



Florida Occupant Protection Coalition Meeting

April 17-18, 2017

Day 1

Attendance

Name	Organization	Present
Amy Artuso	National Safety Council	<input checked="" type="checkbox"/>
Andrea Atran	Florida Department of Transportation—District 2	<input checked="" type="checkbox"/>
Michael Binder	University of North Florida	<input checked="" type="checkbox"/>
Jeffery Bissainthe	Florida Highway Patrol	<input checked="" type="checkbox"/>
Danielle Branciforte	Florida Students Against Destructive Decisions (SADD)	<input type="checkbox"/>
Melanie Brocato	Broward Sheriff Fire Rescue	<input type="checkbox"/>
Fran Carlin-Rogers	CarFit	<input checked="" type="checkbox"/>
Robert Chaffe	Preusser Research Group	<input checked="" type="checkbox"/>
Chris Craig	Florida Department of Transportation, State Safety Office	<input type="checkbox"/>
Jacqueline Edwards	Florida Students Against Destructive Decisions	<input checked="" type="checkbox"/>
Leilani Gruener	Florida Department of Transportation, State Safety Office	<input type="checkbox"/>
Ginny Hinton	University of Florida	<input type="checkbox"/>
Andrew Hopkins	University of North Florida	<input checked="" type="checkbox"/>
Charles Kane	Florida Law Enforcement Liaison Program	<input checked="" type="checkbox"/>
Doreen Kobelo	Florida A&M University, Construction/Civil Engineering Technology	<input type="checkbox"/>
Sally Kreuzscher	The Children's Hospital of South Florida, Child Advocacy Program	<input checked="" type="checkbox"/>
Alan Mai	Bureau of Family Health Services, Division of Community Health Promotion	<input checked="" type="checkbox"/>
Janice Martinez	Florida Law Enforcement Liaison Program	<input type="checkbox"/>
Bevin Maynard	St. Joseph's Children's Hospital, Child Advocacy Center	<input checked="" type="checkbox"/>
Karen Morgan	AAA	<input checked="" type="checkbox"/>
Kelly Powell	Safe Kids	<input checked="" type="checkbox"/>
Carmin Pullins	Florida Department of Transportation—District 4	<input type="checkbox"/>
Ginger Regalado	Florida Department of Transportation—District 7	<input checked="" type="checkbox"/>
Gregory Rittger	Orange County Sheriff's Office	<input checked="" type="checkbox"/>
Tim Roberts	Florida Law Enforcement Liaison Program	<input checked="" type="checkbox"/>

Al Roop	University of North Florida	<input checked="" type="checkbox"/>
Carlos Sarmiento	Florida Department of Transportation—District 6	<input type="checkbox"/>
Mark Solomon	Preusser Research Group	<input checked="" type="checkbox"/>
Joe Steward	Florida Department of Transportation—District 5	<input checked="" type="checkbox"/>
David Summers	Trauma Agency, Health Care District Palm Beach County	<input checked="" type="checkbox"/>
Petra Vybrialova	Johns Hopkins All Children's Hospital	<input checked="" type="checkbox"/>
Moyra Willis	Tallahassee Community College	<input checked="" type="checkbox"/>
Consultant Support		
Lorrie Laing	Cambridge Systematics	<input checked="" type="checkbox"/>
Matthew Mueller	University of Florida	<input checked="" type="checkbox"/>
Danny Shopf	Cambridge Systematics	<input checked="" type="checkbox"/>
Alison Tillman	University of Florida	<input checked="" type="checkbox"/>

FOPC Overview

Chris Craig welcomed the members of the coalition and thanked them for their participation. He introduced Lorrie Laing and she provided a brief overview of the Florida Occupant Protection Coalition. Lorrie introduced members of the FDOT Safety Office, the University of Florida, and Cambridge systematics noting that these individuals are valuable points of contact for coalition members. She then reviewed member responsibilities to ensure all members are aware of what is expected of them.

Introductions

Lorrie asked each member to introduce themselves, identify the agency they represent, and indicate their background in Occupant protection. Following introductions, Lorrie asked members to identify anyone that was missing from the coalition. Members provided the following recommendations:

- Crash Data and Traffic Records
- Local/Rural Law Enforcement
- Marketing and Media
 - Chris noted that FDOT spends roughly \$1 Million per year on Click It Or Ticket. We are restricted to what the state is comfortable marketing. FDOT relies mostly on NHTSA Materials in their marketing efforts. He did note that there is an opportunity for printed materials

- Click It Or Ticket largely does not address child passenger safety. We may need to consider some options on including child passenger safety in our media efforts.
 - Currently there are a few regional efforts that print materials for outreach. It may be wise to create/promote consistency throughout all of Florida's regions.
- Tribal Representation
- Minority Representative for Spanish and Creole Speakers
- Traffic Safety Foundations? (if there are any)
 - AAA has a traffic safety foundation
- Insurance
- Clerk Of Courts
- MPO Representation
- Private Sector
- AARP
- Legislative Liaison (Chris Craig)
- Department of Education (need to identify which part of this)

Discuss Florida Open Records Laws

Chris then gave an overview of Florida's Open Records Law. He noted that everything we do as a coalition is considered a public meeting and must be treated as such.

Florida's Strategic Highway Safety Plan

Chris provided an overview of Florida's Strategic Highway Safety Plan. He paid special attention to fatality and serious injury data and the section related to Occupant Protection. Lorrie then reviewed the strategies related to the Occupant Protection Emphasis Area.

Defining the Problem - Occupant Protection Data and Survey Results

Lorrie reviewed Unrestrained Occupant Data between 2011 and 2015. She asked if there were any thoughts on why the rate of Unrestrained Fatalities increased in 2015.

- There was a downtick in UTCs in the first quarter of 2015. The prices of tickets are rising and officers are more reluctant to write tickets.

- Some counties are removing traffic units.
- Fuel prices declined meaning drivers are driving more and may be driving faster.
- Increase in VMT and Population
- Officer shortages.
- Can we break down the unrestrained occupant fatalities by front seat, back seat, etc.?
- Look at unrestrained fatalities breakdown of day/night
 - Often combined with impaired

She reviewed the observed seat belt use data

- Note that the survey is only performed in the daytime.
 - Extremely difficult to enforce at night. Those are likely numbers we can only approach from an education perspective.
 - There is a perception that you don't need to buckle up in the rear seat. Need to be sure we are focusing on the rear seats as well.

Lorrie presented data on Observed Seat Belt Rate broken down by county/region:

- Can we get the data for residents vs visitors? (Don't have this for observed, can get for crash)
 - Other Useful Data
 - Multiple factors (impaired, distracted, speeding, aggressive, fatigued) (these are very unreported)
 - County/state of residence (Don't have Observed, can get for crash)
 - Age and gender
 - Occupant position within the vehicle (driver, front seat passenger, back seat, etc.) (Don't have observed, can get for crash)
 - EMT Data
 - Citation Data

Florida's Initiatives and Programs

Lorrie asked participants to provide an overview of efforts Florida is taking to support occupant protection

- Enforcement
 - LELs have conducted the Click It Or Ticket Challenge
 - 3 waves, about 280 law enforcement agencies participated (municipal, county, FHP, National Park Service, Air Force Police); incentivized for law enforcement (ability to receive approved traffic safety equipment)
 - Understand that law enforcement has many different functions. Try to focus on Click It Or Ticket during the 3 waves of promotion and allow them to get back to their day to day during other parts of the year.
 - Law Enforcement representation in schools through School resource officers.
 - Battle of the belts
 - Health agencies also support the battle of the belts
 - FHP supported the Arrive Alive initiative. Very good partners and well connected. They are involved with county and local law enforcement agencies and coordinate whenever they can.
 - Support a poster contest and make them into a calendar.
 - Very focused on high visibility enforcement.
 - More focused on Road Safety Audits
 - Needs to be more training in occupant protection. There is actually a high non-usage rate in law enforcement that needs to be resolved.
 - Currently, there is no mandatory trainings in the academy.
 - Need a training module that helps officers train for when to use their seatbelt and how to enforce unrestrained passengers.
 - Is there any continuing education credits that could incentivize this?
 - Consider looking into insurance costs. There are significant financial incentives to each agency if they can get their officers to wear their seatbelts.
 - There needs to be a policy that requires officers to wear a seatbelt. Workers comp will not cover officers that are injured while not wearing their seatbelt. This may also affect healthcare coverage.
 - As a condition of the FDOT grants, there is also a requirement that the law enforcement agency has a seat belt policy.

- LELs are providing educational materials to law enforcement to pass out to offenders
- Targeting campuses to get officers CTST certified.
 - It is difficult to keep officers CTST certified.
 - Law enforcement doesn't necessarily need to be certified, they just need to be aware of what a safety seat should look like.
- Education
 - SADD is doing a Week of Awareness program for schools that promotes traffic safety awareness, including occupant protection.
 - Ideally, we want to provide agencies with a "program in a bag" that includes strategies and efforts related to occupant protection that can be easily applied
 - Teen Traffic Safety Classes are presented to all high school students in FDOT District 7. Includes occupant protection discussion.
 - Working on adding a drop-in lesson that can be used in this presentation and others.
 - There is a lot of involvement with universities and law enforcement, especially for Click It Or Ticket. This is a good way to target the 18-34 range.
 - Want to start focusing on the rural areas to focus on education of pickup truck drivers.
 - Would like alternatives to Click It Or Ticket so that communities that are resistant to using this marketing campaign have an avenue for outreach.
 - Community education classes for parents. These are free courses for parents to learn how to properly install and use child protective seats.
 - Working on Train the Trainer programs for those that are CPS Certified.
 - Created inspection stations in Palm Beach County. Created an app for drivers to go to the inspection station and learn how to install and use a child protective seat.
 - These courses are based on national certification education and tailored for the targeted community.
 - Need to broaden the agencies we are targeting for CPS training.
 - Look into training agencies that take children from homes, for example.

- Need to improve the network that coordinates the CPS efforts. Need something that brings together the statewide effort.
- Engineering
 - This is something we discuss, especially from the perspective of locations/situations that are dangerous for children.
 - Work with MPOs to look at high crash locations and perform road safety audits to recommend engineering changes.
- Emergency Response
 - Road Rangers
 - Emergency responders do a lot of outreach
 - Crash reenactments and indoor assemblies at high schools.
 - Tow truck companies donate the vehicles
 - Assemblies are also focused on other aspects such as impairment or distracted driving.
 - The trick with this education is to make it simple.
 - Kids are arriving to ERs unrestrained.
 - Worked with Taxi programs to purchase car seats. Wanted to make the taxis specialists so they can arrive with car seats safely installed to transport families home from the hospital.
- Other
 - Safe mobility for Life does community presentations to bring together partners to discuss mobility issues for older drivers. Developing a model communities can use to begin this outreach. Includes programs including CarFit.
 - CarFit pays special attention to seat belts.
 - This program is designed for older drivers but the questions that are asked can be applied to any age group and any driver.
 - CarFit has found many resolvable issues that have helped users become more comfortable wearing their seatbelt.
 - CarFit is being included in the Occupational Therapy programs at university level

- OPRC – primary place to get materials. Track car seats that are checked. Checked 14,900 seats in 2015 statewide.
 - Trying to get to pregnant mothers to encourage usage of child safety seats.
 - Non-use is one of the biggest concerns.
- Children’s Hospitals are involved in special transportation seat programs

NHTSA Assessment – Purpose, Recommendations, and Discussions

Lorrie provided a brief overview of the NHTSA Assessment for Occupant Protection. She asked members to discuss the priority recommendations included in the assessment.

- Legislation, Regulation, and Policy
 - Need a champion to support a bill for seat belt laws that protect occupants in the rear of the vehicle
 - We have legislation for child restraint violators but there is currently no way to fund it on a statewide level
 - Only a few Florida counties have this program available
- Enforcement
 - Checkpoints
 - There is a long list of things that need to be addressed before a checkpoint can be set up. Seat Belt checkpoints are not as effective as DUI checkpoints and have a very negative public and media perception.
 - Often aren’t considered the best return on investment.
- Occupant Protection for Children Program
 - Alan can show us a resource that supports this
- Data and Program Evaluation
 - Child Safety Seat Survey up to age 12. It is only related to observing whether or not a child safety seat is used. Will also marking front seat vs rear seat. National Occupant Protection Usage Survey (NOPUS).

Day 2

Review of Day 1

Lorrie provided a brief overview of Day 1 and asked if members had considered any additional missing members or useful data points. (additional recommendations captured as a part of Day 1 Discussion)

Finish NHTSA Assessment – Purpose, Recommendations, and Discussion

Lorrie asked if any of the members had an opportunity to review the NHTSA Assessment in greater detail and had any additional comments to share.

- There were no additional comments.

What Works? – Proven Countermeasures Discussion

Lorrie gave an overview of Occupant Protection Proven Countermeasures and New Ideas Related to Occupant Protection. She asked the group to discuss these two topics and provide any additional thoughts or recommendations they had.

- Increased Seat-Belt Law Penalty (fine)
 - In many cases, an offender may commit multiple offenses (e.g. speeding, seat belt, expired registration, broken tail light). Officers are not inclined to give out 5 tickets at a single stop and seat belt is not often the highest priority on the list.
 - Making seatbelt laws a moving violation that deducts points may be more effective.
 - However, officers should be educating drivers about seatbelt usage (passing out materials or just discussing with them) any time there is a violation, even if they did not write a ticket.
 - Is there a way we can issue warnings for seat belts along with other tickets?
 - That warning will show up at the next traffic stop. The new TraCS system allows officers to see what the warning was issued for so they can make a better decision on how to write a ticket.
 - There is research that indicates there is a time limit on the effectiveness of a citation. It works for a while but people tend to regress to their old driving behaviors.
- Sustained Enforcement
 - Need to be aware of causality related to this research. There are multiple factors included in sustained enforcement. It is hard to create controls and account for variances.

- Car manufactures should be included in this discussion. Many people choose to wear their seatbelt because the car beeps at them when they don't.
 - This is good but it takes time for it to become the standard because people aren't buying new cars each year.
- Other
 - Our highest non-user rate is the uneducated and socially depressed areas. Users can't afford to fix broken seat belts.
 - Are there other reasons where users cannot wear a seat belt? They don't fit, they are too uncomfortable, etc.
 - Is there a way we can help resolve these issues that can be fixed?
 - Is there a way to create a program where users can bring their vehicle to a dealership to get their seat belt fixed free of charge?
 - Should car dealerships include CarFit programs so when a driver buys a new car, they have the opportunity to be fitted to their vehicle.
 - There is work to redesign seatbelts to account for the frailty of people, especially older adults
- Short Term High-Visibility Child Restraint/Booster Law Enforcement
 - Unrestrained children in school zones is a problem but it is not a state focus. Most of the time, officers are focused on speeding in school zones.
 - If the state could develop a campaign focused on child safety seats in elementary school pickup/drop-off lines.
 - Include Department of Education in this group to discuss this.
 - Health and Wellness mandate?
 - Teen Driver Coalition has a representative from the DOE that we could start with for recommendations for a member.
 - Could create a campaign where children are in charge of seat belts in the car. Children could be responsible for making sure their parents are wearing their seatbelts.
 - Targeting children early builds good habits that last a lifetime.
 - It is very effective to empower children. It delivers a good message to the parents.

- PSA related to focusing on the safety of a child but forgetting to wear your own seat belt. Something we could target at all of the schools.
- Include flyers, coloring books, media, etc. that we can deliver to schools and deliver a universal message. Could work for Child Passenger Safety Week.
- Communication Outreach to Older Children
 - Safe Kids has a passenger safety pre-agreement. Focused on tweens riding with older siblings. Targets kids on pre-driving years to try and help them decide what type of driver they will be. Countdown 2 Drive. Online program where students can choose what is important to them and important to parents. It is helpful to start a dialogue between parents and students. 8th grade is a great time to start talking about driving.
 - Seatbelt PSA similar to the smoking campaign. We show what happened to a person not wearing their seatbelt.

Initial Strategy Discussion - Group Breakout Discussion

Lorrie divided the members into four groups. She asked the groups to discuss potential strategies and actions they believe the FOPC should focus on for the next 1-3 years. She asked members to consider the benefits and potential barriers to actions and strategies they identified. Following the discussion, each group provided a summary of their discussion.

Group Report Out on Priority Strategies and Data Needs

Group 1

Program Management

- Need a comprehensive plan where counties are working together. Need to have consistency or at least communication between Florida's regions.
 - Comprehensive, multidisciplinary program. We could start with Click it Or Ticket.
 - Use all of these resources to accomplish a common goal. Get on the same page for when the media is distributed.
 - The Coalition can be the group that supports this coordination effort. Something led by FDOT.
 - Website is a great place to keep and collect this information.
 - Need to be able to understand what is going on and the whole plan for Click It Or Ticket.

- Central repository for content, graphics, presentations, outreach, etc.
 - Guidance on how to get the message out there.
 - Need to be a consistent messaging center
- Establish Mission Statement for the FOPC
- Who do we target?
 - Coordinate with chiefs in targeted areas to improve seat belt usage
- Develop a program in a bag that can be used by local and regional non-law enforcement groups. We can target this to Champions.
 - Need to identify a distribution network.
 - Keep this consistent with FDOT Districts.
 - What are the obstacles and how to we get around them. Understand your barriers and constraints.
- Need to have an evaluation process for how effective the program in a bag is. Need to identify who the program is useful for and customize the programs for the targeted audience. Still a consistent message
 - Set up a few programs as pilot tests.
 - Figure out which programs have the greatest impact at the least costs.
- Need to increase communication

Legislation

- Change the booster seat law
 - Could provide champions the information or model language to promote changes in legislation related to booster seats.
 - Gather data and information that supports the need for changes in legislation
- Expand awareness for booster seat laws
 - Could we do a separate awareness survey targeted at people who transport children. CPS awareness survey.
 - Would be good to identify economically challenged groups that are transportation disadvantaged. What are the people taking taxis or ride sharing doing to protect their children.

- Need to educate these groups. In the survey, we should ask if people know where to go to get information on how to properly buckle up or how to install a child safety seat. The survey could direct respondents to available resources.
 - Ask if they know anyone who would benefit from these services?
 - What are the other groups we should target to get this information to?
 - Grandparents; Educators; Law Enforcement; Religious Groups
 - Is there a testing instrument that can be used to evaluate how well the public knows the law.
 - Get a trained CPS tech at all Florida Hospitals. Create hospital discharge programs at all FL Hospitals.
 - Survey CPS Techs that did not get certified and figure out why they did not renew their certification.
- Create Violator Diversion Programs in Every Florida County
- Track seatbelt warnings as well as citations.
 - We could mandate to qualify for grants, you need to track seatbelt warnings.
- Figure out how to analyze and present data so that it can be effectively used for Occupant Protection.
 - Need to make it more accessible or identify who can get it.
 - Tennessee will review data and dispatch troopers in historically high crash locations at specific times of year. Titan Campaign.
- Work with the Arrive Alive campaign and see if we can drill down to focus only on unrestrained cases
 - Where are we getting our resources and how are we getting our message across
- How do we keep our Champions Trained (there will be turnover and we'll need to identify new champions)
 - Need targeted efforts
- Need to reach out to all populations
 - Creative incentivizing to get people to trainings and meetings
 - As restaurants to donate food, etc.

Group 2

- Increase enforcement
 - Should we focus on areas where seat belt usage has decreased?
 - Should we focus on gaps in participation in education and outreach?
 - Consider finding a way to track trends in enforcement participation (performance metric)
- Focus on improving data availability and application – need more/better data to make better decisions
 - Identify high risk groups from new data filtering/usage data
 - Identify data that exists and what can be done with it
 - Identify additional data needs
- Identify existing programs amongst all agencies (include current and past programs)
 - Phone and email survey
 - Is there an online list somewhere
- Establish, improve, and align Diversion Programs
 - Who is doing them and how to make them available and consistent on a statewide level
 - Consider other out-of-state programs as a framework/example
 - Is there buy in from judicial?
- Identify the best pieces of all programs
 - Evaluate them to make one program that includes the best aspects of all programs.
 - Develop a “toolkit” based on these aspects
 - Departments can select the “tools” most appropriate to their individual needs
- How to support new programs financially?
 - Raise fines on adult citations or emphasize issuing seatbelt violation citations
- Focus on establishing a rear seatbelt law

- CPS seems to be stalled so a new focus may be effective
- Would rear seatbelt law reduce more fatalities and is there more legislative backing for this law?
 - Will have additional data on this soon which should support a discussion with legislators
- Create pilot programs to test effectiveness in small groups to ensure they are effective before expanding to statewide programs.
- Improve communication
 - Identify the audience we are trying to reach (hospitals, law enforcement, schools, etc.).
 - Need to do more than press releases and TV/Radio commercials. Need something more targeted.
 - Provide resources and instructions on how to disseminate resources
 - Need a consistent message
 - Social media is an underutilized outreach tactic
 - Consider more innovative approaches
- Provide more support for CPS Diversion
 - Need to get more class locations and make more of the public aware of them
 - Need a better way for violators to find these classes (Palm Beach has an app that would be a great example)

Group 3

Program Management

- Create subcommittees

Legislation

- Create/support all passenger law
- Resolve the current loophole in child passenger seat laws
- Focus on pickup trucks (worst offenders)
- Enhance the CPS law

Enforcement

- Try to increase enforcement waves
- Provide sponsorships
- Provide more LEO Training
 - LEO usage
 - Enforcement
 - CPS
 - Mitigation strategies

Communication and Outreach

- Develop and distribute Educational Materials
 - Print
 - Advertisements
 - Toolkit
 - Social Media
- Create and maintain FIDC Website

Occupant Protection for Children

- Promote CPS Stations
- Evaluate CPS process and reporting
- Link to Medical data

Data

- Battle of the Belts

Group 4

- Create and maintain a central data repository
 - Identify contacts for databases and make data more accessible
- Look for best practices from other states that can be applied to Florida

- Establish a CPS Hotline or Develop educational videos (YouTube) as a resource
- Promote and encourage agencies to promote CPS events and inspection stations through Occupant Protection Resource Center
 - Increase public knowledge of CPST and availability of seat checks
- Statewide meetings and conferences
 - Educational tracks and information sharing
- Focus on schools
 - Statewide implementation/statewide toolkit (for multiple age ranges)
 - Can be supported by HSM PIOs
 - Hold Video, Poster, or Billboard design competitions
- Promote the FOPC
 - To schools through teachers and guidance councilors
 - Provide stipends to CPS techs and instructors
- Develop a standard presentation for individuals to take to schools and convey the benefit/need of occupant protection
- Increase CPS events/Techs/Instructors in areas of need
- Perform follow-up survey to parents/guardians who attend seat check events
- Need to fill in data gaps
- Develop unified messaging
 - Consider cross cultural or individual messages that are culture specific
- Look at Occupant protection and CPS programs throughout the state and encourage evaluation.

New FOPC Website and Occupant Protection Print Materials

Matthew Mueller reviewed the Florida Occupant Protection Coalition Website. He asked that members provide information they believe should be included on the website and recommendations on design and organization of the website.

- Can we look to other state's occupant protection coalition websites. Do they exist? Can we take some cues from them?

Matthew noted that the grant allows us to offer Occupant Protection Print Materials. These could include graphic handouts, quick reference guides, posters, etc. He asked that members to recommend print resources for the FOPC (will send a reminder with meeting minutes). What materials are currently being used and seem to be working well. We can print a small quantity of those so that other can begin using them.

- The process for requesting materials will remain the same
- Need to identify a reasonable limit for materials that can be requested and update the website.

Next Steps

Chris worked with members to select upcoming meeting dates.

Next Meeting Dates:

- June 14-15
 - Will be held in Gainesville
- August 30-31
 - Location to be determined