerry Prete from Montana Fire School and TIMS Coordinator to speak on the importance of using seat belts.

- Started with 47.3% seat belt compliance. Ended with 67.8% compliance. **A seat belt use increase of 20.5 percent.**

Progress/ Third Quarter Updates

Strategy 1: Law & Enforcement

- **S1.1 Support implementation of mandatory minor (under 17 years of age) occupant protection laws per best practices and GDL requirements**
 - OPI updated not available.
- **S1.2 /S1.3 Continue to support Selective Traffic Enforcement Program (STEP) High Visibility Enforcement (HVE) & SETT efforts.**
 - 2nd quarter SETT/STEP Seat Belt citations= 135 citations/ 21 warnings
 - 2nd quarter SETT/STEP Child Seat citations= 5 citations
 - 2nd quarter = 1,510 Stops. Hours= 941 hours
- **S1.4 Support efforts from safety partners and stakeholders to implement a primary seatbelt law.**
 - No activities report provided.

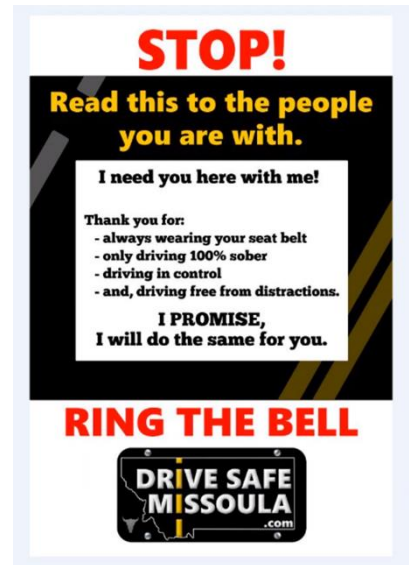
Strategy 2: UVO Communications, Education & Injury Prevention

• S2.1 Implementation of Buckle Up Montana program- Buckle Up MT -Coordinators

Tracie Kiesel, Tri-County BUMT reported on 2nd & 3rd quarter activities which included annual tech training update, Alive at 25 involvement, ongoing outreach and education, Jefferson County Labor Day rodeo, upcoming events planned is the Traffic Safety Escape Room at Carroll College and child passenger safety week and seatbelt Saturday events. Tri-County BUMT will be working with local Target business partner at net public event on September 23.

Steve Schmidt, Drive Safe Missoula & Missoula BUMT coordinator reported on outreach activities involved with the Western MT Fair and the amount of heavy foot traffic during the 40 hours he manned booth. Many other coalition members helped with to enhance awareness with the Respect the Cage display, encourage safe driving behaviors with Ring the Bell outreach, and promote Knuckles for Buckles with children. Respect the Cage scheduled for Frenchtown homecoming. Seat Belt Saturday events are scheduled with Missoula Rural Fire Department, UM, and safety fairs.

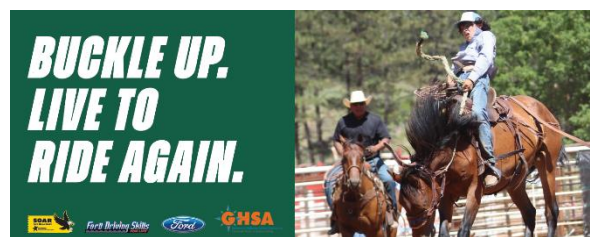
Steve also shared progress on his project focusing on Yong Drivers in Control. This course will be available online free of charge. He has partnered with other health departments and has presented materials at schools (Drummond & Philipsburg) that he has been asked to speak. Topics include DUI involved crashes, severe injury crashes related to seat belts not used resulting in survivors being paralyzed or with a TBI. He has a few remaining videos to finalize and will keep the Team updated on progress.



Wendy Olson Hanson, Flathead County Health Department, BUMT coordinator reported several seatbelt events over the last two quarters. Coordinated with Lake County on a Back to School event promoting awareness of “Under the bar, safety seat in car” parents of students and school staff. Upcoming event planned include Teen Driver Safety in October with an education campaign to extend through spring. More outreach is planned with primary care staff to ensure child passenger education and messaging provided to parents is correct and consistent.

Megan Brunelle, County Health Department, Cascade County BUMT coordinator reported that car seats had recently been purchased and program also received seats from the state NHTSA program, and inventory has been restocked.

August car seat event was held at MAFB. Recent outreach event included providing MDT car seat posters and car seat educational infographics to the local day cares and pre-schools. Upcoming events next week include conducting fall seat belt observations at the high schools and distribution of seat belt messages to the high schools; and a seatbelt Saturday event is scheduled for September 23 at the Fire Station 1 in Great Falls from 1-4 pm



• S2.2 Safe On All Roads - SOAR - Tribal community program, Sheila Cozzie, Cultural Liaison and statewide coordinator reports the SOAR coordinators submitted and received

Governor's Highway Safety Administration (GHSA) safety funds to promote Ford Driver Skills for Life safety program in coordination with the teen peer-to-peer traffic safety efforts. Strong focus on tying safety campaign with rodeo community within the Northern Cheyenne with "Buckle Up, Live to Ride Again". Confederated Salish and Kootenai Tribes (CSKT) is developing a social media campaign in partnership with Family, Career and Community Leaders of America (FCCLA) promotion of seat belt surveys, back to school and child passenger safety.

- **2.3 Implementation of the Teen Traffic Safety Program**, Sheila Cozzie is currently working on developing and preparing for 2024 FCCLA program launch.

- **S2.4 Implementation of Child Passenger Safety Certification Training Program and inspection stations**, Jennifer Wilson

Second and third quarter training- no report update.

- **S2.5 Purchase and distribution of child passenger safety seats**, Jennifer Wilson reported that the cost of car seats has increased. NHTSA funding has increased from \$25K to \$35. This funding purchased 352 convertible car seats and 235 combination car seats. These have been distributed to car seat techs.

- **S2.6 Develop and/ or promote child passenger safety educational materials**. Wendy Olson Hanson developed cps awareness stickers and distributed at CPS training.

- **2.7 Development and distribution of public information and educational materials campaign**, Janet Kenny reported on the media campaign developed by Duff Waterson and the roll out of safety campaign featuring local athletes whose talents have been showcased on the national screen. SHTSS is very excited about campaign. MDT messaging is on YouTube [MontanaDOT - YouTube](#)

- **2.8 Continue to support occupant protection (OP) mini grant funding for community education and outreach**

Occupant Protection mini grants are available year around , Information can be found at [Funding for Traffic Safety Projects | Montana Department of Transportation \(MDT\) \(mt.gov\)](#)

Strategy 3: UVO data

Janet Kenny reported that again this year that On Target Consulting and Research has conducted the 2023 seat belt survey. Research insights were collected from Montana residents via a web survey in June of 2023. 200 surveys were completed focused on respondents ranging in age from 18-49. Nearly 57 percent of respondents lived in Missoula, Billings, Great Falls, or Bozeman with the remaining in rural areas. Completed responses were 34% men/ 66% women. Insights gathered were:

- 73 % of respondents reported always using seat belts when driving.
- Nearly 35 % believed that state and local police departments were becoming more active in enforcing the state's seat belt laws.
- 67% of respondents reported that state and local police departments were very or somewhat actively enforcing seat belt laws.
- Less than 10% reported that existing seat belt laws were not actively being enforced.
- 62% of respondents reported being very safe and cautious drivers.
- Nearly 44% reported having others in the car with them when driving at least 50% of the time.
- 42 % of all respondents reported seeing seat belt related advertising, public service messages, or news stories in the past month or so.
- Nearly 38 % of men 18-34 years old reported seeing seat belt related advertising, public service messages, or news stories in the past month or so.

The full report is available by contacting Janet Kenny.

GHSA Report Out

Janet Kenny reported on GHSA 2023, Aug 12-16, 2023, Annual Conference
Focus of conference was putting vision zero into action, involvement of community partners and innovative solutions for preventing crashes. Session topics included speeding, impaired driving, distracted driving, bicycle and pedestrian safety, equity in traffic enforcement, how to reach and support underserved communities, highway safety criminal justice, auto safety technology, traffic safety culture, teen driver safety and the future of the Drug Recognition Expert program.

Announcements

- 2023 Annual Transportation Safety Meeting- October 4 & 5, 2023 in Helena
<https://www.eventsquid.com/register/21129>

Adjourn