



Seat Belt Emphasis Area

2012 Status Report



Progress Report

NHTSA's Occupant Protection Special Management Review

- Conducted September 2011
- Fiscal years 2009-2011
- Provided a summary of:
 - Strengths
 - Program management & action considerations



NHTSA Review

Three Strengths

- Strong Commitment to Child Passenger Safety
- Evidence of program sustainment
- Seat belt observational survey includes entire state population in sampling pool

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NHTSA Review

Recommendations

- Increase promotion of existing seat belt law
 - May mobilization “it’s the law”
 - New law enforcement liaison position to be hired
 - Implementing a MT version of “Click It or Ticket”



NHTSA Review

Recommendations

- Consider other seat belt law enhancements
 - MSBC / grassroots

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NHTSA Review

Recommendations

- Increased public information on CPS law
 - Law enforcement training at Academy on CPS for new officers
 - News releases
 - Collaborate with Buckle UP MT Coordinators
 - STEP Enforcement webinars



NHTSA Review

Recommendations

- Centralized occupant protection programs
 - HTS directly oversees occupant protection related projects funded by HTS
 - All media contracts managed by HTS
 - Assisted with increased partnership between SB Emphasis, MSBC, and Buckle Up MT Coordinators (MT Seat Belt Workgroup)

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NHTSA Review

Recommendations

- Performance measures and evaluation criteria for occupant protection-related projects
 - MDT's Research Unit and Western Transportation Institute developing an evaluation plan for occupant protection program



Emphasis Area Update

Strategy 1

- Provide technical support and info to support passage of primary seat belt enforcement
 - Updated MT myths & facts (complete)
 - Coordinated media advocacy campaign (ongoing)
 - Outreach to employers / employees (ongoing)
 - Grass roots campaign plan (complete)
 - Facebook page (complete)
 - Access to NHTSA & Steve Blackstone (ongoing)



Emphasis Area Update

Strategy 2

- Increase seat belt use in low belt areas and populations
 - STEP Enforcement (ongoing)
 - GDL reference cards distributed to law enforcement (complete)
 - Respect the Cage (ongoing)
 - Increased media – Plan 2 Live (ongoing)
 - Governor’s May Mobilization proclamation (complete)



Emphasis Area Update

Strategy 3

- Identify ways to measure the effectiveness of occupant protection programs
 - STEP funding (complete)
 - Formative evaluation for media plan (complete)
 - WTI evaluation plan (ongoing)
 - Local seat belt surveys (complete)



Emphasis Area Update

Strategy 4

- Expand partnerships and leadership
 - Monthly seat belt workgroup mtgs (complete)
 - Coordinated advocacy and media campaign (ongoing)
 - Safety Fest conference (ongoing)
 - Youth and projects for youth identified (ongoing)
 - Continue to develop multidisciplinary coalitions that are active with *environmental prevention* (ongoing)
 - Collaboration with AI Emphasis Area (ongoing)



What are your ideas for 2013 strategies?