

Florida Occupant Protection Coalition Meeting

April 17 - 18, 2017

Gainesville, Florida

Welcome and Agenda

Chris Craig

Meeting Overview - Monday Agenda

- Coalition's Purpose; Roles and Responsibilities
- Introductions and Who is Missing
- Florida Open Records Law
- Florida's Strategic Highway Safety Plan (SHSP) and Its Relevance to the Florida Occupant Protection Coalition (FOPC)
- Defining the Problem – Occupant Protection Data and Survey Results
- National Highway Traffic Safety Administration (NHTSA) Assessment – Purpose, Recommendations and Discussion
- Wrap up and Preview of Day Two

Meeting Overview - Tuesday Agenda

- Review of Day One and Day Two Overview
- Continuation of NHTSA Assessment Discussion
- FOPC's Vision, Mission, and Goal
- Proven Countermeasure Discussion
- Initial Strategy Discussion, Group Breakouts and Report Out
- New FOPC Website and Occupant Protection Printed Materials
- Next Steps

Florida Occupant Protection Coalition Overview

Lorrie Laing

Coalition Purpose

- The FOPC is being formed to:
 - » Identify and prioritize the State's most pressing occupant protection (OP) issues;
 - » Review proven strategies and discuss promising new practices;
 - » Develop and approve a strategic plan that will serve as the blueprint for legislation, program, and funding strategies to maximize the State's ability to reduce unrestrained motor vehicle occupant crashes; and
 - » Oversee implementation of the strategic plan.

FOPC Roles

- Florida Department of Transportation (FDOT)/State Safety Office (SSO)
 - » Lora Hollingsworth, Chris Craig, and Leilani Gruener
- Transportation Technology Transfer (T2) Center, University of Florida
 - » Matthew Muller and Alison Tillman
- Cambridge Systematics (CS)
 - » Lorrie Laing and Danny Shopf

- Coalition Chair and Vice Chair (to be determined)

FOPC Member Responsibilities

- Serve as the liaison to the member's 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 drafting 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.

Introductions

Lorrie Laing

Introductions

- Your name and agency/organization
- Your role in occupant protection programs/initiatives in Florida

FOPC Member Agencies and Organizations

Who is missing from the Coalition?

Florida Open Records Law

Chris Craig

Florida's Strategic Highway Safety Plan (SHSP)

Chris Craig

The cover features a dark green silhouette of Florida on the right side. The background is a collage of people's faces. A road graphic with dashed lines runs horizontally across the middle. Seven colorful map pins are placed on the road, each containing a different image: a blurred highway at sunset, a woman in a car, three cyclists, a woman in a car, a person with a drink and keys, a motorcyclist, and a sheriff with a stop sign. The title 'FLORIDA STRATEGIC HIGHWAY SAFETY PLAN' is centered in a dark green banner.

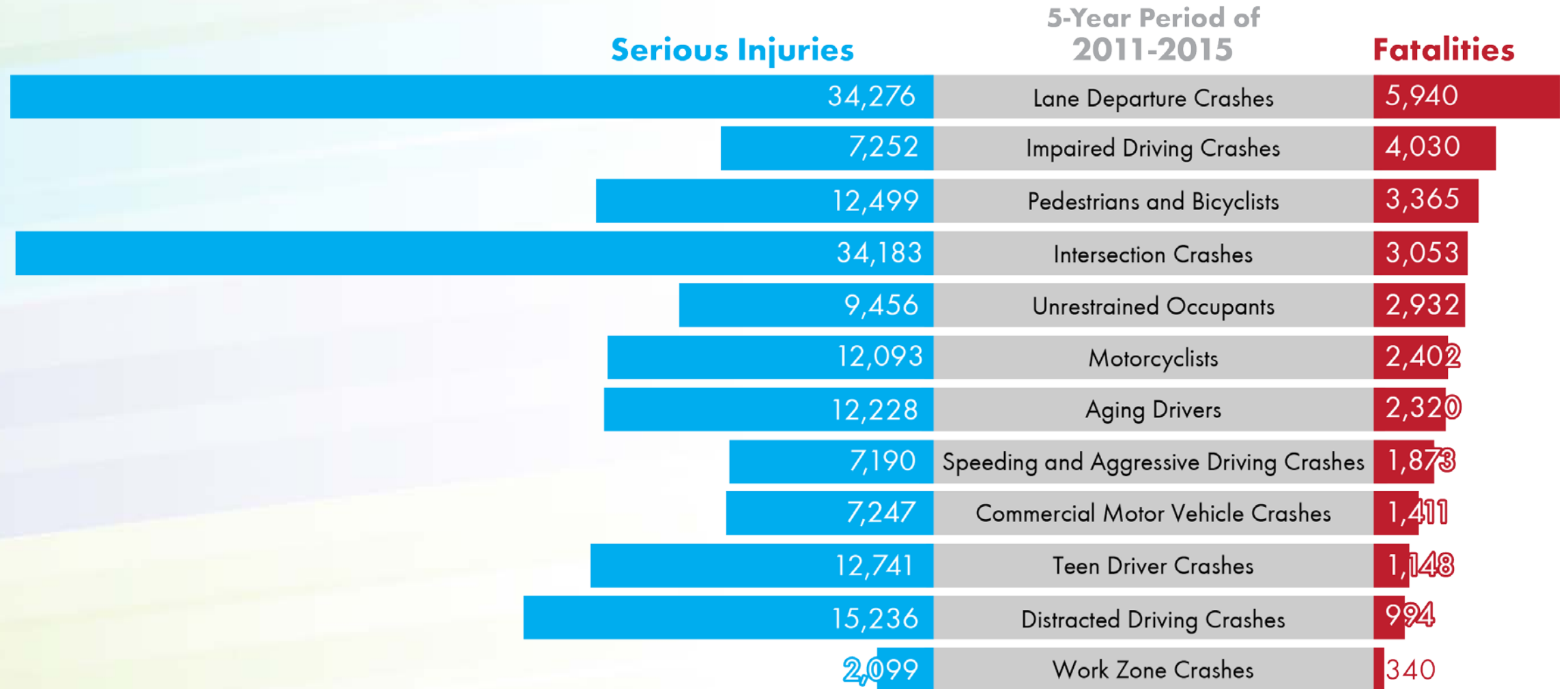
FLORIDA STRATEGIC HIGHWAY SAFETY PLAN

OCTOBER 2016

DRIVING
DOWN
FATALITIES

0

SHSP Emphasis Areas



Note: Multiple factors are involved in almost every crash.

Source: Department of Highway Safety and Motor Vehicles (2016).



Lane Departures



Motorcyclists



Teen Drivers



Impaired Driving



Aging Road Users



Distracted Driving



Pedestrians and Bicyclists



Speeding and Aggressive Driving



Work Zones



Intersections



Commercial Motor Vehicles



Traffic Records and Information Systems



Occupant Protection



Engineering



Enforcement



Education



Emergency Response

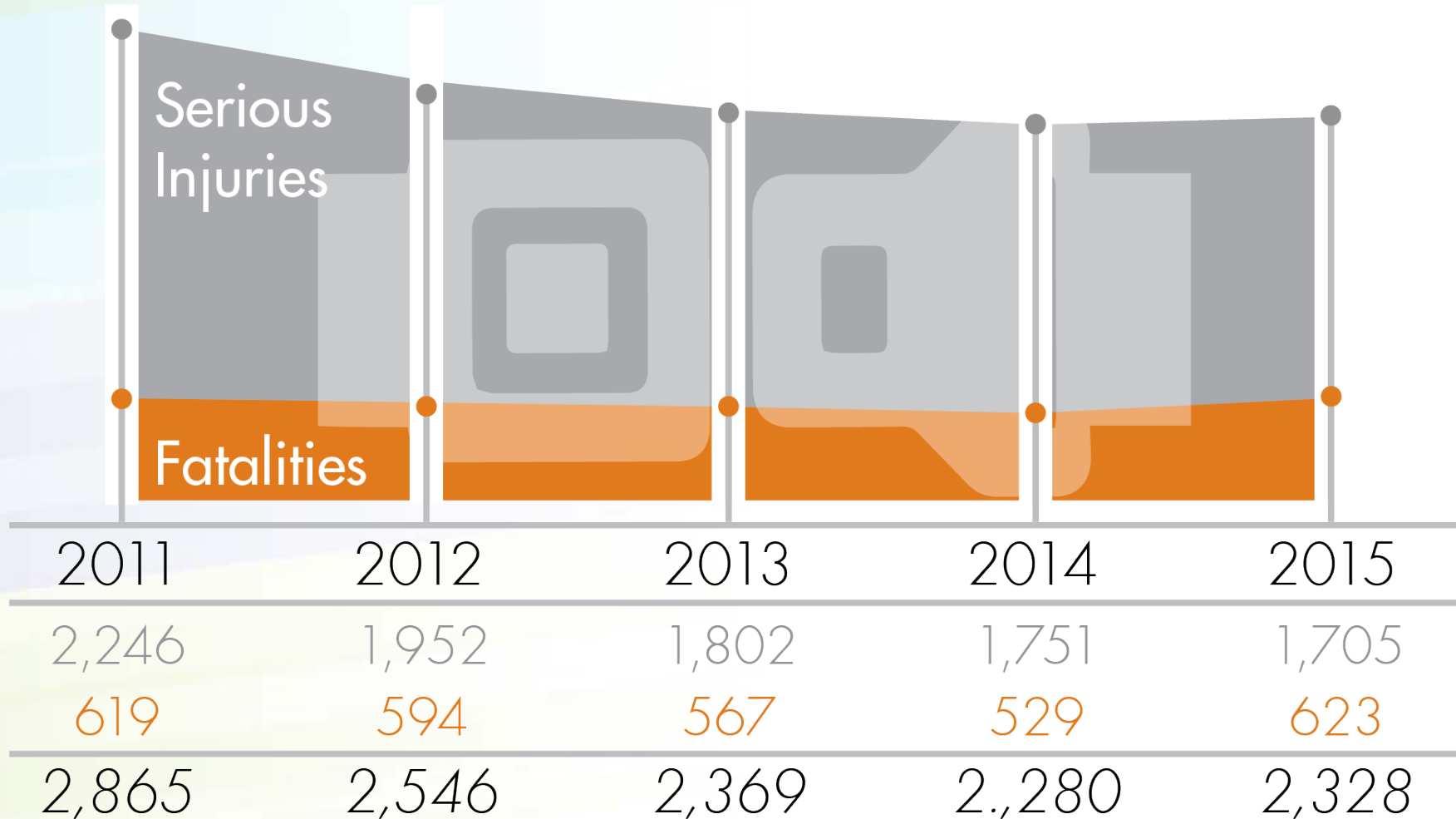
SHSP Occupant Protection Strategies

- Enforce occupant protection use laws, regulations, and policies to provide clear guidance to the public concerning motor vehicle occupant protection systems including those aimed at children.
- Determine which populations groups are highest risk for not wearing safety belts, and develop culturally relevant public education and outreach to increase awareness of the benefits of safety belt use among these groups.
- Develop and implement programs that use the media, including social media, to improve public awareness of the importance of safety belts.

BREAK

***Defining the Problem –
OP Data and Survey Results***

Florida's Unrestrained Statistics, 2011-2015



Florida's Unrestrained Statistics, 2015

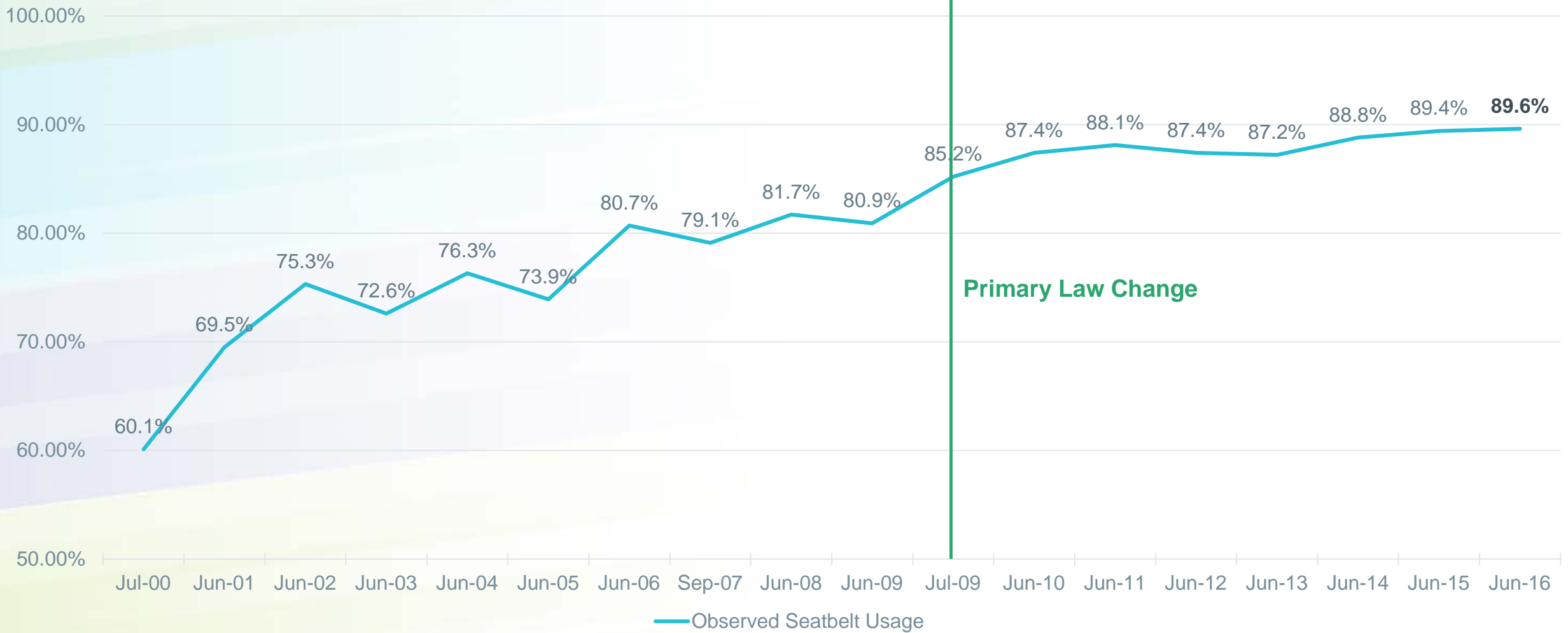
Unrestrained occupants represented:

- 23 percent of all fatalities (623)
- Nearly 10 percent of serious injuries (1,705)

Individuals killed or seriously injured in unrestrained crashes exhibited other risk taking behaviors such as:

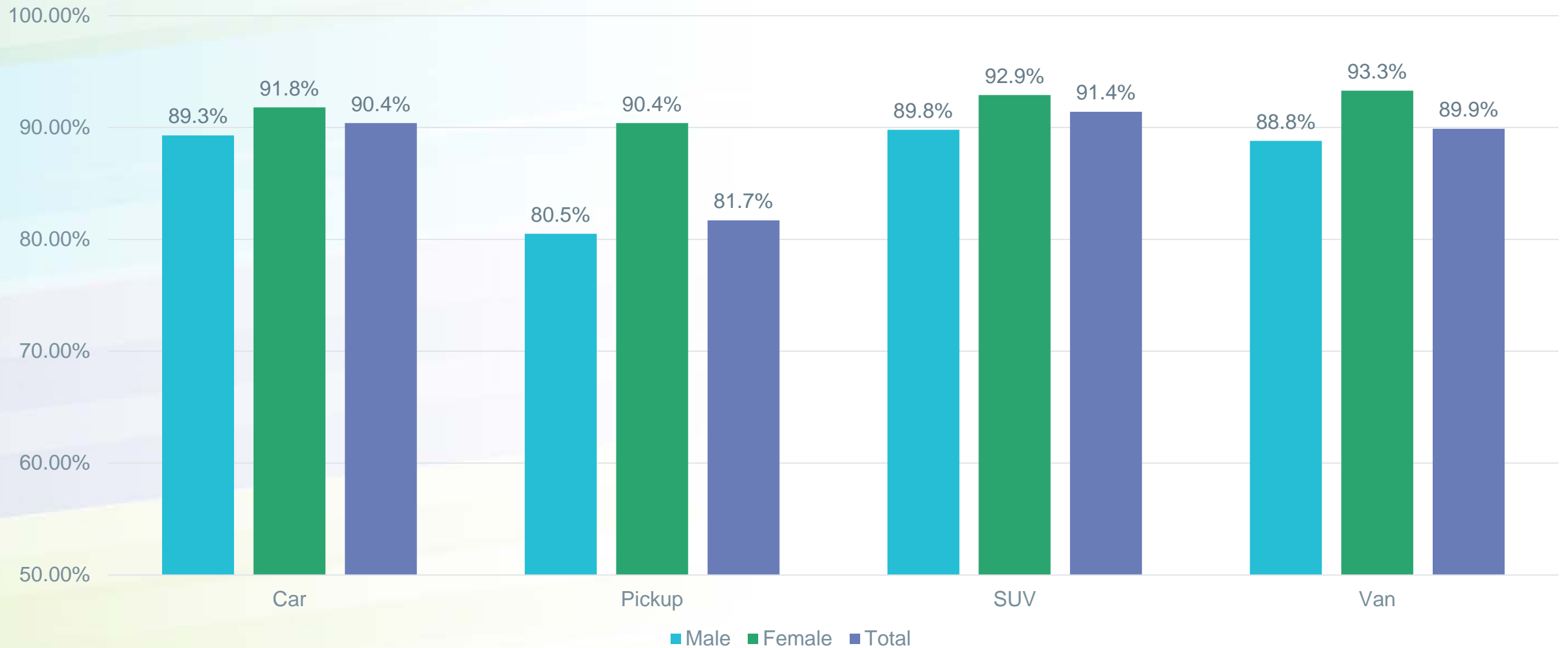
- Driving impaired (17 percent),
- Speeding (14 percent), and
- Being distracted (6 percent)

Florida's Observed Belt Use, 2000-2016*



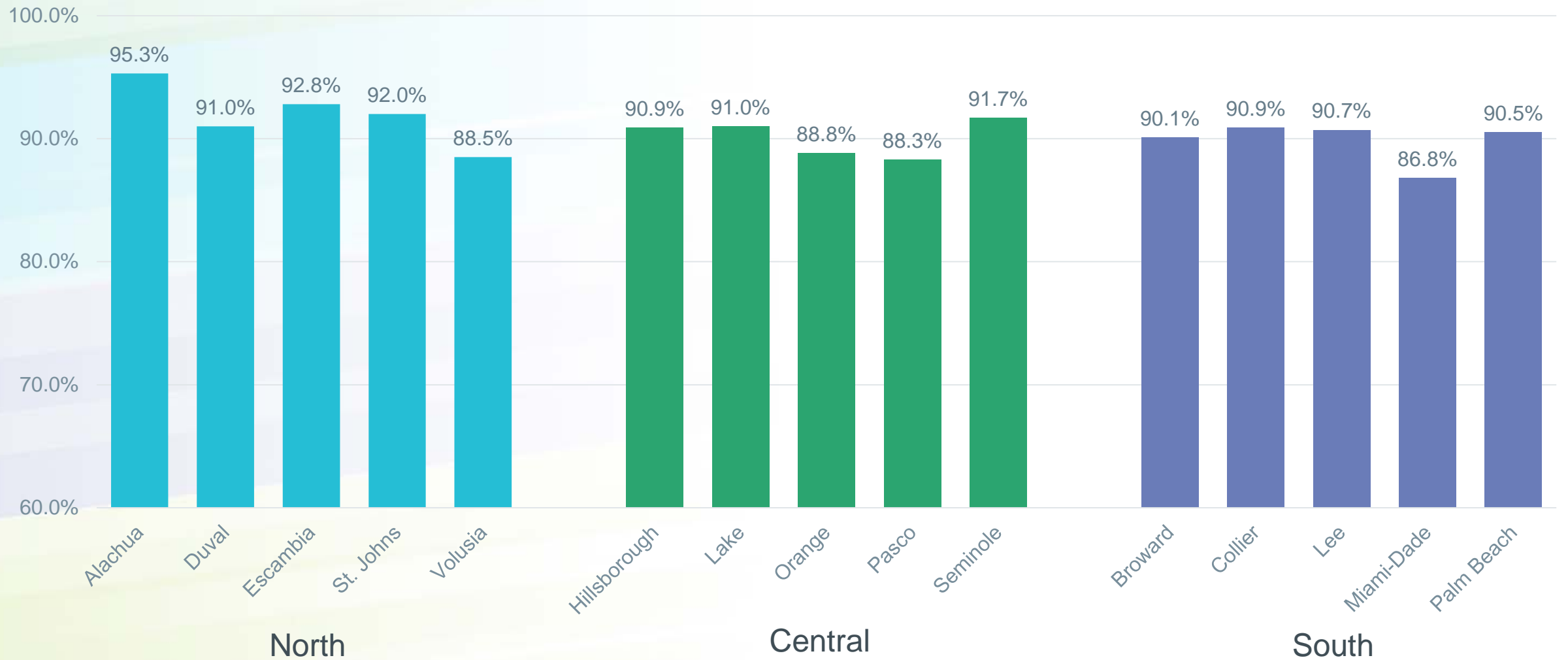
* From June 2016 Safety Belt Use in Florida, Final Report

Observed Belt Use Rate by Gender and Vehicle Type, 2016*



* From June 2016 Safety Belt Use in Florida, Final Report

Observed Safety Belt Use Rate by County and Region, 2016*



* From June 2016 Safety Belt Use in Florida, Final Report

Seat Belt Tickets by Frequency of Wearing Seat Belt, 2016*

Crosstab of Seatbelt Tickets by Frequency of Wearing Seatbelt

Ever been stopped or ticketed for not wearing seatbelt?	When driving, how often do you wear your seatbelt?				
	All of the time	Most of the time	Some of the time	Rarely	Never
n=2230					
Yes	10.8%	39%	48.9%	29.8%	51.9%
No	89%	61%	51.7%	70.2%	48.1%
DK/NA	.2%	-	-	-	-

*Crosstabs includes pre and post waves

* From September 2016 Click It or Ticket Survey, Final Report (telephone interviews)

Effectiveness of Campaigns in Changing Driving Habits, 2016*

	Total Sample		18–34 Years Old		Pickup Truck Drivers	
	Pre n = 1071	Post n = 1099	Pre n = 311	Post n = 383	Pre n = 235	Post n = 249
Very effective	24.6%	24.4%	22.3%	20.6%	22.3%	20.6%
Somewhat effective	36.7%	41.4%	41.2%	50.9%	35.4%	34.6%
Not very effective	18.8%	18.6%	23.1%	18.5%	19.8%	25%
Not at all effective	13.8%	10.4%	10.1%	7.8%	17%	14%
DK	5.9%	5%	3.3%	2%	5.6%	5.1%
Refused	-	-	-	<1%	-	<1%

* From September 2016 Click It or Ticket Survey, Final Report (telephone interviews, Question 21)

Current OP Initiatives and Programs

Current Florida OP Initiatives and Programs

Coalition members share their programs and initiatives

- Enforcement
- Education
- Engineering
- Emergency Response

NHTSA Assessment

Lorrie Laing

Purpose of a NHTSA OP Assessment

A team of outside experts conducts a comprehensive assessment of the highway safety program using an organized, objective approach and well-defined procedures that:

- Provide an overview of the program's current status in comparison to pre-established standards;
- Note the program's strengths and weaknesses; and
- Provide recommendations for improvement.

OP Assessment Program Elements

- Program Management
- Legislation, Regulation, and Policy
- Enforcement Programs
- Communication Program
- Occupant Protection for Children Program
- Outreach Program
- Data and Evaluation Program

Florida's Assessment Recommendations*

Program Management

1. Establish and convene on a regular basis a statewide occupant protection advisory coalition; include agencies and organizations that are representative of Florida's demographic composition and critical to the implementation of occupant protection initiatives.
2. Work with the Strategic Highway Safety Plan stakeholders to identify and establish occupant protection as a key behavioral emphasis area.

* Some recommendations are an abbreviated version of what was in the Assessment Report. See the handout for the complete recommendation.

Florida's Assessment Recommendations

Legislation, Regulation, and Policy

3. Enhance Florida's current seat belt law to require every operator and passengers in all seating positions (front and back seat) to be secured by an appropriate restraint device.
4. Continue efforts to enhance the current booster seat law that protects children to be consistent with the American Academy of Pediatrics booster seat recommendations.
5. Expand the child passenger restraint court offender/violator diversion program to include locations throughout the State.
6. Develop consistent and current talking points, fact sheets, and other materials and make them available on-line for those who educate decision makers on the importance of the requirement of child restraint system.

Florida's Assessment Recommendations

Enforcement Programs

7. Set a statewide law enforcement goal of increasing public perception that they will be ticketed for failing to comply with seat belt laws.
8. Establish reasonable performance expectations for sub-recipients of Florida Department of Transportation State Safety Office funded occupant protection patrols.
9. Increase the number of deployments of seat belt “checkpoints”.
10. Recruit more agencies to participate in the Click it or Ticket Challenge and encourage state, county, and municipal agencies to collaborate in joint traffic operations focusing on targeted jurisdictions.

Florida's Assessment Recommendations

Communication Program

11. Consider developing a comprehensive communications plan.
12. Use enforcement messaging only during Click It or Ticket mobilization(s).
13. Redesign the Department of Transportation website to make it easier for partners and stakeholders to navigate and locate traffic safety programs and materials.

Florida's Assessment Recommendations

Occupant Protection for Children Program

14. Rename, refocus, and rebrand the Occupant Protection Resource Center.
15. Decrease the attrition rate of trained technicians and instructors by increasing opportunities for continuing education workshops, networking, and by empowering them to provide education to the public beyond fitting station activities.
16. Survey Child Passenger Safety Technicians with current and expired certifications to evaluate how the recertification (retention rate) could be increased.
17. Create a method and/or process that will enable easy access to the State's current, accurate morbidity/mortality data.

Florida's Assessment Recommendations

Outreach Program

18. Facilitate the creation of easy-to-access, private, social media platforms (e.g., Facebook, LinkedIn) for Community Traffic Safety Team program coordinators and members, Child Passenger Safety Technicians and Instructors, and other defined organizations, so that they are able to easily and quickly share best practices and research, ask questions, and post notices of events.
19. Continue the expansion of the Minority Task Force on Occupant Protection outreach program.

Florida's Assessment Recommendations

Data and Evaluation Program

20. Design and implement a true, random sample, statewide direct observation child passenger seat survey annually to monitor occupant restraint rate data for children ages birth to 18.
21. Select or develop and make available statewide a standardized high school direct observational survey instrument and analysis template.
22. Develop and implement an ongoing system of countermeasure assessment.

Wrap Up and Preview of Day Two

See You Tomorrow!
Meeting Starts at 8:30

Review of Day One and Day Two Overview

Lorrie Laing

Day Two Overview

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NHTSA Assessment (continued)

Lorrie Laing

What Works? ***Proven Countermeasures***

Lorrie Laing

New Program Ideas*

- High School Service-Learning Programs
- Hospital Discharge Programs
- Targeted Online Advertising
- Online Learning/e-Learning
- Product/Message Placement

**From NHTSA's Expanding the Seat Belt Program Strategies Toolbox: A starter kit for Trying New Program Ideas, October 2016*

https://www.nhtsa.gov/sites/nhtsa.dot.gov/files/documents/812341_seatbeltprogramstrategies.pdf

BREAK

Let's Talk Strategy!

Lorrie Laing

Strategic Plan Elements

- Program Management
- Legislation, Regulation, and Policy
- Enforcement Programs
- Communication Program
- Occupant Protection for Children Program
- Outreach Program
- Data and Evaluation Program

Strategy versus Action Step

Strategies are broad statements about what you will do to make the change.

Action steps are the specific projects, programs, policies, and initiatives to implement the strategy.

Example Strategy and Action Steps

Strategy:

Implement initiatives that address high risk populations.

Action Step:

Increase nighttime safety belt enforcement programs and provide additional education on the nighttime initiative.

Develop and implement an effective paid and earned media campaign promoting Buckle Up in Your Truck.

Strategy Test

1. Is the strategy feasible?
2. Can the strategy be measured?
3. Are there political or policy barriers?
4. Will it decrease fatalities and serious injuries?
5. Can it be accomplished within the 5-year life of the plan?



***Group Report Out
Priority Strategies and Data Needs***

Group Leaders

New FOPC Website and OP Printed Materials

Matthew Muller

FOPC Website

www.floridaoprc.ce.ufl.edu/oprc/Coalition.asp

Printed Material Suggestions

- Seat belts/car seats
 - » survival rates
 - » crash statistics
 - » legal requirements
- Less text, smaller, and more graphically oriented materials
- More content for teens and young drivers (15 to 24 years old)
- More content for pick-up truck drivers
- Monetary cost of not following the law

Printed Material Suggestions

- Dangers of small children and airbags
- Reference guides that cover the many types of car safety seats, weight limits, height requirements, and manufacturer information
- Posters for schools

Next Steps

Chris Craig and Alison Tillman

Next Steps

- Expectations of Coalition members
- Reimbursement details
- Determine June and August meeting dates

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THANK YOU FOR YOUR PARTICIPATION

SAFE TRAVELS HOME