

State of Florida

Occupant Protection Strategic Plan 2018 - 2020

December 8, 2017



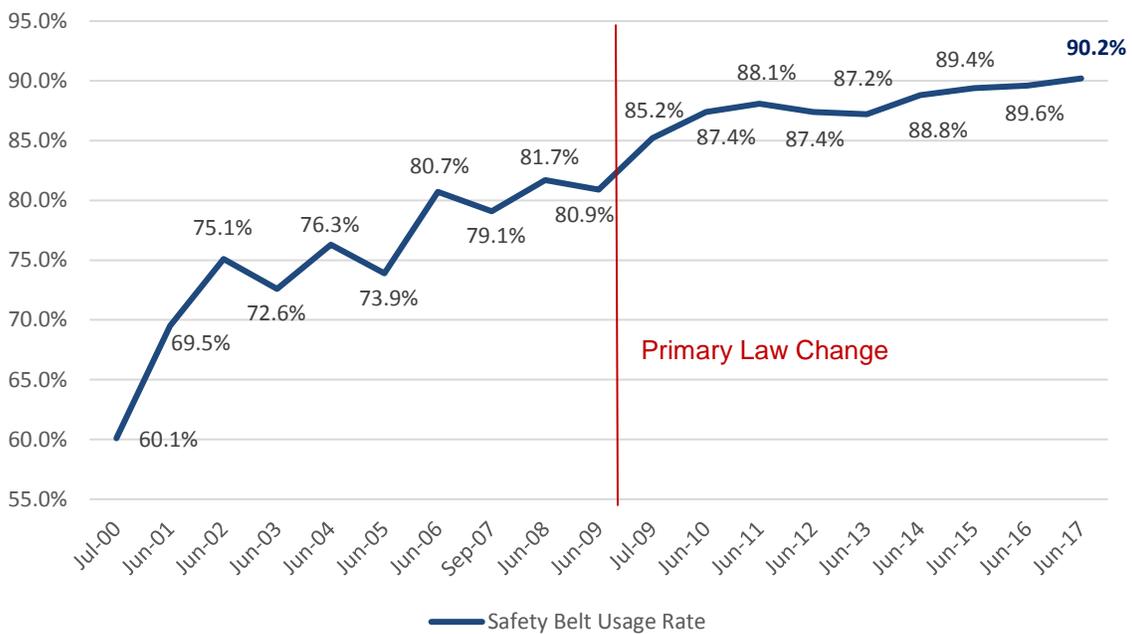
Table of Contents

1.0	Executive Summary	2
2.0	Introduction	4
2.1	Strategies	4
2.2	Effectiveness of the Program	4
2.3	Florida’s Strategic Highway Safety Plan	5
2.4	Problem Identification	5
2.5	Strategic Plan Organization	6
3.0	Program Management and Planning	6
3.1	NHTSA Occupant Protection Assessment	6
3.2	Florida Occupant Protection Coalition	7
3.3	Strategic Planning	7
3.4	Program Management	8
3.5	Data and Records	8
4.0	Law Enforcement	8
4.1	Law Enforcement Liaisons	9
5.0	Communications and Outreach	10
5.1	Paid Media	10
5.2	Communications Plan	10
5.3	Community-Based Programs	10
5.4	Florida Occupant Protection Resource Center	12
5.5	Minority Taskforce on Occupant Protection	12
6.0	Occupant Protection for Children	13
6.1	Florida Special Needs Occupant Protection	13
6.2	National Child Passenger Safety Week	13
7.0	Program Evaluation and Data	13
7.1	Program Evaluation	13
7.2	Data	14
8.0	Strategic Plan Implementation	15
8.1	Florida Occupant Protection Coalition Action Plan	15
Appendix A. Florida Occupant Protection Coalition Membership		16
Appendix B. Florida Occupant Protection Strategic Action Plan		18

1.0 Executive Summary

Florida reached a historic record for statewide safety belt usage of 90.2 percent in 2017. Observed safety belt usage in Florida has risen 30 percentage points in the last 17 years and has increased approximately eight percentage points in ten years' time, from 81.7 percent in 2008 to 90.2 percent in 2017. 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 safety 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.

Florida's Observed Safety Belt Use, 2000-2016

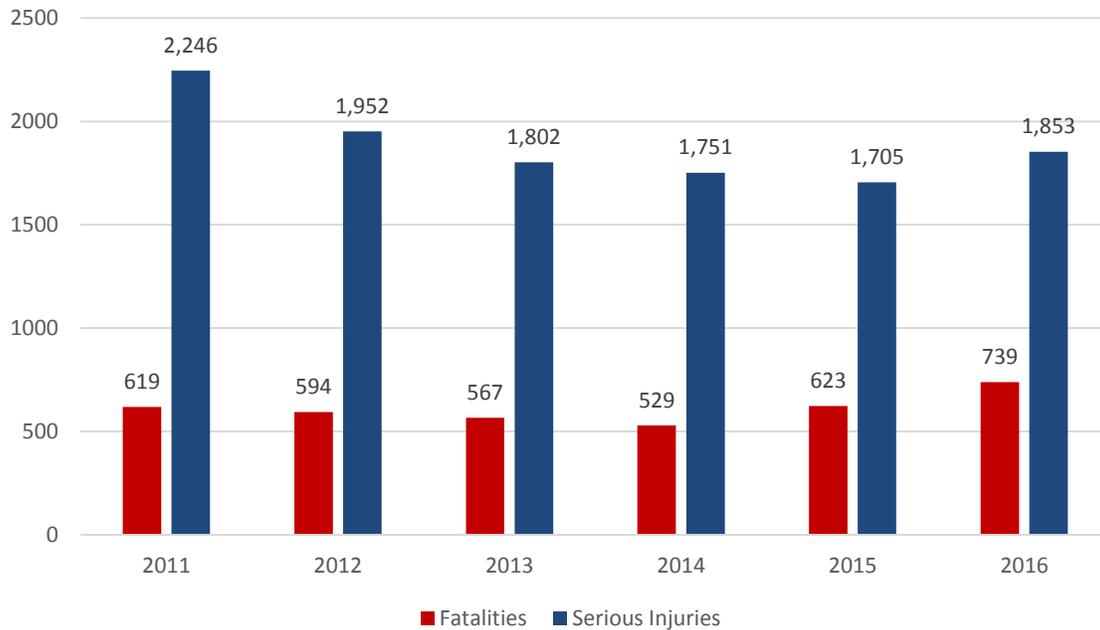


Source: June 2017 Safety Belt Use in Florida: Final Report

Despite these impressive gains in safety belt usage and the implementation of many proven countermeasures, efforts to reduce the number of traffic-related fatalities and serious injuries involving unrestrained vehicle occupants in Florida over the past few years continues to be a challenge in the state's goal to reach zero fatalities. As a percent of all crash fatalities, occupant protection related fatalities in Florida have slowly declined from 25.7 percent in 2011 to 23.2 percent in 2016 (National Highway Traffic Safety Administration, NHTSA). During that same period, the Florida Department of Highway Safety and Motor Vehicles (DHSMV) reported 3,671 fatalities and 11,309 serious injuries due to lack of or improper occupant restraint use. 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.

Florida's Unrestrained Occupants, 2011-2016



Sources: Fatality Analysis Reporting System (FARS), National Highway Traffic Safety Administration; and Traffic Crash Facts Annual Report 2011-2015, Florida Department of Highway Safety and Motor Vehicles

The Florida Department of Transportation (FDOT) State Safety Office conducted a NHTSA technical assessment of Florida's occupant protection countermeasures program in March 2016. Following a key recommendation from the assessment, in 2017 the FDOT State Safety Office facilitated the establishment of the Florida Occupant Protection Coalition (FOPC). 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. The Coalition met four times in 2017—in April, June, August, and October—to develop this strategic plan and the associated action plan, which will guide the Coalition's implementation efforts over the next three years.

2.0 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 (18-34 year 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.

2.1 Strategies

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

1. Improve occupant protection-related education, communication, and outreach.
2. Encourage enforcement of occupant protection laws and increase occupant protection awareness among law enforcement.
3. Improve and expand occupant protection for children.
4. Identify and share model laws that would increase use of occupant protection devices.

2.2 Effectiveness of the Program

NHTSA provides guidance on the proven effectiveness of countermeasure programs in *Countermeasures That Work: Eighth Edition, 2015* (CTW). The CTW citations below reference the programs that Florida is implementing.

Countermeasures Targeting Adults

Seat Belt Law Enforcement (Chapter 2, Pages 126-130)

Communications and Outreach (Chapter 3, Pages 131-134)

Countermeasures Targeting Children and Youth

Child Restraint/Booster Seat Law Enforcement (Chapter 5, Pages 137-138)

Communications and Outreach (Chapter 6, Pages 139-142)

2.3 Florida's Strategic Highway Safety Plan

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 Fixing America's Surface Transportation Act, or FAST Act, requirements.

FDOT continuously analyzes the linkages between specific safety investments and safety outcomes to track the association between the application of resources and results.

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. The following FDOT coalitions support implementation of many of the SHSP emphasis areas:

- Florida Impaired Driving Coalition
- Florida Lane Departure and Intersection Coalition
- Florida Motorcycle Safety Coalition
- Florida Occupant Protection Coalition
- Florida's Pedestrian and Bicycle Safety Coalition
- Florida Teen Safe Driving Coalition
- Florida Work Zone Safety Coalition
- Safe Mobility for Life Coalition
- Traffic Records Coordinating Committee

Additional partners throughout the SHSP planning and implementation process include traffic safety advocates, FDOT District Traffic Safety Engineers, law enforcement, emergency responders, judges, Students Against Destructive Decisions (SADD), Mothers Against Drunk Driving (MADD), Florida Safe Kids, Florida Department of Health, and many state and local agencies.

2.4 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 DHSMV and NHTSA's Fatality Analysis Reporting System;
- Reviewing data from DHSMV'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 the DHSMV that includes all information collected on the 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, local community traffic safety teams, and the Community Traffic Safety Team Coalition to identify problems.

Random digit dialed telephone surveys are conducted annually in conjunction with the *Click It or Ticket* and *Drive Sober Or Get Pulled Over* campaigns to evaluate the effectiveness of the awareness programs and to determine the public attitude related to traffic safety issues in the state. The FDOT State Safety Office staff use this information in planning future activities.

2.5 Strategic Plan Organization

The following Sections 3.0 through 7.0 provide information on each component of Florida's occupant protection system:

- Program management and strategic planning;
- Law enforcement;
- Communication and outreach;
- Occupant protection for children; and
- Data and program evaluation.

The FOPC's membership list and strategic action plan are in Appendices A and B, respectively. The action plan identifies the objectives, strategies, and action steps (including a leader for each step) for advancing improvements in occupant protection and reducing fatalities and serious injuries involving unrestrained or improperly restrained vehicle occupants in Florida.

3.0 Program Management and Planning

3.1 NHTSA Occupant Protection Assessment

The Occupant Protection Strategic Plan is based on the Uniform Guidelines for State Highway Safety Programs for Occupant Protection No. 8 (NHTSA, 2006). The FDOT State Safety Office conducted a NHTSA technical assessment of Florida's occupant protection countermeasures program in March 2016. One of the key recommendations from the assessment was to work with SHSP stakeholders to establish occupant protection as an emphasis area. The State accomplished this recommendation with the release of the [SHSP](#)¹ in October 2016 that specifically references an occupant protection emphasis area. Other key recommendations include the establishment a statewide Occupant

¹ http://www.fdot.gov/safety/SHSP2012/FDOT_2016SHSP_Final.pdf

Protection Advisory Coalition and the development of a state Occupant Protection Strategic Plan. This strategic plan is the result of the efforts of the Florida Occupant Protection Coalition (FOPC), which was established in 2017 as detailed below.

3.2 Florida Occupant Protection Coalition

Following the assessment, Florida began to address several of the key recommendations. The FDOT State Safety Office created and distributed a membership application to 45 individuals who have expertise and familiarity with Florida-specific occupant protection needs. 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.

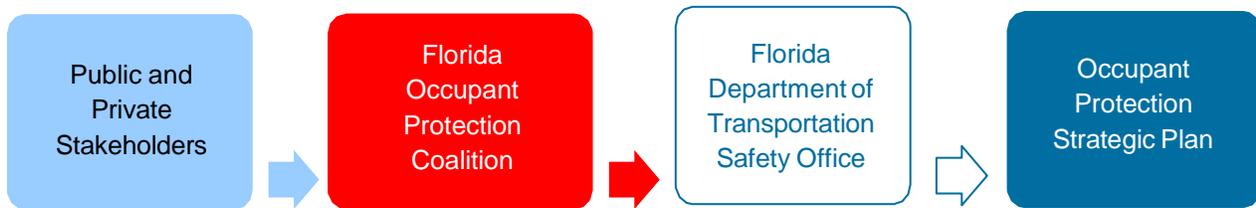
Coalition members' responsibilities include:

- 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.

FOPC members represent a diverse group of partners focused on supporting occupant protection through engineering, education, enforcement, and evaluation. A full list of coalition members and the agency/group they represent can be found in Appendix A.

3.3 Strategic Planning

The assessment process and resulting recommendations were instructive to the FDOT State Safety Office and guided the FOPC who met in April, June, August, and October 2017. During these meetings, the FOPC identified and prioritized the state's most pressing occupant protection issues and developed this Occupant Protection Strategic Plan to 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 this strategic plan and the associated action plan in Appendix B that will guide the Coalition's implementation efforts over the next three years.



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 reduce unrestrained vehicle occupant fatalities.

3.4 Program Management

The FDOT State Safety Office manages federally funded highway safety projects throughout Florida. The FDOT State Safety Office staff responsible for the 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 State Safety Office efforts at all FOPC meetings.

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

3.5 Data and Records

Data is integral to safety decision-making. Analyzing crash data to identify safety problems creates an evidence-based transportation planning process, and results in better decision-making and effective strategic planning. Florida's Traffic Records Coordinating Committee (TRCC) coordinates the timeliness, accuracy, completeness, uniformity, integration, and accessibility of data for the state's six traffic safety information systems (crash, driver, vehicle, roadway, citation/adjudication, and EMS/injury surveillance). The FOPC and its members will work with the TRCC as opportunities arise to strengthen and improve occupant protection related data and reporting systems in Florida.

The most immediate need for the FOPC is strengthening and improving the reporting options for participation in diversion programs. The Florida Impaired Driving Coalition (FIDC) is focused on a similar task in their action plan. These two coalitions will collaborate to determine if their needs in this area can be coordinated and/or jointly accomplished.

4.0 Law Enforcement

The goal of Florida's Occupant Protection 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 through enforcement efforts, with approximately 280 law enforcement agencies participating in 2016, including municipal and county agencies, Florida Highway Patrol, National Park Service, and Air Force Police. The FDOT State Safety Office also supports other smaller NHTSA and Florida specific traffic safety campaigns that focus on safety belt use.

Law enforcement agencies also 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 *Click It or Ticket*



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 seat belts during every ride in a motor vehicle. Health agencies also support this effort.

4.1 Law Enforcement Liaisons

One of the nation's largest 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 Program facilitates a Florida-based Traffic Safety Challenge competition to support the goal of saving lives. This Challenge program promotes and reward law enforcement agencies for improving traffic safety through increased enforcement that helps to reduce crashes and increase safety belt usage. Research shows that an increase in a community's traffic enforcement results in decreased motor vehicle crashes, injuries, and fatalities. In fact, no other program or strategy works as well as high visibility enforcement in making roads safer. LEL programs are an important source of support for all traffic safety-related training and public information programs sponsored by FDOT and NHTSA. Florida's LEL Coordinator and several LELs are members of the FOPC and all LELs are in the process of becoming Child Passenger Safety (CPS) technicians.

5.0 Communications and Outreach

5.1 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.

5.2 Communications Plan

The Florida Occupant Protection Coalition will assist with the development and implementation of a comprehensive communications plan that supports priority policies and program efforts directed at safety belt and occupant protection for children to educate about the risk of injury, death, and resulting medical, legal, and social costs. The communications plan will complement the efforts of the FDOT State Safety Office's paid media campaigns.

The Communications Plan calls for a comprehensive communication program that supports priority policies and program efforts. The FDOT State Safety Office will develop communication programs and materials that are culturally relevant and multilingual as appropriate.

Working in concert with the FDOT State Safety Office, the Occupant Protection Coalition will oversee development of materials and programs to encourage the use of safety belts among Florida's high-risk groups (18-34 year old males, minorities, and pickup truck drivers). Information and resources for the public are available on the [Florida Occupant Protection Coalition](http://www.floccupantprotection.com/index.html)² and [Occupant Protection Resource Center](https://www.floridaoprc.ce.ufl.edu/oprc/default.asp)³ websites.

5.3 Community-Based Programs

Community-based programs focus on the use of familiar and comfortable surroundings as a prevention method by using family, friends, colleagues, etc. to influence behavior and actions. Coalitions, advocates, and other community groups use places such as schools, places of

² <http://www.floccupantprotection.com/index.html>

³ <https://www.floridaoprc.ce.ufl.edu/oprc/default.asp>

employment, medical and health care environments, and community centers to implement traffic safety programs.

Community Coalitions and Traffic Safety Programs

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.

Integrating the efforts of the 4 "E" disciplines that work in highway safety, (Engineering, Enforcement, Education, and Emergency Services) is encouraged. 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 CTST Coordinators are members of the FOPC.

Schools

Florida 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 shows teenage drivers and passengers are 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. Local teen initiatives include local seat belt checks, and programs at the Click Clack Royal Palm Beach High School and *#Refuse* at Cape Coral High School. The Florida SADD Coordinator, who is also on 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.

A 2011 report on *Lessons Learned from Florida Aging Road User Participants* looked at incidence data from the national CarFit database and examined trends for over 1,400 Florida drivers. Important lessons were learned regarding seatbelt utilization and reasons why older drivers may not or cannot utilize them properly. Education and information about available adaptive devices was shown to help many. Researchers found driver seat positioning to be an issue for many, either because of tilt of the steering wheel or seating distance from an airbag. Forty percent of distance issues can be resolved with a simple seat adjustment.

CarFit events are offered across the state, in fact Florida ranks #1 in the nation in CarFit events. As of September 2016, the program held 243 events reaching 6,769 individuals. The Florida CarFit Coordinator is a member of the FOPC.

5.4 Florida Occupant Protection Resource Center

The goal of Florida's Occupant Protection Program is to improve the use of age-appropriate safety restraints to reduce traffic fatalities and serious injuries. Progress toward this goal occurs through the Florida Occupant Protection Resource Center (OPRC). 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 the 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 provided to CPS technicians across the state for distribution to low-income families who cannot afford to purchase a child safety seat.

5.5 Minority Taskforce on Occupant Protection

The Florida Minority Task Force on Occupant Protection was the predecessor to the Florida Occupant Protection Coalition. The Florida Minority Task Force conducted safety belt/child restraint use interventions in Alachua, Duval, and St. Johns counties, as these counties were identified as the most at-risk for fatalities and injuries of minorities due to lack of safety belt and child restraint use. The goal of this project was to increase safety belt and child restraint use in minority communities in each county. The Florida Occupant Protection Coalition will expand the work of Minority Taskforce on Occupant Protection to minority communities statewide.

6.0 Occupant Protection for Children

6.1 Florida Special Needs Occupant Protection

The OPRC also facilitates the Florida Special Needs Occupant Protection (FSNOP) program where hospital-based, certified CPS technicians with specific training provide "loaner" special needs child restraints to children with acute special health care needs. Florida's participating hospitals are required to receive training and work in the guidelines of the program. The FSNOP uses a curriculum specifically to provide the training and guidelines for upkeep and distribution of the various special needs child restraints.



www.floridaoprce.ufl.edu

6.2 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.

7.0 Program Evaluation and Data

The FOPC, its member agencies and organizations, and the TRCC look at 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.

7.1 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 (18-34 year old males, minorities, and pickup truck drivers) to increase safety restraint use to reduce traffic fatalities and serious injuries.

The safety belt 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.

In 2017, a statewide observational survey to estimate child restraint use was conducted in Florida for the first time. The survey, conducted during May 2017, included data from 200 sites, spread across 20 counties (10 per county). Observers collected data on 5,230 children riding in 4,550 passenger vehicles. The survey indicated that 85.9 percent of the observed children were restrained. Observers estimated an age category for child passengers and the survey indicated that the youngest children, ages 0 to 3, were restrained 95 percent of the time. Children ages 4 to 5 were restrained least often (78 percent) and older children, ages 6 to 12, were restrained 84 percent of the time. The survey found a correlation between the driver's safety belt use and the child's restraint use — a child was far less likely to be restrained when the vehicle's driver was unrestrained. Only 16 percent of children ages 4 to 5 were restrained when the driver was unrestrained compared to 25 percent of children ages 6 to 12 who were restrained. Even the youngest passengers, ages 0 to 3, were unrestrained 28 percent of the time when their driver was unrestrained.

7.2 Data

Florida effectively maintains a system of records that can:

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

The DHSMV, Division of Motorist Services maintains the driver file, which contains records on drivers including commercial drivers. DHSMV 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.

Florida has very few child passenger restraint offender/violator diversion programs and the programs are not available on a statewide basis. Diversion programs offer individuals with a traffic violation for failure to use child restraints an alternative to paying the entire citation fee and receiving 3 points on their driver's license. Offenders can choose to complete a course to help drivers understand the importance of safely restraining young children while they are being transported and to create an awareness of how to properly utilize the safety equipment in a vehicle as responsible adults.

The Coalition is committed to increasing access to child passenger restraint offender/violator diversion programs across the state. Members' focus is on developing a standardized CPS diversion program that would be used statewide and has a uniform approach to record keeping and reporting. Ensuring that programs use a similar approach and collect similar data will aid evaluation of the program's reach and effectiveness, and assist the Coalition in making future decisions to enhance the program.

8.0 Strategic Plan Implementation

8.1 Florida Occupant Protection Coalition Action Plan

The FOPC developed a Strategic Action Plan (Appendix B) that identifies the goals, objectives, strategies, and action steps the Coalition will implement over the next three years to reduce fatalities and serious injuries related to unrestrained or improperly restrained occupants. The FOPC will discuss the action plan at each Coalition meeting and will track progress made in implementing the action steps, as well as any challenges or needed resources. The Strategic Action Plan is a dynamic document that will be updated annually as progress is made. Objectives, strategies, and/or action steps that are no longer relevant will be removed and additional objectives, strategies, and/or actions steps may be added as needed to reduce the frequency and severity of unrestrained or improperly restrained occupant use in crashes.



Florida Occupant Protection Coalition Membership

Department/Agency/Organization	Name	Title	Discipline
AAA	Karen Morgan		Advocacy/Education
Broward Sheriff Fire Rescue	Melanie Brocato		Public Health
CarFit	Fran Carlin-Rogers		Education
Florida A&M University, Construction/Civil Engineering Technology	Doreen Kobelo		Engineering
Florida Department of Health	M.R. Street		Public Health
Florida Department of Transportation—District 2	Andrea Atran		Community Outreach
Florida Department of Transportation—District 4	Carmin Pullins		Community Outreach
Florida Department of Transportation—District 5	Joe Steward		Community Outreach
Florida Department of Transportation—District 6	Carlos Sarmiento		Community Outreach
Florida Department of Transportation—District 7	Ginger Regalado		Community Outreach
Florida Department of Transportation, Safety Office	Chris Craig		Program Management
Florida Department of Transportation, Safety Office	Leilani Gruener		Program Management
Florida Highway Patrol	Jeffery Bissainthe		Law Enforcement
Florida Law Enforcement Liaison Program	Charles Kane		Law Enforcement
Florida Law Enforcement Liaison Program	Janice Martinez		Law Enforcement
Florida Law Enforcement Liaison Program	Tim Roberts		Law Enforcement
Florida Police Chief’s Association	Art Brodenheimer		Law Enforcement
Florida Students Against Destructive Decisions (SADD)	Danielle Branciforte		Education

Johns Hopkins All Children's Hospital	Petra Vybrialova		Occupant Protection for Children
National Safety Council	Amy Artuso		Advocacy/Education
Orange County Sheriff's Office	Gregory Rittger		Law Enforcement
Preusser Research Group	Robert Chaffe		Program Evaluation and Data
Preusser Research Group	Mark Solomon		Program Evaluation and Data
Safe Kids	Kelly Powell		Occupant Protection for Children
St. Joseph's Children's Hospital, Child Advocacy Center	Tonya Randolph		Occupant Protection for Children
Tallahassee Community College	Morya Willis		Occupant Protection for Children
The Children's Hospital of South Florida, Child Advocacy Program	Sally Kreuzscher		Occupant Protection for Children
Trauma Agency, Health Care District Palm Beach County	David Summers		Public Health
University of Florida	Ginny Hinton		Education
University of North Florida	Michael Binder		Program Evaluation and Data
University of North Florida	Andrew Hopkins		Program Evaluation and Data
University of North Florida	Al Roop		Program Evaluation and Data



Florida Occupant Protection Coalition Occupant Protection Strategic Action Plan

GOAL 1: IMPROVE EDUCATION, COMMUNICATION, AND OUTREACH

Objective 1.1: Identify the target demographics and audiences who are riding unrestrained.

Strategy 1.1.1: Analyze crash, observational, and other data to identify key unrestrained audiences.

Strategy Leader:

Action Step #	Action Step Leader(s)	Description	Performance Measures
1.1.1a	FDOT	Identify current and reliable sources of occupant protection data.	1. List of data sources compiled
1.1.1b	FDOT	Collect occupant protection data needs and information from Florida's Safety Coalitions via an annual survey.	1. Survey questions developed 2. Annual survey conducted 3. Survey results documented and presented to FOPC
1.1.1c	FDOT	Conduct analysis using Fatality Analysis Reporting System (FARS), hospital and injury crash data and observational survey data to identify and prioritize key unrestrained audiences. <ul style="list-style-type: none"> • Include analysis of urban/rural, county of residence, age, gender, and other demographics data. 	1. Yearly analysis conducted 2. Key unrestrained audiences identified and prioritized

Action Step #	Action Step Leader(s)	Description	Performance Measures
1.1.1d	Al Roop	Develop and present a white paper to the FDOT Safety Office that includes a prioritized list of suggested target audiences for material development. <ul style="list-style-type: none"> Consider the list of target audiences identified during June 2017 FOPC meeting. Consider including children in car seats on golf carts, ATVs, and other Class 1 or Low-Speed Vehicles 	1. White paper completed and delivered to the SSO
1.1.1e	FDOT/ Cambridge Systematics	Post data and sources on the FOPC website	1. Data and sources accessible on the FOPC website

Objective 1.2: Establish a unified and comprehensive approach to deliver Florida’s occupant protection messages and materials.

Strategy 1.2.1: Develop an Occupant Protection Marketing and Education Plan that includes customizable materials for local partners.

Strategy Leader: FDOT

Action Step #	Action Step Leader(s)	Description	Performance Measures
1.2.1a	Andrea Atran Tim Roberts Fran Carlin-Rogers Alison Tillman Danielle Branciforte Kelly Powell	Identify and review current occupant protection marketing and education plan(s).	1. Overview of current marketing and education plans presented to FOPC
1.2.1b	Andrea Atran Tim Roberts Fran Carlin-Rogers Alison Tillman Danielle Branciforte Kelly Powell Morya Willis	Review current special needs program(s) to determine effectiveness and strengths/weaknesses	1. Program(s) reviewed 2. Comprehensive list of strengths and weaknesses developed
1.2.1c	Andrea Atran Tim Roberts Fran Carlin-Rogers Alison Tillman	Survey FDOT Districts, Florida safety coalitions, law enforcement Public Information Officers (PIOs), the child passenger safety (CPS) community, and others to identify existing occupant protection materials, programs, marketing strategies and audiences.	1. Survey questions developed 2. Annual survey conducted 3. Survey results documented and presented to FOPC

Action Step #	Action Step Leader(s)	Description	Performance Measures
	Danielle Branciforte Kelly Powell		
1.2.1d	FDOT	Establish a subcommittee, including representative(s) from FDOT Districts, law enforcement PIOs, for people with disabilities, the CPS community and marketing to support development of an Occupant Protection Marketing and Education Plan. <ul style="list-style-type: none"> • Include Andrea Atran, Tim Roberts, Fran Carlin-Rogers, Alison Tillman, Danielle Branciforte, and Kelly Powell 	1. Potential members identified and invited 2. Subcommittee established
1.2.1e	FDOT Strategy 1.2.1 Subcommittee	Produce an Occupant Protection Marketing and Education Plan that: <ul style="list-style-type: none"> • Considers and refreshes or expands upon what is currently being done in Florida. <ul style="list-style-type: none"> ○ Addresses target audiences the FDOT/SSO selects in response to the white paper developed in Action Step 1.1.1c. • Includes a diverse set of print and digital informational/marketing materials. • Details toolkits and event materials for occupant protection professionals and law enforcement that can be branded for local use and/or distributed by community partners. • Identifies the various professionals and champions and provides talking points to promote occupant protection. • Identifies distribution networks for materials. 	1. Plan finalized and delivered to SSO 2. Plan presented to the FOPC

Strategy 1.2.2: Implement the Occupant Protection Marketing and Education Plan that resonates with unrestrained targeted audiences and prioritizes outreach and distribution efforts.

Strategy Leader: Subcommittee - Andrea Atran; Tim Roberts Fran Carlin-Rogers; Alison Tillman; Danielle Branciforte; Kelly Powell

Action Step #	Action Step Leader(s)	Description	Performance Measures
1.2.2a	FDOT	Conduct focus groups to identify branding and messaging for targeted audiences identified in the Occupant Protection Marketing and Education Plan.	1. Focus groups convened 2. Focus group results presented to FOPC
1.2.2b	FDOT (marketing representative)	Develop branding strategies to deliver occupant protection messages that are consistent and can be localized.	1. Potential branding strategies presented to FOPC for input 2. Final branding strategies presented to FOPC
1.2.2c	CUTR Design Team	Develop a diverse set of FDOT/FOPC “branded” informational/marketing materials including digital, print, high-visibility content, social media, toolkits, and speaking points for each audience, as appropriate.	1. Draft information/marketing materials and formats presented to FOPC for input 2. Final information/marketing materials presented to FOPC
1.2.2d	M.R. Street Ginger Regalado Fran Carlin Rogers Danielle Brandiforte Leilani Gruener Juan Cardona Janice Martinez Karen Morgan	Develop strategic partnerships with Florida’s other safety and public health coalitions to gain their support and assist them with promoting occupant protection strategies to their key audiences. <ul style="list-style-type: none"> Develop or expand partnerships with other agencies, businesses, and coalitions to incorporate occupant protection information in their materials. 	1. List of potential partners developed 2. Number of new coalitions, agencies, and businesses that incorporate occupant protection information in their materials
1.2.2e	TBD	Identify community partnerships best suited to distribute informational/marketing materials to identified target audiences	1. List developed
1.2.2f	TBD	Distribute informational/marketing materials to target audiences through identified distribution networks.	1. Number of target audiences reached 2. Number of individuals reached within each target audience 3. Number of materials distributed
1.2.2g	TBD	Conduct surveys with occupant protection professionals and other partners every two years to assess efficacy of materials and approach.	1. Survey questions developed 2. Surveys conducted every other year 3. Survey results documented and presented to FOPC

Objective 1.3: Expand Florida’s diversion program to educate CPS violators and provide an alternative to the financial consequences of CPS citations.

Strategy 1.3.1: Increase the number of diversion classes available for CPS law violators.

Strategy Leader: Leilani Gruener

Action Step #	Action Step Leader(s)	Description	Performance Measures
1.3.1a	Morya Willis	Identify the counties/agencies that have the diversion program available and usage data. <ul style="list-style-type: none"> Coordinate with team working on Action Step 4.2.1a. 	1. Summary of counties/agencies and available data provided to FOPC (combine with needs identified in 4.2.1a)
1.3.1b	Morya Willis	Identify best practice programs. <ul style="list-style-type: none"> Review CPS “classes” provided by County Health Departments to determine if they could be used for the diversion program. 	1. Review of CPS “classes” completed 2. Best practices programs/program components presented to FOPC
1.3.1c	Judge Grube Vin Petty	Identify judicial champions to promote/encourage the diversion program.	1. List developed
1.3.1d	TBD	Develop training, and materials in a quick reference format, for law enforcement on the diversion program.	1. Draft program and materials presented to FOPC for input 2. Program and materials developed 3. Number of training sessions offered 4. Number of officers trained 5. Number of agencies with trained officers
1.3.1e	TBD	Create a template for a diversion program handout that can be customized by law enforcement and given with a ticket.	1. Draft handout template presented to FOPC for input 2. Final handout presented to FOPC 3. Number of agencies receiving template 4. Number of agencies distributing handout with ticket 5. Number of handouts distributed to motorists
1.3.1f	TBD	Create a uniform certificate of attendance for all diversion classes and make available to diversion program managers for their use.	1. Draft certificate presented to FOPC for input 2. Final certificate presented to FOPC 3. Number of diversion programs using certificate

Objective 1.4: Research possibilities of an annual or biannual state traffic safety symposium to include occupant protection, CPS, and occupant protection-related law enforcement tracks.

Strategy 1.4.1: Form a subcommittee to research, plan, and oversee the symposium’s occupant protection-related tracks designed to strengthen Florida’s occupant protection community and partnerships through professional education and networking.

Strategy Leader: Subcommittee – Danielle Branciforte; M.R. Street; Andrea Atran; Ginger Regalado; David Summers

Action Step #	Action Step Leader(s)	Description	Performance Measures
1.4.1a	Subcommittee will identify	Partner with other Florida traffic safety coalitions to plan and organize the symposium.	1. Funding and sponsors secured 2. Dates and location confirmed
1.4.1b	Subcommittee will identify	Determine beneficial information/presentations for each track. <ul style="list-style-type: none"> Present national data/trends and how Florida compares and affects the statistics. 	1. Speakers and moderators confirmed
1.4.1c	Subcommittee will identify	Offer training/recertification for law enforcement and certified Child Passenger Safety Technicians (CPST).	1. Number trained (by group) 2. Number certified (by group) 3. Number recertified (by group)
1.4.1d	Subcommittee will identify	Promote the conference among a broad array of traffic safety professionals and stakeholders.	1. Draft promotional material presented to FOPC for input 2. Final materials presented to FOPC 3. Distribution networks identified 4. Number of individuals registered 5. Diversity (by representation) of conference attendees
1.4.1e	Subcommittee will identify	Conduct the symposium.	1. Symposium conducted 2. Attendee post event survey presented to FOPC

GOAL 2: ENCOURAGE ENFORCEMENT OF OCCUPANT PROTECTION LAWS AND INCREASE OCCUPANT PROTECTION AWARENESS AMONG LAW ENFORCEMENT

Objective 2.1: Reduce the number of law enforcement officers who are killed or injured due to not wearing their safety belt.

Strategy 2.1.1: Increase safety belt usage among law enforcement officers.

Strategy Leader: Law Enforcement Liaisons (LELs)

Action Step #	Action Step Leader(s)	Description	Performance Measures
2.1.1a	Greg Rittger Charles Kane Michael Binder	Conduct a survey of law enforcement officers to determine whether or not they are wearing their safety belts.	<ol style="list-style-type: none"> 1. Survey questions developed 2. Annual survey conducted 3. Survey results documented and presented to FOPC
2.1.1b	Charles Kane	Support the LEL Program developed training that includes occupant protection information and best practices. <ul style="list-style-type: none"> • Provide data analysis from crashes involving emergency vehicles including contributing factors, costs, and liability data (injury claims). • Compile costs across the state to promote benefits of the training. • Develop a “leave behind” informational piece on the key information from the program. 	<ol style="list-style-type: none"> 1. Data analysis, including statewide cost comparison completed and summary presented to FOPC 2. Draft informational piece presented to FOPC for input 3. Final informational piece presented to FOPC 4. Number of agencies receiving informational piece
2.1.1c	Tim Roberts	Seek support of the Florida Sheriffs and Police Chiefs Associations (endorsements) to encourage law enforcement officers to become champions for safety belt use within their respective agencies.	<ol style="list-style-type: none"> 1. Number of endorsements received 2. Number of champions promoting safety belt use

Objective 2.2: Deploy a comprehensive approach to deliver occupant protection information, messages, and materials to law enforcement officers.

Strategy 2.2.1: Increase the number of law enforcement officers who deliver messages on proper restraint use.

Strategy Leader: LELs

Action Step #	Action Step Leader(s)	Description	Performance Measures
2.2.1a	Charles Kane	Identify and promote programs that help law enforcement officers identify child restraint usage problems and solutions.	<ol style="list-style-type: none"> 1. List of programs 2. Number of agencies receiving information about programs 3. Number of officers completing a program
2.2.1b	Charles Kane Fran Carlin-Rogers Morya Willis	Increase law enforcement officer participation in community CarFit training and events.	<ol style="list-style-type: none"> 1. Number of officers participating in training 2. Number of officers participating in events
2.2.1c	Charles Kane Fran Carlin-Rogers Morya Willis	Provide or create an “in a box” reference kit to help law enforcement officers recognize when restraints are not being used properly, particularly for children and older drivers.	<ol style="list-style-type: none"> 1. Potential/draft reference kit presented to FOPC for input 2. Final kit presented to FOPC 3. Number of officers receiving reference kit
2.2.1d	Charles Kane Fran Carlin-Rogers Morya Willis	Develop “cookie-cutter” templates for law enforcement agencies to provide to the public that includes local information for CPS resources/fitting stations and CarFit events.	<ol style="list-style-type: none"> 1. Draft template presented to FOPC for input 2. Final template presented to FOPC 3. Number of agencies receiving template 4. Number of agencies distributing handout 5. Number of handouts distributed to the public
2.2.1e	TBD	Incorporate proper restraint use, particularly for children and older drivers, into the law enforcement Academy/basic training.	<ol style="list-style-type: none"> 1. Proper restraint use incorporated into Academy training 2. Proper restraint use incorporated into basic training
2.2.1f	LELs	Identify roll call videos that align with FOPC’s mission, as well as reflect current law, policies, guidance, and best practices, and encourage their use to increase law enforcement participation in occupant protection enforcement and activities.	<ol style="list-style-type: none"> 1. Roll call videos which meet the criteria identified annually 2. List of videos meeting criteria provided to law enforcement agencies annually 3. Number of agencies using videos which meet the criteria tracked annually
2.2.1g	Charles Kane	Increase law enforcement awareness of external resources available for occupant protection, including: <ul style="list-style-type: none"> • Information available on the FOPC and Occupant Protection Resource Center websites; 	<ol style="list-style-type: none"> 1. Number of officers accessing the websites annually 2. Number of officers accessing data hubs annually 3. Number of DDACTS occupant protection model courses offered and number of officers trained

Action Step #	Action Step Leader(s)	Description	Performance Measures
		<ul style="list-style-type: none"> • Data hubs such as Florida’s Integrated Report Exchange System (FIRES), Signal 4, etc.; and • Train street level officers on the connection between traffic safety (including occupant protection) and crime data to target traffic safety hot spots. 	
2.2.1h	TBD	Increase the number of occupant protection law enforcement champions. <ul style="list-style-type: none"> • Seek out local businesses/organizations willing to help recognize law enforcement for occupant protection efforts. 	<ol style="list-style-type: none"> 1. Number of new champions 2. Number of businesses/organizations participating in recognition
2.2.1i	Tim Roberts (LELs)	Conduct an annual survey of law enforcement officers to gauge their awareness, use and participation in resources developed under this strategy (2.2.1; in future years, consider combining with survey conducted in 2.1.1a).	<ol style="list-style-type: none"> 1. Survey questions developed 2. Annual survey conducted 3. Survey results documented and presented to FOPC

GOAL 3: IMPROVE AND EXPAND OCCUPANT PROTECTION FOR CHILDREN

Objective 3.1: Ensure the CPS community has access to data resources and related contracts.

Strategy 3.1.1: Increase CPS related data available to pinpoint target areas for operational improvement.

Strategy Leader: Florida Department of Health (DOH)/M.R. Street and Morya Willis

Action Step #	Action Step Leader(s)	Description	Performance Measures
3.1.1a	DOH	Identify and post a list of current and reliable sources of occupant protection data on the FOPC website, including: crash data, hospital data, car seat installation data (when a caregiver arrives/proper usage), and Emergency Medical Services (EMS) data to identify which kids are getting hurt, how they got hurt, and related factors (alcohol, distraction, etc.).	1. List of data sources accessible on website
3.1.1b	Alison Tillman Cambridge Systematics	Identify contacts for each data source to ask for specific data needs and distribute/post on the FOPC website.	1. List of contacts accessible on website
3.1.1c	Alison Tillman Leilani Gruener	Increase awareness of CPS technicians (techs) and instructors by revising the map available through the Florida Occupant Protection Resource Center (OPRC) to accurately reflect the number and location of each and work to ensure adequate support is available in those areas where few techs/instructors.	1. Revised map available on OPRC website 2. Number of counties meeting per capita guideline for number of technicians and instructors (guideline established in 3.3.1g)

Objective 3.2: Improve CPS marketing, education, and outreach efforts within the CPS community.

Strategy 3.2.1: Support implementation of the Occupant Protection Marketing and Education Plan.

Strategy Leader: Kelly Powell with Subcommittee (M.R. Street; Sally Kreuzcher; Petra Vybrialova; Amy Artuso; Karen Morgan; Alison Tillman; Ginny Hinton; Zakkiyyah Osuigwe; Tonya Randolph)

Action Step #	Action Step Leader(s)	Description	Performance Measures
3.2.1a	Kelly Powell	Participate in the subcommittee to support development of an Occupant Protection Marketing and Education Plan (Action Step 1.2.1c).	1. Number of meetings attended

Action Step #	Action Step Leader(s)	Description	Performance Measures
3.2.1b	Subcommittee	Identify existing materials, programs, and communication methods suitable for multiple audiences or environments, e.g., tribes, cultural, etc. (supports 1.2.1b).	1. Overview of current materials, programs, and communication methods presented to FOPC
3.2.1c	Subcommittee	Create talking points for local government/legislators to promote CPS.	1. Draft talking points presented to FOPC for input 2. Final talking points presented to FOPC 3. Number of entities/legislators receiving talking points
3.2.1d	Subcommittee	Create a single, uniform online forum for CPS professionals.	1. Draft online forum concept presented to FOPC for input 2. Final online forum concept presented to FOPC 3. Online forum accessible
3.2.1e	Subcommittee	Provide additional media support (e.g., social media posts press release templates, talking points, B-rolls, etc.) to those involved in CPS Week events.	1. Draft media support materials presented to FOPC for input 2. Final media support materials presented to FOPC 3. Number of individuals/entities receiving media support materials
3.2.1f	Subcommittee	Create toolkits for new technicians on how to start different programs (i.e. diversion, elementary, CPS events, and parent classes). • Topics should include donations, funding, and partners.	1. Draft toolkits presented to FOPC for input 2. Final toolkits presented to FOPC 3. Number of individuals/entities receiving each toolkit 4. Number of toolkits distributed
3.2.1g	Alison Tillman Cambridge Systematics	Post lists of updated fitting stations and CPS law diversion classes on FOPC and OPRC websites.	1. Current fitting station list posted on both websites 2. Current diversion classes list posted on both websites

Objective 3.3: Maintain a cadre of trained CPS professionals who are available to serve all areas of the state and at-risk populations.

Strategy 3.3.1: Increase the quantity and quality of certified CPS technicians (CPST) and instructors (CPST-I).

Strategy Leader: Leilani Gruener

Action Step #	Action Step Leader(s)	Description	Performance Measures
3.3.1a	Kelly Powell M.R. Street Sally Kreuzscher Leilani Gruener	Review current CPS training needs and stipend program to determine effectiveness and strengths/weaknesses.	1. Program(s) reviewed 2. Comprehensive list of strengths and weaknesses developed
3.3.1b	OPRC Leilani Gruener	Determine what is needed by current CPS professionals to maintain an appropriate number of trained CPS professionals who are available to serve all areas of the state and at-risk populations.	1. Criteria identified
3.3.1c	OPRC Leilani Gruener	Provide travel and other support (including scholarships) for certification requirement items.	1. Types of support, associated criteria, and application process identified 2. List of support and requirements provided on OPRC website 3. Summary of support received/denied provided annually to FOPC
3.3.1d	Petra Vybrialova M.R. Street Leilani Gruener Alison Tillman	Provide non-monetary assistance for soon-to-be expiring CPSTs to encourage them to meet recertification requirements, e.g., providing mechanisms to more easily get seat checks and continuing education units (CEU).	1. Types of assistance and associated criteria identified 2. Consistent process to assist CPSTs established statewide and outcomes tracked 3. Summary of assistance and impact on recertification provided annually to FOPC
3.3.1e	Kelly Powell M.R. Street Sally Kreuzscher Leilani Gruener	Conduct CPST instructor meetings annually for support and ideas.	1. Instructor meetings conducted annually
3.3.1f	Alison Tillman Leilani Gruener	Collect, analyze, and report reasons individuals provide for not maintaining their certification and post on the OPRC website.	1. Report presented to FOPC and posted on website
3.3.1g	Alison Tillman M.R. Street	Find travel funds for instructors to attend district meetings, technical updates, and instructor meetings.	1. Source of funding secured annually
3.3.1h	M.R. Street Sally Kreuzscher	Establish a subcommittee to develop and oversee an annual recognition program for CPSTs and instructors.	1. Subcommittee established 2. Draft categories and criteria for recognition presented to FOPC for input

Action Step #	Action Step Leader(s)	Description	Performance Measures
			<ul style="list-style-type: none"> 3. Final categories and criteria for recognition presented to FOPC 4. Recognition program and criteria posted on FOPC and OPRC websites 5. Recognition awarded annually
3.3.1i	Leilani Gruener	Identify priority counties where the CPST and instructor rate is lower than the target rate set by FDOT.	<ul style="list-style-type: none"> 1. Rates reviewed annually

Objective 3.4: Ensure CPS materials and resources are available to all CPS programs.

Strategy 3.4.1: Increase availability of car seats, resources, and materials.

Strategy Leader: OPRC

Action Step #	Action Step Leader(s)	Description	Performance Measures
3.4.1a	Ginny Hinton Jeffery Bissainthe	Create marketing to Florida vehicle owners and increase awareness among Department of Motor Vehicles (DMV) office staff regarding the \$2 Difference car seat donation program during the license plate renewal process.	<ul style="list-style-type: none"> 1. Draft program informational pieces presented to FOPC for input 2. Program informational pieces distributed to vehicle owners 3. Program informational pieces and/or awareness training provided to DMV staff
3.4.1b	TBD	Identify sources who could provide car seats and materials and post the information on the OPRC website and promote in emails and online newsletters.	<ul style="list-style-type: none"> 1. List of sources compiled 2. Sources accessible on FOPC website 3. Source information routinely distributed to CSPTs and instructors
3.4.1c	TBD	Identify potential supporters who could provide a wider variety of materials than print items (pens, keychains, etc.).	<ul style="list-style-type: none"> 1. List of potential supporters compiled 2. Supporters' information routinely distributed to CSPTs and instructors
3.4.1d	Leilani Gruener	Explore options to allow OPRC to provide inspection station items including pool noodles, forms, scales, measuring tape, duct tape, safety belt repair information, signage, etc. in the form of a convenient "toolbox."	<ul style="list-style-type: none"> 1. Options for toolbox presented to FOPC for input

GOAL 4: IDENTIFY AND SHARE MODEL LAWS THAT WOULD INCREASE USE OF OCCUPANT PROTECTION DEVICES

Objective 4.1: Support efforts to make Florida a full safety belt requirement state.

Strategy 4.1.1: Support enhancement of current safety belt laws to include all passengers in all seating positions.

Strategy Leader: Danielle Branciforte and Kelly Powell

Action Step #	Action Step Leader(s)	Description	Performance Measures
4.1.1a	Mark Solomon	Identify best practices and data available from other states.	1. Summary report of best practices and recommendations
4.1.1b	Judge Grube Vin Petty	Identify and share model laws that require rear passenger safety belt use.	1. Identify model laws to be presented to FOPC for input 2. Final model laws posted on FOPC website

Objective 4.2: Enhance Florida’s diversion program for CPS violations.

Strategy 4.2.1: Support mandatory diversion programs for first offenders.

Strategy Leader: Sally Kreuzcher

Action Step #	Action Step Leader(s)	Description	Performance Measures
4.2.1a	Morya Willis	Identify where diversion programs are available, how they are being funded, and where they are being utilized. <ul style="list-style-type: none"> Coordinate with team working on Action Step. 1.3.1a, 1.3.1b, and 1.3.1c 	1. Summary of diversion programs provided to FOPC (combine with needs identified in 1.3.1a)
4.2.1b	Judge Grube Vin Petty	Identify and share model laws that include a mandatory diversion program for first time offenders.	1. Identify model laws to be presented to FOPC for input 2. Final model laws posted on FOPC website
4.2.1c	Sally Kreuzcher Petra Vybrialova Kelly Powell	Develop a standardized CPS diversion program that private organizations would be required to adhere to.	1. Draft concept for standardized program presented to FOPC for input 2. Standardized program report for approval 3. Final program report posted on FOPC website

Objective 4.3: Expand protection for occupants of pickup trucks or flatbed vehicles.

Strategy 4.3.1: Support enhancement of current laws that allow passengers to ride in the back of pickup trucks or flatbed vehicles.

Strategy Leader: David Summers

Action Step #	Action Step Leader(s)	Description	Performance Measures
4.3.1a	FDOT Cambridge Systematics	Submit a request, on behalf of the FOPC, that pickup truck bed injuries and fatalities are included in the Crash Facts report.	1. Request submitted to TRCC
4.3.1b	Judge Grube Vin Petty	Identify and share model laws that establish that a vehicle transporting occupants under 18 in areas primarily used for cargo shall not exceed certain low-speed restrictions.	1. Identify model laws to be presented to FOPC for input 2. Final model laws posted on FOPC website