



**FLORIDA**  
**OCCUPANT**  
**PROTECTION**  
**COALITION**

**STRATEGIC**  
**PLAN**  
**2022-2026**

Updated June 2023



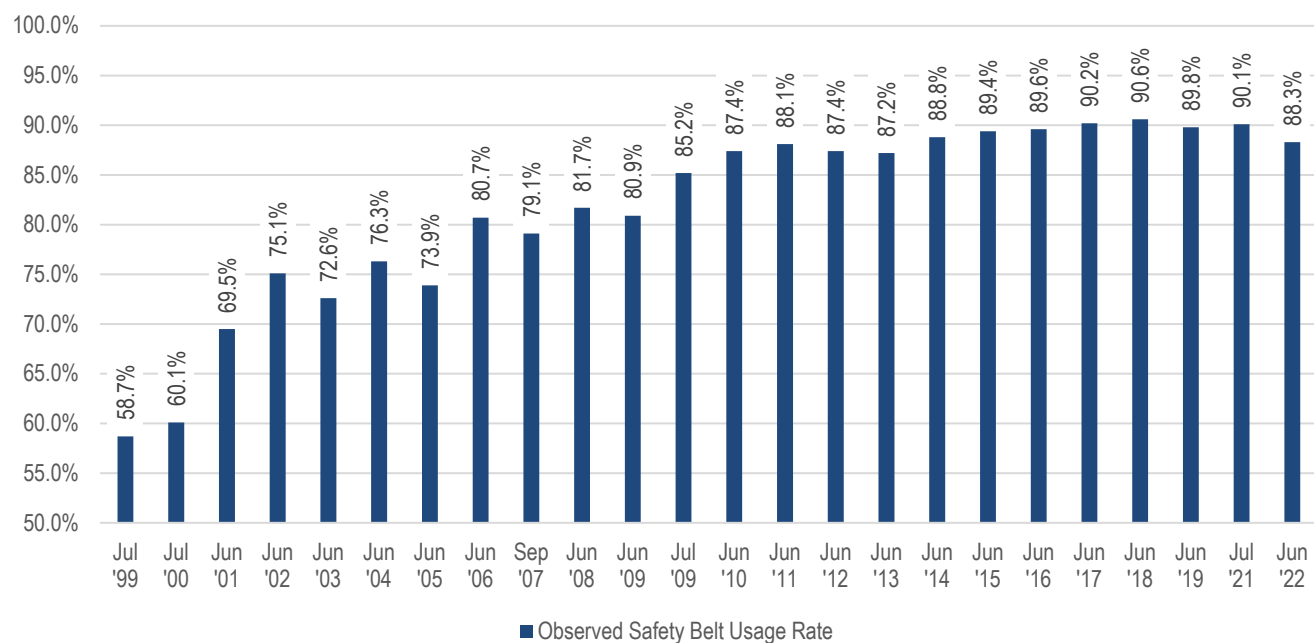
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# Executive Summary

Florida reached a historic record for statewide safety belt usage of 90.6 percent in 2018 and settled at 88.3 percent in 2022. Observed safety belt usage in Florida has risen over 29 percentage points in the last 22 years<sup>1</sup>. Florida's primary safety belt law became effective in 2009. The law requires that all drivers, all front seat passengers, and all passengers under the age of 18 wear seat belts. Children under age 4 must be in a safety seat, and children ages 4 and 5 must be in either a safety seat or a booster seat; some exemptions apply to cars manufactured prior to 1968 and trucks prior to 1972.



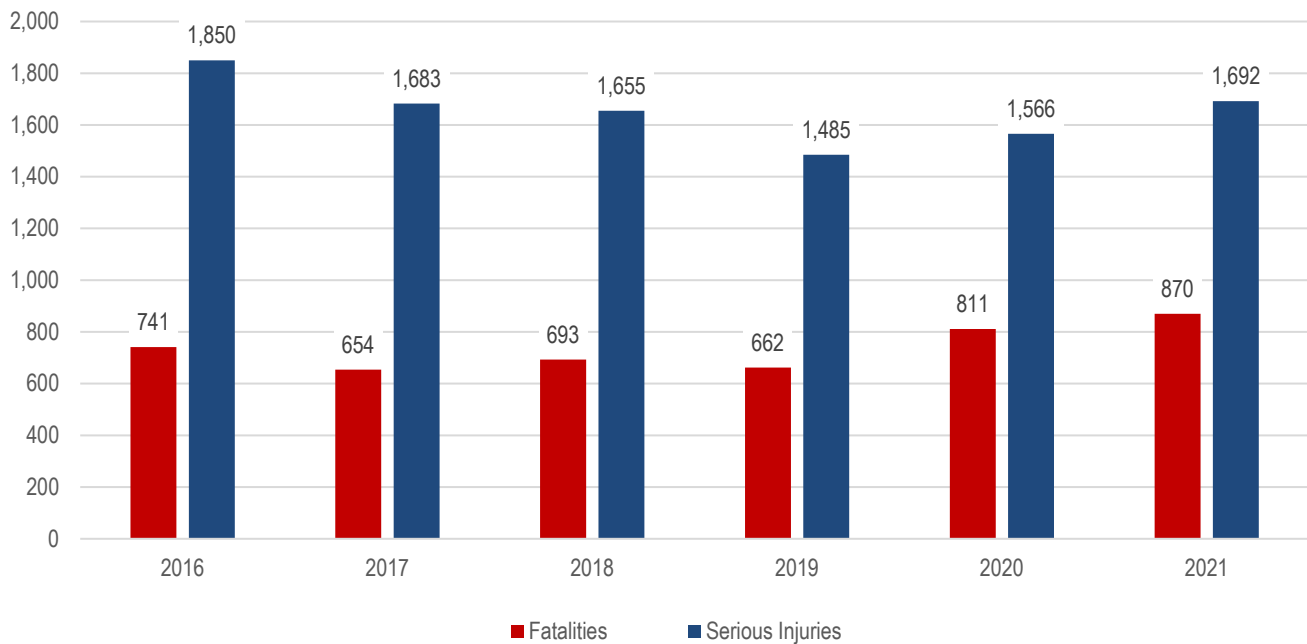
**Figure 1: Florida Observed Safety Belt Usage Rate (1999-2021)<sup>2</sup>**

Despite these impressive gains in safety belt usage and the implementation of many proven countermeasures, efforts to reduce the number of traffic fatalities and serious injuries involving unrestrained vehicle occupants in Florida continues to be a challenge in the state's goal to reach zero fatalities. Since 2016, about 23 percent of all traffic fatalities in Florida involved an unrestrained occupant<sup>3</sup>. Florida's occupant protection program involves enforcement, communication, and the education necessary to achieve significant, lasting increases in safety belt and child safety seat usage. Florida is dedicated to continuing to reduce the number of fatalities and serious injuries related to unrestrained vehicle occupants.

<sup>1</sup> A safety belt observational survey was not conducted in 2020 due to complications from the COVID-19 pandemic.

<sup>2</sup> Source: [Safety Belt Use in Florida 2021 Final Report](#).

<sup>3</sup> Source: [Florida Strategic Highway Safety Plan](#).



**Figure 2: Florida's Unrestrained Occupant Fatalities and Serious Injuries (2016-2021)<sup>4</sup>**

The Florida Department of Transportation (FDOT) State Safety Office conducted a NHTSA technical assessment of Florida's occupant protection countermeasures program in May 2021. Following a key recommendation from the assessment, the Florida Occupant Protection Coalition (FOPC) revised the Florida Occupant Protection Strategic Plan (this document) including the accompanying Strategic Action Plan (Appendix B - Florida Occupant Protection Strategic Action Plan).

The FOPC was formed to identify and prioritize the State's most pressing occupant protection issues, review proven strategies, develop and approve a strategic plan that maximizes the State's ability to impact crashes involving unrestrained vehicle occupants, and oversee implementation of the strategic plan. National, state, and local agencies and organizations working to influence the nonuse or improper use of occupant protection devices participate in the FOPC.

<sup>4</sup> Source: Signal Four Analytics Crash Dashboard (June 2022).

## Introduction

While Florida's safety belt law requires that all front seat passengers and all passengers under 18 years old wear a safety belt, the state's occupant protection program strives to have all individuals use age-appropriate safety restraints. Florida's data driven occupant protection program funds:

- High visibility enforcement activities that address safety belt use and child restraint laws during both day and nighttime hours with an emphasis on Florida's high-risk populations (18 to 34 year-old males, minorities, and pickup truck drivers);
- Media campaigns that support the national *Click It or Ticket* mobilization; and
- The Florida Occupant Protection Resource Center that provides statewide occupant protection training, education, and resources.

## Strategic Plan Focus

Florida's Occupant Protection Strategic Plan focuses on the following overarching topics:

- Program Management
- Law Enforcement
- Child Passenger Safety (CPS)
- Occupant Protection for Low-Use Groups
- Program Evaluation and Data

## Effectiveness of Florida's Occupant Protection Program

NHTSA provides guidance on the proven effectiveness of countermeasure programs in [Countermeasures That Work: A Highway Safety Guide for State Highway Safety Offices Tenth Edition, 2020](#) (CTW). The CTW citations below reference the programs that Florida is implementing.

### Countermeasures Targeting Adults

- Seat Belt Use Laws
- Seat Belt Law Enforcement
- Communications and Outreach

### Countermeasures Targeting Children and Youth

- Child/Youth Occupant Restraint Laws
- Child Restraint/Booster Seat Law Enforcement
- Communications and Outreach
- Other Strategies including Schools-Based Programs and Inspection Stations

Each of these proven countermeasures was evaluated for inclusion in the Florida Occupant Protection Strategic Plan and is aligned with the actions outlined in the Strategic Action Plan.

## Strategic Highway Safety Plan (SHSP)

Florida's Strategic Highway Safety Plan (SHSP) is a statewide, data-driven plan focusing on all of Florida's road users. The plan is the state's five-year comprehensive roadway safety plan for achieving Florida's vision of zero traffic-related fatalities. The Occupant Protection Strategic Plan supports the SHSP goals and objectives, as well as the federal Bipartisan Infrastructure Law (BIL) requirements.

### Stakeholders

Florida's highway safety process is dynamic. The development and execution of the SHSP occurs through the continuous work of partner agencies, organizations, and safety stakeholders. FDOT sponsored [Traffic Safety Coalitions](#) support implementation of many of the SHSP emphasis areas along with several other state and local partners including FDOT District Traffic Safety Engineers, Community Traffic Safety Teams (CTSTs), law enforcement, emergency responders, judges, the Florida Department of Health and key safety advocates like Students Against Destructive Decisions (SADD), Mothers Against Drunk Driving (MADD), and Safe Kids Florida.

### Problem Identification

The FDOT State Safety Office identifies the State's traffic crash problems by:

- Reviewing data from the annual Traffic Crash Statistics Report prepared by the Florida Department of Highway Safety and Motor Vehicles (FLHSMV) and NHTSA's Fatality Analysis Reporting System (FARS);
- Reviewing data from FLHSMV's Uniform Traffic Citation Statistics Annual Report;
- Analyzing data from the Highway Safety Matrix prepared by the FDOT State Safety Office;
- Meeting with advisory groups and SHSP Emphasis Area Teams/Coalitions;
- Reviewing the results of public opinion and observational surveys; and
- Utilizing the knowledge and experience of FDOT State Safety Office staff.

The FDOT receives crash data from FLHSMV that includes all information collected in crash reports. The FDOT State Safety Office uses this data to create the annual Highway Safety Matrix. Staff utilize data from the matrix and the annual Traffic Crash Statistics Report, as well as citation data, to identify the traffic safety problems to address in their program areas. The FDOT State Safety Office staff also works with advisory groups such as the SHSP Emphasis Area Teams, Emergency Management Services (EMS) Advisory Council, and the state's many traffic safety coalitions to gather information about statewide problems. In addition, FDOT State Safety Office staff work with Florida's Law Enforcement Liaisons and local CTSTs to identify problems.

Random digit dialed telephone surveys are conducted annually in conjunction with the *Click It or Ticket* campaign to evaluate the effectiveness of the awareness programs and to determine the public attitude related to traffic safety issues in the state. Program Managers use this information in planning future activities.

## Strategic Plan Organization

The following sections provide information on each component of Florida's occupant protection system:

- Program Management
- Law Enforcement
- Child Passenger Safety (CPS)
- Occupant Protection for Low-Use Groups
- Program Evaluation and Data

The FOPC's Membership List and Strategic Action Plan are in Appendix A – Florida Occupant Protection Coalition Membership and Appendix B - Florida Occupant Protection Strategic Action Plan, respectively. The Strategic Action Plan identifies the objectives, strategies, and action steps (including a leader for each step) for advancing improvements in occupant protection and eliminating fatalities and serious injuries involving unrestrained or improperly restrained vehicle occupants in Florida.

## Program Management and Planning

### NHTSA Occupant Protection Assessment

Originally established in 2017 following NHTSA Assessment Recommendations, the FOPC participated in a NHTSA Occupant Protection Program Assessment in May 2021. Since that assessment, the coalition has revised the Strategic Action Plan to align with NHTSA Occupant Protection Program Assessment recommendations, the recently updated Florida SHSP, and other key partner and stakeholder priorities.

### Florida Occupant Protection Coalition

The FOPC was formed in March 2017 and includes members from: national, state, and local agencies, organizations, and the private sector representing the occupant protection community; law enforcement; education; public health; and program evaluation and data.

Coalition members' responsibilities include:

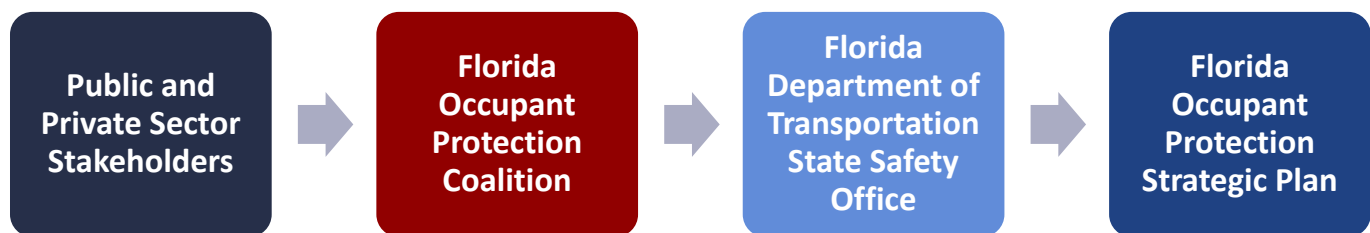
- Serve as the liaison to the member's agency or organization.
- Attend meetings on a regular basis.
- Gather and relay information to FOPC members to serve as a basis for decisions.
- Assist in prioritizing goals and objectives and developing an Occupant Protection Strategic Plan.
- Assist in strategic plan implementation, including those activities that directly involve or relate to the member's organization.
- Serve as a resource for the development of program activities.
- Serve as an ambassador for the work of the FOPC and promote its mission when and wherever possible.



A full list of coalition members and the agency/group they represent can be found in Appendix A – Florida Occupant Protection Coalition Membership.

## Strategic Planning

The FOPC has met quarterly since being established in 2017 and is guided by the Strategic Action Plan. Following the May 2021 Assessment, the coalition continued to meet quarterly and update the Florida Occupant Protection Strategic Plan and Strategic Action plan based on NHTSA Occupant Protection Program Assessment Recommendations, the Florida SHSP, and partner and stakeholder priorities. The Florida Occupant Protection Strategic Plan is intended to help maximize the State’s ability to reduce the human and economic consequences of crashes involving non- or improper restraint use. All members of the FOPC were an integral part of the process of developing, refining, and approving the strategic plan and the associated Strategic Action Plan that will guide the Coalition’s implementation efforts until the next NHTSA Occupant Protection Program Assessment.



The FDOT State Safety Office and the FOPC members share the goal of zero traffic fatalities in Florida and will continue to develop strategies to eliminate unrestrained vehicle occupant fatalities and serious injuries.

## Program Management

The FDOT State Safety Office manages federally funded highway safety projects throughout Florida. The FDOT State Safety Office staff responsible for the Office’s Occupant Protection Program serve on and actively participate in the FOPC. This creates an effective management information-sharing platform, which allows the Coalition to receive updates and progress reports on FDOT Safety Office efforts at all FOPC meetings.

It is anticipated that the FOPC will meet four times per year. Written, electronic, and voice communication serves to effectively manage the program between meetings. At all meetings, action step leaders report progress to the Coalition members, along with challenges and resource needs, if necessary.

## Data and Records

Data is integral to safety decision-making. Using crash data to identify safety problems creates an evidence-based transportation planning process, and results in better decision-making and effective strategic planning. The FOPC develops and updates an annual Occupant Protection Fact Sheet that showcases Florida’s occupant protection safety challenges in a concise and easy to understand format. For more detailed data analysis, the FOPC relies on the [Signal Four Analytics Crash Dashboard](#) and partner resources through FDOT, FLHSMV, and Florida’s Traffic Records Coordinating Committee (TRCC).



## Outreach and Communication

### Target Zero

Target Zero is Florida's statewide initiative to reduce traffic fatalities and serious injuries with an ultimate goal of zero. On average, eight people are killed and 49 are seriously injured on Florida's roads every day. In the majority of those serious and fatal crashes, driver behavior is a contributing factor. This initiative focuses on connecting, interacting, and designing our transportation system to specifically relate to those road users that are most involved in crashes that resulted in serious injuries and fatalities.



Target Zero takes many existing safety programs or campaigns a critical step further by focusing on identifying behaviors that contribute to crashes and understanding why those behaviors are occurring, identifying who the specific target audience is, and creating impactful messages to influence driving behaviors. Target Zero is a data-driven, multi-faceted behavior change initiative that was created, in part, from direct conversations with those drivers that are most involved in crashes that resulted in serious injuries and fatalities. Target Zero focuses on influencing change in these specific behaviors before they occur.

FDOT will continue to commit resources to the Target Zero Campaign, building an immediately recognizable brand in Florida that will eventually become the umbrella for all of Florida's traffic safety messaging, including *Click It or Ticket*.

### Paid Media

Florida's paid media plan heightens traffic safety awareness and supports enforcement efforts by aggressively marketing State and national occupant protection campaigns. FDOT bases the locations and medium selected on the number of expected impressions, geographic location of high risk, statewide exposure benefits, available funding, and in-kind match. Effective traffic safety media efforts contribute to the reduction of serious injuries and fatalities throughout Florida from non-use and misuse of safety restraints.

Florida's Occupant Protection media plan supports one campaign: the *Click It or Ticket* national high visibility enforcement and public awareness campaign to increase awareness of and compliance with safety belt use laws and the consequences of non-use.

### Marketing and Communications Plan

Florida's Occupant Protection Marketing and Communications Plan identifies the various communications efforts currently underway in Florida and provides information on ways to improve the use of age-appropriate safety restraints throughout the state. It also identifies Florida's target audiences, target markets, strategies and actions, and tactics. The overall goal of the plan is to improve the usage rate of age-appropriate safety restraints to reduce traffic fatalities and serious injuries and includes two measurable objectives:

- Increase safety restraint use among 18 to 34 year-old males.
- Increase safety restraint use among low-use populations including minority populations and pickup truck drivers.

## Community-Based Programs

### **Community Traffic Safety Teams**

Community Traffic Safety Teams (CTSTs) are locally based groups committed to a common goal of improving traffic safety in their communities. CTSTs are multi-jurisdictional, with members from city, county, state, and occasionally federal agencies, as well as private industry representatives and local citizens. The organizations comprising the team determine CTST boundaries and they can be a city, a portion of a county, an entire county, multiple counties, or any other jurisdictional arrangement. CTSTs address local traffic safety problems and promote public awareness of traffic safety best practices through campaigns that educate drivers, motorcyclists, pedestrians, and bicyclists about the rules of the road.

FDOT provides the CTSTs in each FDOT District with public information and educational materials to address traffic safety problems affecting their local communities. Each FDOT District has a full-time CTST Coordinator who works closely with the CTST members in their geographic area. Several CTSTs are members of the FOPC.

### **Schools**

Florida Students Against Destructive Decisions (SADD) provides statewide coordination and assistance to over 200 SADD chapters and works in cooperation with state agencies, local school districts, law enforcement agencies, and other state and community-based organizations. The collaboration and cooperation between these organizations enhances the “Triangle of Caring” which is comprised of school, home, and community.

The purpose of Florida SADD is to assist and encourage middle and high school students to live safe, healthy, and substance-free lifestyles by creating chapters in their schools that support and promote positive decision-making. SADD promotes a “No-Use” message – no alcohol, tobacco, or illegal substances – through positive peer pressure, support, and activism. SADD’s philosophy is: If the problem is mine, the solution also begins with me.

Knowing that data show teenage drivers and passengers are among the least likely to wear safety belts, SADD is also involved in promoting safety belt use. Florida SADD teens across the state participate in the National Organizations for Youth Safety (NOYS) annual Seat Belt Challenge, SADD’s Rock the Belt, and the Always Wear Your Seat Belt Foundation.

The Florida SADD Coordinator, who also leads the Florida Teen Safe Driving Coalition (FTSDC), is a member of the FOPC.

### **CarFit Program**

CarFit is a community-based educational program focused on helping aging road users improve the “fit” of their vehicles for comfort and safety. The program not only provides an opportunity to open a positive, non-threatening conversation about driver safety, but it also provides specific community resources to help older drivers stay healthy and continue to drive for as long as safely possible. CarFit activities also promote conversations among older adults and their families about safe driving and alternative transportation options, in addition to linking them to other local resources that can help ensure they drive safely longer.

## Traffic Safety Resource Center



The Traffic Safety Resource Center (TSRC) is a critical tool used to advance Florida's goal to improve the use of age-appropriate safety restraints to eliminate traffic fatalities and serious injuries. This web-based resource center is a one-stop shop for occupant protection, including, educational materials, child safety seats, Child Passenger Safety (CPS) instructor scholarships to teach National CPS Technician Training

Course, stipends for CPS technician certification/recertification, training opportunities, and links to other occupant protection safety websites.

Child safety seats are purchased and distributed to CPS technicians across the state for distribution to low-income families who cannot afford to purchase a child safety seat.

## Law Enforcement

The goal of Florida's Occupant Protection and Child Passenger Safety Program is to improve the use of age-appropriate safety restraints to reduce traffic fatalities and serious injuries. Law enforcement is critical in achieving this goal and the FDOT State Safety Office supports State and local high visibility enforcement activities that address safety belt use and child restraint laws during day and nighttime hours. Statewide law enforcement participation in the national *Click It or Ticket* mobilization is another priority that contributes to Florida's improving safety belt use rate.



Law enforcement agencies receive funding to conduct safety belt education programs. These education efforts include presentations to promote safety belt and child restraint use at schools, local civic organizations, and community events, as well as participation in the national CIOT mobilization. School resource officers represent law enforcement in schools. They assist with the Battle of the Belts programs where student organizations like SADD or student government associations create a unique campaign for their high school to encourage fellow students to wear their safety belts during every ride in a motor vehicle. Health agencies also support this effort.

## Law Enforcement Liaisons

One of the nation's most successful programs, Florida's Law Enforcement Liaison (LEL) Program, is sponsored by the FDOT State Safety Office. Florida's LEL Coordinator oversees seven LELs who work with law enforcement agencies across the state to boost safety belt and child restraint use, reduce unrestrained and improperly restrained occupant fatalities and serious injuries, and promote participation in other traffic safety initiatives. The LEL Coordinator and several LELs are members of the FOPC.

## Child Passenger Safety

### Florida Special Needs Occupant Protection Assistance

The FTSRC also facilitates training and assistance related to Special Needs Occupant Protection. Some hospital-based, certified CPS technicians provide "loaner" special needs child restraints to children with acute special health care needs. The FOPC assists participating hospitals with receiving training on special needs child restraints in Florida.

### National Child Passenger Safety Week

Florida actively participates in the annual National CPS week. The week consists of many earned media events throughout the state to promote the proper use of child restraint devices. Florida's fitting stations and car seat inspection stations are staffed with certified CPS technicians who inspect, most free of charge, child safety seats and educate parents or caregivers how to correctly install and use them.

## Occupant Protection for Low-Use Groups

Florida actively works on expanding digital and print resources and materials for low-use groups. Using data, we focus in on those most at-risk for fatalities and injuries due to lack of safety belt and child restraint use to low-use groups including minority populations and pickup truck drivers.

## Program Evaluation and Data

The FOPC, its member agencies and organizations, and the Florida TRCC continually evaluate opportunities to strengthen and improve the data and reporting systems in Florida to enhance safety decision-making and encourage evaluation of the occupant protection program.

### Program Evaluation

An evaluation of all traffic safety funded projects and other non-funded occupant protection efforts is conducted annually via the FDOT State Safety Office Annual Report. The FDOT State Safety Office uses the reported progress of funded efforts, along with the outcome of crash data trends to assess gaps, identify successes, and plan new program strategies. FDOT documents and shares successes among grantees, law enforcement, and stakeholders. Specific performance requirements may be added to newly funded projects if a strategy is proven effective statewide.

Annually, Florida conducts a comprehensive evaluation of the *Click It or Ticket* campaign that includes a statewide observational safety belt use survey, as well as pre-wave and post-wave telephone interviews. The results of these surveys help inform the development of materials and programs to encourage safety belt use among Florida's high-risk groups (18 to 34 year-old males, minorities, and pickup truck drivers) to increase safety restraint use to reduce traffic fatalities and serious injuries.

The safety belt use surveys provide an accurate and reliable estimate of driver and front seat outboard passenger safety belt use in Florida. Data collected includes observed safety belt use rates by gender, vehicle type, roadway



type, and county. For the telephone survey, interviewees must be 18 years of age or older with a valid or suspended license and have spent more than one month in Florida. Data collected includes demographic information about the participants, self-reported safety belt use as a driver and of their passenger(s), opinion on effectiveness of Florida's safety belt laws, awareness of safety belt enforcement and other safety messages, and media preferences, among others.

## Data

Florida effectively maintains a system of records that can:

- Identify safety restraint use/nonuse and injury levels for drivers and passengers;
- Maintain an individual's complete driving history;
- Receive timely and accurate citation data from law enforcement agencies and the Clerk of Courts; and
- Provide timely and accurate driver history records to law enforcement and the courts.

The FLHSMV, Division of Motorist Services maintains the driver file, which contains records on drivers including commercial drivers. FLHSMV also maintains the vehicle registration and title file. Courts and law enforcement have immediate access to driver and motor vehicle data using the Driver and Vehicle Information Database (DAVID). Individuals can initiate the information search using a name, driver license number, license plate number, VIN, or other personal details.

County courts submit convictions electronically through the Traffic Citation Accounting and Transmission System (TCATS). Crash involvement is posted automatically in the driver file if a conviction is associated with the crash.

## Appendix A – Florida Occupant Protection Coalition Membership

Name	Organization	Title	Field Represented
Amy Artuso	National Safety Council	Senior Program Manager	Advocacy Group
Thomas Aspey	Seminole Police Department	Officer	Law Enforcement
Andrea Atran	Florida Department of Transportation – District 2	Community Traffic Safety Specialist	Community Traffic Safety Team
Michael Binder	University of North Florida	Associate Professor/Faculty Director	University System, Research Facilities
Art Bodenheimer	Florida Police Chiefs Association	Officer	Law Enforcement
Chris Broome	NHTSA	Regional Program Manager	Advocacy Group
Danielle Campbell	Orlando Police Department	Traffic Safety Supervisor	Law Enforcement
	Car Fit	Senior Transportation Consultant	Advocacy Group
Ronda Cerulli	Florida Department of Health	Safe Kids Treasure Coast Program Director	State Agency
Robert Chaffe	Preusser Research Group	Senior Research Associate	University System, Research Facilities
Chris Craig	Florida Department of Transportation	Traffic Safety Administrator	State Agency
Willem de Greef	Florida Department of Transportation	Traffic Safety Program Manager	State Agency
Jacob Gonzalez	Tampa Police Department	Detective	Law Enforcement
Lucy Gonzalez-Barr	University of Florida	Education Training Specialist II	University System, Research Facilities
Leilani Gurener	Florida Department of Highway Safety and Motor Vehicles	Program Manager, Office of Driver Safety	State Agency
Adam Harpstrite	University of North Florida – IPTM	Program Specialist	University System, Research Facilities
Ryan Hathaway	Okeechobee County Fire Rescue	Captain of Community Risk Reduction	Fire/Rescue
Sarah Haverstick	Goodbaby International	Safety Advocate	For-Profit Agency
Ginny Hinton	University of Florida	County Extension Agent - Family & Consumer Sciences	University System, Research Facilities
Andrew Hopkins	University of North Florida, Public Opinion Research Lab	Assistant Director	University System, Research Facilities

Name	Organization	Title	Field Represented
Carrisa Johns	Orange County Sheriffs Office	Occupant Protection Specialist	Law Enforcement
Charles Kane	Florida Law Enforcement Liaison Program	Law Enforcement Liaison	Law Enforcement
Danielle Kessenger	The PLAYERS Center, Wolfson Children's Hospital	Child Passenger Safety Lead	Health
Doreen Kobelo	Florida A&M University	Associate Professor	University System, Research Facilities
Margaret Susie Kolb	DeMond Kolb and Associates	Child Passenger Safety Technician Instructor	Layperson
Sally Kreuzscher	The Children's Hospital of South Florida	Safe Kids Coordinator	Health
Alan Mai	Florida Department of Health	Injury Epidemiologist	State Agency
Jasper Masciocchi	University of Florida, Florida OPRC	Education Training Specialist III	University System, Research Facilities
Lisa Nichols	Wolfson Children's Hospital	Trauma Program Manager	Health
Julie Noble	Golisano Children's Hospital – Safe Kids Southwest Florida	Safe Kids SWFL Coordinator	Health
Zakkiyyah Osuigwe	Santa Rosa County	President	Community Traffic Safety Team
Krista Ott	Gainesville Fire Department	Fire and Life Safety Educator	Fire/Rescue
Dewey Painter	South East American Indian Council, Inc.	Executive Director	Advocacy Group
Thomas Pikul	Florida Highway Patrol	Captain	Law Enforcement
Kelly Powell	Safe Kids		Advocacy Group
Tonya Randolph	St. Joseph's Children's Wellness and Safety Center	Child Passenger Safety Instructor	Health
Patrick Riordan	Florida Highway Patrol	Troop B Public Affairs Officer	Law Enforcement
Tim Roberts	Florida Law Enforcement Liaison Program	Law Enforcement Liaison Coordinator	Law Enforcement
Miranda Sargent	Santa Rosa County Sheriffs Office	Grants Manager	Law Enforcement
Mark Solomon	Preusser Research Group	President	University System, Research Facilities

Name	Organization	Title	Field Represented
Amy Stafford	Hendry County Public Safety	Chief	Law Enforcement
Joe Steward	Florida Department of Transportation	Community Traffic Safety Team Coordinator	Community Traffic Safety Team
David Summers	Health Care District Palm Beach County	Trauma Nurse Outreach Coordinator	Health
Amanda Thronsen	Florida Department of Health	State Safe Kids Coordinator	State Agency
Wanda Tison	University of Florida, Florida OPRC	Research Coordinator I	University System, Research Facilities
Patty Turner	University of Florida, Florida OPRC	Education Training Specialist III	University System, Research Facilities
Melissa Valido	Florida SADD	Program Coordinator	Advocacy Group
Petra Stanton	Johns Hopkins All Children's Hospital	Safe Kids Supervisor	Health
Mark Welch	Florida Department of Highway Safety and Motor Vehicles	Operation and Management Consultant	State Agency
Morya Willis	Alachua County Traffic Safety Team	Occupant Protection Specialist	Community Traffic Safety Team
Consultant Support			
Alan Amidon	Cambridge Systematics	Professional	State Agency
Danny Shopf	Cambridge Systematics	Associate	State Agency



# Appendix B - Florida Occupant Protection Strategic Action Plan

Updated May 10-11, 2023

## GOAL 1: PROGRAM MANAGEMENT

### Objective 1A: Meeting Facilitation and Progress Tracking

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Aug 2022	Oct 2022	Feb 2023	May 2023
1A.1	FDOT Cambridge Systematics	Quarterly	Conduct quarterly Florida Occupant Protection Coalition (FOPC) meetings.	Number of meetings conducted annually	In-person meeting conducted 8/2/2022 & 8/3/2022	In-person meeting conducted 10/26/2022 & 10/27/2022	In-person meeting conducted 02/15/2023 & 02/16/2023	In-person meeting conducted 05/10/2023 & 05/11/2023
1A.2	Cambridge Systematics	Quarterly	Update progress on Occupant Protection (OP) Strategic Action Plan strategies to include recent implementation activities.	Action Plan progress updated quarterly	Posted on website	Posted on website	Posted on website	Posted on website

## Objective 1B: Data Analysis/Reporting

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Aug 2022	Oct 2022	Feb 2023	May 2023
1B.1	Cambridge Systematics	Annual	Develop an Annual OP Fact Sheet.	Fact sheet developed and posted on FOPC website and publicized	CS to revise and post prior to Oct 2022 meeting	Posted on website	Data analysis underway	Will present at August FOPC meeting.
1B.2	Robert Chaffe Mark Solomon	Annual	Review Florida's OP traffic records related data annually and determine if target audiences have changed.	Data analyzed and target audiences adjusted (if applicable)	Coordinating internally	Reviewed latest traffic records; no change needed at this point	Reviewed latest traffic records; no change needed at this point	Reviewed latest traffic records; no change needed at this point
1B.3	Andrew Hopkins	Annual	Increase the number and availability of OP data sources.	Information for all applicable data sources available on FOPC website and publicized (i.e., Signal Four, etc.)	Reviewing public health/trauma data	Reaching out to FDOH; will continue to review	Working on identifying a DOH representative to provide a data perspective	Working on identifying a DOH representative to provide a data perspective
1B.4	Doreen Kobelo	Annual	Analyze OP data to understand trends and challenges specifically for minority populations.	Data analysis conducted annually and posted on FOPC website and publicized	Will follow up at a future meeting.	Will follow up at a future meeting	Reviewed FARS data related to minority populations. Will provide an update at a future meeting	Reviewed FARS data related to minority populations. Will provide an update at a future meeting

### Objective 1C: Policies and Best Practices

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Aug 2022	Oct 2022	Feb 2023	May 2023
1C.1	Jasper Masciocchi	Biennial	Review literature and interview states above the national average observed use rate to identify innovative strategies and best practices.	Research conducted; Interviews conducted.	Reported progress at Aug 2022 meeting	Reported progress at Oct 2022 meeting; will review past OP Assessment Reports	Considering evaluating one state at a time and presenting results at future meetings.	Ongoing.
1C.2	Jasper Masciocchi Danielle Kessenger	Biennial	Review literature and interview states above the national average observed CPS use rate to identify innovative strategies and best practices.	Research conducted; Interviews conducted.	Identifying potential states	Narrowing list of potential states to ~10	Priority states identified.	Priority states identified.
1C.3	Willem de Greef	Quarterly	Regularly coordinate with other Florida traffic safety coalitions to identify education and enforcement opportunities across Strategic Highway Safety Plan (SHSP) Emphasis Areas.	Number of traffic safety coalitions coordinated with (annually).	Attending upcoming coalition meetings	Attending upcoming coalition meetings	Attending upcoming coalition meetings	Attending upcoming coalition meetings.

### Objective 1D: Maintain a Robust and Active FOPC Membership

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Aug 2022	Oct 2022	Feb 2023	May 2023
1D.1	FDOT	Quarterly	Review meeting attendance of existing membership and connect with members that have not attended the previous two meetings to ensure they still intend to participate.	Members contacted; meeting attendance increased.	Will add agenda item to conduct detailed review of membership at Oct 2022 meeting	Chris provided membership expectation remark, Miranda and Tim will reach out to LE contacts for potential members.	Focused on increasing representation on outreach and low use groups.	Focused on increasing representation on outreach and low use groups.

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Aug 2022	Oct 2022	Feb 2023	May 2023
1D.2	Susie Kolb Dewey Painter Petra Stanton	Quarterly	Expand FOPC membership to include Florida business leaders, tourism leaders, civic organizations, trade and medical associations, insurance companies, Florida Highway Patrol (FHP), and Florida Department of Education, and others deemed to benefit the Coalition's mission and objectives.	Potential members identified and contacted; number of new representatives participating.	Met with AAP and they are mostly interested in legislative topics. Will coordinate on model legislative language.	Catherine Palmier (retired pediatrician) attended Oct 2022 meeting virtually	In contact with Miccosukee Tribe (Susie)  Coordinating with school district (Susie) - Brevard (Andrew) - Orange (Danielle)	In contact with Miccosukee Tribe (Susie)  Coordinating with school district (Susie) - Brevard (Andrew) - Orange (Danielle)

### Objective 1E: Research and Track Best Practices Related to Emerging Technologies Impacting OP Strategies

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Aug 2022	Oct 2022	Feb 2023	May 2023
1E.1	Danielle Campbell Carissa Johns	Annual	Annually inventory vehicle safety features related to occupant protection to determine if educational materials need to be created.	Safety feature inventory updated (annually).	Developing list of vehicle safety features	Developing list of vehicle safety features	Resources available at <a href="http://www.mycardoeswhat.org/">www.mycardoeswhat.org/</a>	
1E.2	Carissa Johns Petra Stanton	Annual	Annually review the latest research on connected and automated vehicle (CAV) technology to determine potential (positive and negative) impacts on occupant protection.	Annual review complete (white paper?)		Annual review complete		



## GOAL 2: ENFORCEMENT

### Objective 2A: Improve Law Enforcement Awareness of Important OP Challenges

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Aug 2022	Oct 2022	Feb 2023	May 2023
2A.1	Tim Roberts	Annual	Create a <i>Click It or Ticket</i> (CIOT) Resources Toolbox.	Toolbox created and posted on Law Enforcement Liaison (LEL) Website and publicized.	Available through LELs	Available through LELs	Available through LELs	Available through LELs
2A.2	Tim Roberts	Annual	Encourage Florida law enforcement agencies to participate in the national <i>Click It or Ticket</i> campaign and enforcement activities.	Number of agencies participating in <i>Click It or Ticket</i>	Will present at Oct 2022 meeting	Presented progress at Oct 2022 Meeting	Ongoing.	LEL's coordinating with agencies
2A.3	Tim Roberts	Quarterly	Distribute Child Passenger Safety (CPS) Tip cards to Florida law enforcement agencies.	Number of tip cards distributed.	Distribution ongoing	Distribution ongoing	Distribution ongoing	Distribution ongoing
2A.4	Tim Roberts Carissa Johns Danielle Campbell	Quarterly	Meet with law enforcement agencies in counties with a higher than average rate of fatalities involving unrestrained or improperly restrained children to share CPS Tip cards and other resources.	Number of agency meetings.	Identifying target agencies	Distributed tip cards; will continue to promote CPS safety	CPST-Is working with LELs to make law enforcement officers aware of trainings and events.	Trainings available through LELs.
2A.5	Charles Kane	Quarterly	Develop and distribute a tip card for aging road users.	Number of tip cards distributed.	Reviewed at Aug 2022 meeting. Will finalize prior to Oct 2022 meeting	Will coordinate with SMFL Coalition to finalize the Tip Card revisions and present at Feb 2023 meeting	Will present in May 2023.	Coordinating with Safe Mobility for Life Coalition.

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Aug 2022	Oct 2022	Feb 2023	May 2023
2A.6	Charles Kane	Annual	Increase law enforcement participation at CarFit events.	Number of officers participating at CarFit events.	Will coordinate with new CarFit representative when appointed	Met with SMFL in October 2022 to discuss	Ongoing	Ongoing.
2A.7	Tim Roberts Willem de Greef	Annual	Encourage Florida law enforcement agencies to continue nighttime enforcement activities when possible.	Number of notifications distributed and publicized.	Ongoing.  Will add to the CIOT Survey Report to encourage nighttime enforcement	Recommend FDOT to put goal and objective for all subgrants	Ongoing.	Ongoing.

### Objective 2B: Improve Law Enforcement Usage

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Aug 2022	Oct 2022	Feb 2023	May 2023
2B.1	Charles Kane  Jacob Gonzalez	Annual	Conduct annual survey targeted at law enforcement officers to determine officer use practices.	Survey conducted.	Ongoing. Will update survey language.	Will close the survey and report at the Feb 2023 meeting	Will present in May 2023	Will present at August 2023 FOPC Meeting.
2B.2	Tim Roberts	Short-Term	Develop and distribute educational materials demonstrating the myths and facts about law enforcement usage and proper restraint use for law enforcement officers.	Number of materials distributed and publicized.	Under development	Under development	Under development	Under development

## Objective 2C: Law Enforcement Tools and Resources

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Aug 2022	Oct 2022	Feb 2023	May 2023
2C.1	Tim Roberts	Annual	Develop and distribute an occupant protection guide and/or presentation for law enforcement executives about occupant protection best practices and opportunities.	Number of guides distributed and publicized.	Under development	Under development	Under development	Under development
2C.2	Tim Roberts	Annual	Present at Florida Sheriff's Association (FSA) and Florida Police Chief's Association (FPCA) meetings annually on Florida's OP challenges and how their membership can help address these challenges.	Presented to FSA and FPCA.	Presenting at FSA and FPCA prior to Oct 2022 meeting	Last presented in Aug 2022; will continue supporting	Last presentation in Jan. 2023.	Will present at August 2023 meeting.
2C.3	Tim Roberts	Quarterly	Review and update the LEL website quarterly to ensure the most recent and relevant tools and resources are available.	LEL website updated and publicized.	Complete	Complete	Complete	Complete
2C.4	Tim Roberts	Annually	Develop a best practices guide for Observational Surveys conducted by law enforcement agencies.	Guide developed and posted on LEL website and publicized.	Complete	Complete	Complete	Complete
2C.5	Andy Johnson Petra Stanton		Distribute Florida's Battle of the Belts best practices guide/toolbox.	Guide/toolbox posted on LEL website and publicized.	Coordinating with FTSDC	Coordinating with FDOT and FTSDC	Coordinating with FDOT and FTSDC	Coordinating with FDOT and FTSDC

## GOAL 3: CHILD PASSENGER SAFETY

### Objective 3A: Expand, Improve, and Retain CPS Technicians and Instructors

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Aug 2022	Oct 2022	Feb 2023	May 2023
3A.1	FDOT	Annual	Annually review list of CPS Technicians (CPSTs) and CPS Technician Instructors (CPST-Is) across the state to identify active instructors and potential gaps.	List of active instructors created and updated annually.		Requested updated list of technicians and instructors	List and map are complete and will be sent monthly.	List and map are complete and will be sent monthly.
3A.2		Annual	Annually contact CPST-Is and encourage them to reach out to inactive technicians to offer additional support and resources.	CPTS-Is contacted.	Will update when new statewide SafeKids coordinator is appointed.	Hosting quarterly instructor meetings	Met on Jan 26, 2023. Next meeting is April 20, 2023	
3A.3	Krista Ott Sarah Haverstick	Annual	Conduct annual CPST-I (in person or virtual) meeting(s) to share ideas and best practices.	Annual meeting conducted.	Virtual Meeting Scheduled Oct 2 <sup>nd</sup>	Plan to host meetings quarterly; virtual meeting scheduled Jan 26	Conference in Orlando on June 5, 2023.  Conducted three virtual Buckle Up for Love events.	Conference in Orlando on June 5, 2023.
3A.4	Danielle Kessenger Sarah Haverstick	Annual	Coordinate with CPST-Is to contact CPSTs that need to renew their certification.	Number of CPSTs recertified (annually).	Will update when new statewide SafeKids coordinator is appointed.	Waiting on new Safe Kids coordinator	Having trouble getting commitment for recertification.	Having trouble getting commitment for recertification.



Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Aug 2022	Oct 2022	Feb 2023	May 2023
3A.5	Petra Stanton Sarah Haverstick	Annual	Conduct Safe Travel for All Children (STAC) training to improve and expand CPST-Is' knowledge, skills, and capabilities.	Number of CPST-Is trained.		STAC training scheduled Nov 14-15; waiting for funding decision; will create a resource list for the state	There was a high demand and interest in another training session.	There was a high demand and interest in another training session.

### Objective 3B: Expand CPS Digital and Print Resources and Materials

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Aug 2022	Oct 2022	Feb 2023	May 2023
3B.1	Patty Turner Danielle Kessenger	Annual	Annually review materials available on the Florida Traffic Safety Resource Center (FTSRC) to identify potential gaps or existing material revisions.	TSRC reviewed; materials updated or replaced annually.	In progress	In progress	In progress	In progress
3B.2	Chris Craig Willem de Greef Leilani Gruner	Short-Term	Develop and distribute educational materials on child seats and safety belts on golf carts (partnership with law enforcement, Visit Florida, FDOH, Safe Kids, etc.).	Number of materials distributed.	Reviewed at Aug 2022 meeting. Will update prior to Oct 2022 meeting.	Golf cart tip card in design	Will share example in May 2023	Will review at August 2023 FOPC Meeting
3B.3	Danielle Kessenger Danielle Campbell Carissa Johns	Short-Term	Develop and distribute educational materials on child seats and safety belts at school pick-up/drop-off lines	Number of materials distributed	Under development Will review at Oct 2022 meeting.	Draft presented at Oct 2022 meeting, recorded feedback	Reviewed at Feb 2023 meeting. Will update and share in May 2023.	Will review and finalize via email prior to August 2023 FOPC Meeting.
3B.4	TBD	Short-Term	Develop and distribute educational materials on the risks of heat stroke and other dangers of children in hot vehicles.	Number of materials distributed		Nothing planned currently	Reviewed and will update prior to May 2023.	Will review at August 2023 FOPC Meeting.

### Objective 3C: Support Mandatory Diversion Programs for First-Time Child Restraint Offenders

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Aug 2022	Oct 2022	Feb 2023	May 2023
3C.1	Zee Osuigwe Ginny Hinton Susie Kolb Ronda Cerulli	Short-Term	Conduct an inventory of existing CPS Diversion programs in Florida and post results to FOPC website.	Inventory conducted.	Compiling info about existing diversion programs.  Meeting Sept 9th to discuss best practices	Danielle will create a Box account to collect materials	Working on compiling all Diversion info in one location.	Working on compiling all Diversion info in one location.
3C.2	Zee Osuigwe Ginny Hinton Susie Kolb Ronda Cerulli	Medium-Term	Develop a model CPS diversion program based on Florida and national best practices, including input from judicial and prosecution representation.	Model diversion program developed.	To be completed after 3C.1	To be completed after 3C.1	To be completed after 3C.1	To be completed after 3C.1
3C.3	Zee Osuigwe Ginny Hinton Susie Kolb Ronda Cerulli	Long-Term	Analyze CPS crash and citation data to determine potential locations for CPS diversion program pilot.	Potential locations identified.	To be completed after 3C.2	To be completed after 3C.2	To be completed after 3C.2	To be completed after 3C.2
3C.4	Zee Osuigwe Ginny Hinton Susie Kolb Ronda Cerulli	Medium-Term	Develop and distribute a CPS Diversion Program fact sheet for LE to distribute when issuing a citation for improper child restraint.	Number of fact sheets developed.	To be completed after 3C.2	To be completed after 3C.2	To be completed after 3C.2	To be completed after 3C.2

### Objective 3D: Support Enhancement of Florida’s CPS Laws and Policies

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Aug 2022	Oct 2022	Feb 2023	May 2023
3D.1	Julie Noble Danielle Kessinger	Annual	Annually review CPS model language and make adjustments based on shifting priorities and emerging best practices.	Model language reviewed annually; Adjustments made as needed.	No changes needed following 2022 legislative session	Junior League interested in booster seat legislation, Florida PTA may be a partner	Finalizing prior to May 2023	Will review and update prior to next legislative session.
3D.2	Julie Noble Petra Stanton	Annual	Annually review Florida’ legislative proposals to identify opportunities for improved CPS specific model legislative language.	Legislative language reviewed annually and reported to FOPC.	No CPS-related changes following 2022 legislative session	No CPS-related changes following 2022 legislative session	No CPS-related changes emerging from 2023 legislative session	No CPS-related changes emerging from 2023 legislative session
3D.3	Petra Stanton	Medium-Term	Coordinate with the Florida Department of Children and Families to update their Child Transportation Log to include confirmation of proper child restraint usage.	Transportation Log updated.	Contacted DCF. They suggested a standardized course delivered at the local level.	Contacted DCF. Need to prioritize CPS from top of agency, train local staff	Working on connecting with another point of contact.	Working on connecting with another point of contact.
3D.4		Long-Term	Develop standardized Child Transportation Course for local Department of Children and Families representatives			National CPS Board has training resources that needs competency to get that work with DCF		

## GOAL 4: OP FOR LOW-USE GROUPS

### Objective 4A: Focus Paid Media Activities on Low-Use Groups

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Aug 2022	Oct 2022	Feb 2023	May 2023
4A.1	Michael Binder	Annual	Review and update the OP Communications Plan to ensure communications strategies and target audiences (Action Step 1B.2) remain effective.	Communications plan reviewed annually.	To be completed after 1B.2	To be completed after 1B.2	To be completed after 1B.2	To be completed after 1B.2
4A.2	Michael Binder	Annual	Conduct post-CIOT Awareness Survey annually and present results to the FOPC.	Survey conducted and results presented.	Will present at Oct 2022 meeting	Presented at Oct 2022 meeting	Will present in Fall 2023	Will present in August 2023
4A.3	FDOT	Annual	Provide annual updates to the FOPC on paid media strategies, activities, and results.	Presentation given to FOPC.		Complete for 2022	Will present in May 2023	Presented in May 2023
4A.4	Andrea Atran Dewey Painter David Summers	Annual	Implement targeted education and outreach program using the Buckle Up Florida campaign focused on low-use groups.	Number of Buckle Up Florida impressions.	Reviewing materials on TSRC		Considering a vendor booth to distribute these materials.	Considering a vendor booth to distribute these materials.



### Objective 4B: Expand Digital and Print Resources and Materials for Low-Use Groups

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Aug 2022	Oct 2022	Feb 2023	May 2023
4B.1	Andrea Atran	Annual	Annually review materials available on the TSRC to identify potential gaps or existing material revisions.	TSRC reviewed.	Collecting a list of materials currently under development.	Ongoing	Ongoing	Ongoing
4B.2	Jasper Masciocchi	Short-Term	Develop and distribute OP materials for low-use groups (including males 18-34, pickup drivers, and minority populations).	Number of materials distributed.	Developing a list of available materials and identifying gaps	Jasper was not present during reporting	Looking at Texas examples we can adapt.	Looking at Texas examples we can adapt.
4B.3	Chris Craig David Summers	Short-Term	Develop and distribute materials related to passengers riding in the bed of a pickup truck.	Number of materials distributed.	Reviewed at Aug 2022 meeting. Will update prior to Oct 2022 meeting.		Kids Aren't Cargo is available on the OPRC.	Kids Aren't Cargo is available on the OPRC.
4B.4	Andrea Atran Dewey Painter David Summers	Medium-Term	Evaluate existing OP-related materials and develop new materials focused on minority populations.	Materials reviewed annually, updated as needed, and publicized.	Reviewing TSRC	Reviewing TSRC	Reviewing TSRC	Reviewing TSRC

### Objective 4C: Support the Expansion of Programs that Encourage and Support Occupant Protection for Low-Use Groups

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Aug 2022	Oct 2022	Feb 2023	May 2023
4C.1	TBD	Short-Term	Partner with the Safe Mobility For Life Coalition to increase the number of CarFit Events in Florida	Number of CarFit events conducted	Will coordinate with new CarFit representative when appointed	Waiting for new CarFit representative	New statewide coordinator. Training being conducted in March 2023.	
4C.2	Chris Craig	Short-Term	Coordinate with Florida's Community Traffic Safety Teams (CTST) to identify regional and local occupant protection challenges	List of local and regional challenges developed	Meeting CTST coordinators	Ongoing	Ongoing	Ongoing
4C.3	Chris Craig	Medium Term	Coordinate with Florida CTSTs to identify specific occupant protection materials and best practices and implement pilot programs, where appropriate	List of materials and best practices developed. Number of pilot programs conducted	To be completed after 4C.2	To be completed after 4C.2	To be completed after 4C.2	To be completed after 4C.2

### Objective 4D: Support Enhancement of Florida’s Laws and Policies

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Aug 2022	Oct 2022	Feb 2023	May 2023
4D.1	Chris Craig	Annual	Annually review model language and suggest adjustments based on priorities and emerging best practices.	Model language reviewed annually; Adjustments made as needed	Will review at Oct 2022 meeting.  Specifically will review language about number of occupants in a vehicle.	Reviewed and captured comments and edits; Chris to review suggested revisions to model language	Ongoing.	Ongoing.
4D.2	Willem de Greef	Short-Term	Develop a model policy for consideration by state agencies and other Florida businesses.	Model language posted on FOPC website and publicized.	Under development	Under development	Under development	Under development
4D.3	Julie Noble Petra Stanton	Annual	Annually review Florida’ legislative proposals to identify opportunities for improved specific model legislative language.	Legislative language reviewed and reported to FOPC	No safety belt-related changes following 2022 legislative session	No safety belt-related changes following 2022 legislative session	No safety belt-related changes emerging in the 2023 legislative session	No safety belt-related changes emerging in the 2023 legislative session