

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

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



Attendees:

Dwight Nelson, Driver Education Director, Office of Public Instruction (OPI)
Janet Kenny, State Highway Traffic Safety Section (SHTSS) Supervisor, Planning Division, Montana Department of Transportation (MDT)
Hannah Yang, Epidemiologist Manager, Department of Public Health & Human Services (DPHHS),
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
Kelly Little, EMSC program, DPHHS
Sgt. Crystal Crocker, Traffic Division, Missoula Police Department
Sheila Cozzie, Cultural Liaison/SOAR Program/Teen Program, SHTSS, Planning Division, MDT
Steve Schmidt, Drive Safe Missoula, Ci-Co Health Department
Terry Mullins, MES & Trauma Systems Section Supervisor, DPHHS
Tammy Ross, Transit and Safety Planning Bureau- MDT
Tracie Kiesel, Tri-County Buckle Up (L&C, Broadwater & Jefferson) BUMT Coordinator, MT CPS Training Contact & Coordinator

Purpose of the meeting was to provide end of the year strategy updates.

Following roll call of attendees of the virtual meeting. Pam Langve-Davis noted Janet Kenny's retirement as State Highway Traffic Safety Section supervisor effective December 15, 2023, and the naming of Kevin Dusko to fill her vacated position.

New Business-

The potential 2024 meeting schedule was shared with the emphasis area (EA) team. Receiving no objections, the team confirmed there were no known conflicts with the meetings dates of January 9th, March 12th, June 11th, September 10th, and December 10th. The meetings will continue to be held on the 2nd Tuesday of the month from 9-11 a.m. Pam encouraged team members to provide updates in advance of meetings.

Progress Updates-

Strategy 1: Law & Enforcement

S1.1 Support enhancement and implementation of mandatory minor (under 17 years of age) occupant protection laws per best practices and GDL requirements which includes other risky driving behaviors.

Measurables: Number of DE students expected/ of age & Number of DE students completed course.

- o 2022-2023 SY: Number of DE students expected/ of age: 8,452.
- o 2022-2023 SY: Number of DE students completed course: 8,009.

S1.2 Continue to support Selective Traffic Enforcement Program (STEP) High Visibility Enforcement (HVE) & SETT efforts at the state and local level focusing on unrestrained vehicle occupant.

Measurables: Mobilizations and FFY 2023 Number of seat belt & child restraint citations.

- o FFY2023 HSP Participation :Holiday, May "Click it or Ticket", & Labor Day Impaired Driving Mobilizations; St Patty's Day, Memorial Day, 4th of July, Air Show-Billings, & others.

MHP preliminary 1st/2nd/3rd period citation reporting.

- o FFY 2023 1st period: SB=85/CS:1
- o FFY 2023 2nd period: SB=126/CS=2
- o FFY 2023 3rd period: SB= 209/ CS =1 Total: SB=420/ CS= 4

Strategy 2: Communication, Education & Injury Prevention Child Passenger

2.1 Sustain and grow the community-based Buckle Up Montana program. BUMT Coordinators continue to implement programs. *Measurable: Program implementation*

- Tri-County BUMT Coordinator reports Alive at 25 program continues, seat belt surveys continue with the most recent in Boulder the week of 12/3/23. Recently conducted a training in Bozeman. Working on coordinating tasks for training scheduled in January 2024.
- Cascade Co BUMT Coordinator: Continues outreach. A quarterly BU meeting is scheduled for January 2024 with community members to discuss ideas, options, and events. Distributed several NHTSA car seat posters to new day car centers. Seatbelt observation surveys were conducted at high schools with the results shared with the school principals and encouraged seat belt education with teens. Currently out of car seats and pursuing grant funding. Car seat inspections and installation continues monthly and by appointment and in addition to car seat demos at Benefis Hospital & MAFB. Currently researching opportunities to promote child passenger safety training with EMS managers.
- Missoula BUMT/ Drive Safe Missoula: Working on "Let's Not Wreck the Holidays" campaign which included seat belt awareness. The link will be uploaded to Drive Missoula site, in addition to other social media resources. Recently posted a podcast with county commissioners focused on traffic safety, etc. Spoke w/ Three Forks FCCLA group comprised of freshman and sophomore students on traffic safety. Missoula Rural Fire Department has inventory stocked & prepped for upcoming car seat events. Presented with EMSC, Tracie & Jennifer on the importance of becoming a CPS tech. Kelly Little is working on opportunities to promote the importance of CPS techs.

2.2 Sustain and grow the Safe On All Roads - SOAR - Tribal community program focusing on seat belt and child passenger seat use. *Measurable: Program Implementation*

- Finishing the FFY 2023 Teen Traffic Safety campaign w/ Ford Driving Skills for Life, Teen Peer-to-Peer groups have developed safety campaigns, held assemblies, and chats. Developed culturally specific campaigns featuring improper traffic safety behavior, "Distracted" video. Same student is working on Traffic Safety Behavior Part II: Proper Traffic Safety Behavior, "Doing Everything Right" with anticipated feature rollout. Sports and basketball safety campaign is anticipated to be completed by January 2024, in advance of tournament season.
- SOAR program- child seat check safety events: 6. Car seats distributed: 104

2.3 Sustain and grow the Teen Traffic Safety Program

Continue to partner with Family, Career and Community Leaders of America (FCCLA) on teen peer-to-peer traffic safety program and other teen traffic safety opportunities *Measurables: Program Implementation.*

- FCCLA annual kick off was in October. Teams are working on projects to be reported on in spring 2024. FCCLA & SOAR coordination on resources is ongoing. FFY 2024 grant funding/ FCCLA deadline submittal was December 8, 2023. Received six applications which are currently under review.

2.4 Sustain and grow the Child Passenger Safety Certification Training Program and inspection.

stations in Montana with increased focus on high-risk populations. *Measurables: Trainings/Techs*

- FFY 2023 National Child Passenger Safety Trainings: 4 Courses held (Butte/Great Falls/Billings/Kalispell)
- FFY 2023 Technicians & Instructors trained: 47 new CPS
- FFY 2023 Technicians & Instructors recertified: Lost 1 CPS Instructor in FFY23, decided to revert to a CPS Technician/ Tech Proxy. A Tech Proxy is one step above a Technician & 1 step below an Instructor. Tech Proxy can sign off on seat checks for Technician.

2.5 Continue to support and sustain purchase and distribution of child passenger safety seats, including pediatric restraint devices for the safe transport of children. *Measurables: Purchased car seats and EMSC Prehospital training for transport agencies.*

- In FFY23, MDT purchased 352 convertible child safety seats and 235 combination/high back booster child safety seats for distribution to low-income families.
- FFY 2023 Regional Training for MT EMS Prehospital transporting agencies: 15 Agencies/16 Trainings/127 Participants

2.6 Development and distribution of public information and educational materials on current research on effective messaging to effect behavioral change in seat belt use and child safety seats, as noted in S2.1, S2.2, S2.3 *Measurable: Implementation to include development of media plan & distribution plan.*

- SHTSS contracting with a media vendor Duft Waterson(DW) for FFY2022-2026. Funding will be used to address safe driving issues, including distracted and aggressive driving. Continue positive messaging and included "influencers"/ UM/MSU/UMW athletes.
- DW developed YouTube safety messaging can be found at <https://www.youtube.com/montanadot> Continuing using developed materials. Will need to review materials and potentially refresh in future. Megan Brunelle will share rack card handout w/ Jennifer Wilson to gather ideas on refreshing materials.

2.7 Continue to support occupant protection (OP) mini grant funding for community education and outreach. *Measurable: Number of funded mini-grants.*

- FFY 2023:1 mini-grant, Don Smies, Richland County, " Battle of the Belts".

Strategy 3: Improve Unrestrained Vehicle Occupant Data

3.1 Continue to conduct observational seat belt surveys, local and statewide.

Measurable: Sustained or Improved seat belt rates.

- Submitted to NHTSA. Waiting approval. Follow up March 2024 to confirm approved NHTSA observation survey results. .

3.2 Continue to evaluate behavioral surveys on occupant restraint use to include teen and adult behavior,(i.e. Youth Risk Behavior Survey (YRBS) and MT Needs Assessment). *Measurable: Increase self-reported safe driving (OP) behaviors.*

- YRBS 2023 not yet available. Follow-up at March 2024 meeting.

3.3 Child Passenger Car Seat data collection on use and misuse of child safety restraints and distribution of car seats. *Measurable: Number of Child Passenger Safety Technicians using National Digital Car Seat Check Form.*

- FFY 2023: 95 (increase of 30 users)

March Meeting- Agenda Topics

- Sheila Cozzie Strategy 2.2: SOAR: Proper Traffic Safety Behavior/ Sports campaign Update
- Sheila Cozzie Strategy 2.3: Teen Traffic Safety/FCCLA Update
- Dwight Nelson- Strategy 3.2: 2023 YRBS Update
- Tracie Kiesel- Strategy 3.3 National Digital Car Seat Check Form (NDCSCF) Update
- Tammy Ross -Strategy 3.4 Traffic Safety Culture Pooled Fund Studies (TSCPFS) Update

Adjourned at 10:45 a.m.