



Florida Occupant Protection Coalition Meeting Report

June 14-15, 2017

Prepared for:

Florida Department of Transportation (FDOT)

Prepared by:

Cambridge Systematics, Inc.



1.0 Attendees

Meeting participants are listed below.

Name	Organization	In Attendance
Amy Artuso	National Safety Council	<input type="checkbox"/>
Andrea Atran	Florida Department of Transportation—District 2	<input checked="" type="checkbox"/>
Michael Binder	University of North Florida	<input type="checkbox"/>
Jeffery Bissainthe	Florida Highway Patrol	<input 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"/>
Robet Chaffe	Preusser Research Group	<input type="checkbox"/>
Chris Craig	Florida Department of Transportation, State Safety Office	<input checked="" type="checkbox"/>
Jacqueline Edwards	Florida SADD	<input type="checkbox"/>
Leilani Gruener	Florida Department of Transportation, State Safety Office	<input checked="" type="checkbox"/>
Ginny Hinton	University of Florida	<input checked="" type="checkbox"/>
Andrew Hopkins	University of North Florida	<input type="checkbox"/>
Charles Kane	Florida Law Enforcement Liaison Program	<input checked="" type="checkbox"/>
Doreen Kobelo	Florida A&M University, Construction/Civil Engineering Technology	<input checked="" type="checkbox"/>
Sally Kreuzscher	The Children's Hospital of South Florida, Child Advocacy Program	<input checked="" type="checkbox"/>
Alan Mai	Florida Department of Health	<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 type="checkbox"/>
Karen Morgan	AAA	<input type="checkbox"/>
Kelly Powell	Safe Kids	<input checked="" type="checkbox"/>
Carmen Pullins	Florida Department of Transportation—District 4	<input type="checkbox"/>
Ginger Regalado	Florida Department of Transportation—District 7	<input 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 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"/>

Name	Organization	In Attendance
David Summers	Trauma Agency, Health Care District Palm Beach County	<input type="checkbox"/>
Petra Vybrialova	Johns Hopkins All Children's Hospital	<input checked="" type="checkbox"/>
Moyra Willis	Tallahassee Community College	<input type="checkbox"/>
Coalition 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"/>

2.0 Meeting Notes – June 14

Welcome and Introductions

Chris Craig, FDOT, welcomed members of the Florida Occupant Protection Coalition (FOPC) and asked each member to introduce themselves. He reviewed the meeting agenda.

Data Overview

Danny Shopf, Cambridge Systematics, provided an overview of data related to unrestrained occupant fatalities and serious injuries and observed rates of safety belt usage. He noted that FDOT is in the process of analyzing data related to unrestrained occupants by sex and county/state of origin. FOPC member Alan Mai, Florida Department of Health, reviewed three resources for occupant protection-related Emergency Medical Services (EMS) data:

- <http://www.floridahealth.gov/statistics-and-data/ems-data-systems/index.html>
- <http://www.floridaemstars.com/>
- <http://www.flhealthcharts.com/charts/default.aspx>

Members had the following questions and comments (*responses in italics*):

- Where does the EMS data come from?
 - *The examples use data collected from hospitals.*
- How reliable is this data?
 - *The data is considered reliable but it is voluntarily reported so it is limited. This database will become more robust and more reliable as more hospitals choose to report.*
- The [Florida Injury Surveillance Data System](#) is another good resource; we should provide a link to it on the FOPC website.
- Where should we be going to get the “official” data for unrestrained occupant fatalities and serious injuries?
 - *Florida Department of Highway Safety and Motor Vehicles (DHSMV) has the most accurate crash data. Using the advanced search function in [Florida's Integrated Report Exchange System \(FIREs\)](#) should produce accurate results.*

- [Signal4](#) is a good resource for recent data as long as you are interested in larger scales, such as the state or county level.

Strategy/Action Step Development

Lorrie Laing, Cambridge Systematics, led the discussion on the action plan development and asked FOPC members to identify key audiences the Occupant Protection Strategic Plan should address. Members offered the following suggestions:

- Occupant Protection Community
 - Law enforcement
 - Child Passenger Safety Technicians (CPST) and Instructors (CPST-I)
- Non-Occupant Protection Professionals
 - Corporations, especially those using company vehicles (installation technicians, roofers, etc.)
 - Legislators
 - Tribes
- Public
 - Rural communities
 - Various sociodemographic and cultural groups with low compliance rates
 - minority communities
 - Young and middle-aged adult males, especially those driving pick-up trucks
 - Schools (pre-school through university)
 - Significant others of common populations that do not wear a safety belt
 - Primary and secondary caregivers
 - Seniors
 - Tweens (children not yet old enough to drive)
 - Faith-based communities
- Other
 - Review data regarding the location, time of day, and populations that are unrestrained to identify other potential audiences.
 - Consider options for evaluating safety belt usage at night and methods for educating and enforcing the populations that drive at night.
 - Work with other safety coalitions to identify which unrestrained populations are not already being targeted by a Florida safety coalition. Consider reaching out to this community, if applicable.
 - There are some resistant populations that are not using their safety belts. We have already targeted the “low hanging fruit” and need to start focusing on the resistant populations.

Strategy and Action Steps Discussion

Members divided into three groups – Education/Communication/Outreach; Law Enforcement; and Occupant Protection for Children. Each group was tasked with brainstorming ideas for strategies and action steps to be considered for inclusion in the Occupant Protection Strategic Plan. The strategies and action steps developed by the FOPC, including potential action step leaders, are provided in the tables below.

Education/Communication/Outreach

Strategy 1: Evaluate crash, observational, and other data to identify key audiences.

Strategy Leader:

Step #	Action Step Leader	Description
1.1		Conduct crash analysis to identify and prioritize target populations (using FARS, hospital, and injury data).
1.2		Perform intercept surveys to collect data about key populations.
1.3		Develop a white paper to present to State Safety Office (SSO) that includes a prioritized list for suggested target audiences for material development

Notes: Ensure we are considering urban/rural, county of residence, age, gender, and other demographics data. Intercept surveys can't be performed with NHTSA funds.

Strategy 2: Develop an Occupant Protection Marketing and Education Plan.

Strategy Leader:

Step #	Action Step Leader	Description
2.1	FL Safety Coalitions	Identify and review current occupant protection Marketing and Education plan(s).
2.2		Survey FDOT Districts, Florida Safety Coalitions, Law Enforcement Public Information Officers (PIO), Child Passenger Safety (CPS) Community, and others to identify existing occupant protection marketing strategies.
2.3		Develop a subcommittee, including District and Law Enforcement PIOs, and CPS Community, to support development of Occupant Protection Marketing and Education Plan.
2.4		Conduct focus groups to identify messaging for targeted audiences selected by FDOT/SSO in response to white paper (Strategy 1, A.S. 1.3).
2.5		Develop branding strategies to deliver occupant protection messages that are consistent and can be localized.
2.6		Develop strategic partnerships with Florida's Safety Coalitions to gain their support and assist them with promoting occupant protection strategies to their key audiences.
2.7		Develop or expand partnerships with other agencies, businesses, and coalitions to incorporate occupant protection information in their materials.

Notes: A calendar of events is helpful. Consider adding this to the FOPC website and have coalition members provide information on upcoming events quarterly.

Strategy 3: Implement a Marketing and Education plan for targeted audiences.

Strategy Leader:

Step #	Action Step Leader	Description
3.1		Perform a survey of Florida occupant protection professionals to identify the types of materials and programs currently being conducted for occupant protection.
3.2		Develop a diverse set of informational/marketing materials including digital, print, high-visibility content, and social media for each audience, as appropriate.
3.3		Identify distribution networks for materials.
3.4		Distribute informational/marketing materials to target audiences through selected distribution networks

Notes: 3.4 - Include the list of target audiences identified during FOPC meeting 2.

Strategy 4: Conduct outreach to targeted audiences.

Strategy Leader:

Step #	Action Step Leader	Description
4.1		Develop various toolkits that include occupant protection materials and talking points for targeted audiences to be distributed by community partners.
4.2		Develop a prioritized list of community partners for targeted outreach efforts.
4.3		Conduct surveys with occupant protection professionals and other partners every two years to assess efficacy of materials and approach.

Law Enforcement

Strategy 1: Increase law enforcement safety belt usage.

Strategy Leader: Law Enforcement Liaisons (LELs)

Step #	Action Step Leader	Description
1.1	C. Kane	Support the LEL Program developed training.
1.1.1		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.
1.1.2		Develop a “leave behind” on the key info from the program.
1.2		Seek support of Florida Sheriffs and Police Chiefs Associations (endorsements) to become champions for safety belt use within their respective agencies.

Strategy 2: Increase LE knowledge of proper CPS use/how to know if they are being used correctly.

Strategy Leader:

Step #	Action Step Leader	Description
2.1		Identify and promote recognized programs that help LE identify CPS usage problems and solutions.
2.2		Provide “cookie-cutter” templates for law enforcement agencies to provide to the public which includes local information for CPS resources/fitting stations.
2.3		Incorporate teaching CPS basics into the law enforcement Academy/basic training.
2.3.1		Approach Criminal Justice Standards and Training Commission (CJSTC) to determine if adding CPS basics to curriculum is possible.
2.3.2		If CJSTC approves, identify and staff committee to develop the training.
2.3.3		Develop training/curriculum for inclusion.
2.3.4		Incorporate final training into CJSTC curriculum.
2.3.5		Determine if the training can be incorporated into CJSTC four year required training.
2.4		Provide or create printed materials to help LE recognize proper CPS usage. (Through OPRC)

Strategy 3: Expand diversion program to educate CPS violators and provide alternative to financial consequences of CPS citations.

Strategy Leader:

Step #	Action Step Leader	Description
3.1		Identify the counties/agencies that have the diversion program available and the program’s usage data.
3.2		Identify best practices of these programs.
3.2.1		Review CPS “classes” provided by County Health Departments to determine if they could be used for the diversion program.
3.3		Identify judicial champions to promote/encourage the diversion program.
3.4		Develop training and materials (quick reference packet) for law enforcement on the diversion program.
3.5		Create a diversion program handout to be given with a ticket.

Strategy 4: Increase awareness of external resources for occupant protection.

Strategy Leader:

Step #	Action Step Leader	Description
4.1		Increase awareness of the CarFit program. Create “in a box” reference kit.
4.2		Increase new users of data hubs such as FIRES, Signal 4, ELVIS, etc.
4.3		Increase DDACTS (Data Driven Approaches to Crime and Traffic Safety) trained LEOs to improve enforcement focus areas.

Strategy 5: Increase/identify more occupant protection law enforcement champions.

Strategy Leader:

Step #	Action Step Leader	Description
5.1		Seek out local businesses/organizations willing to help recognize law enforcement for occupant protection efforts.

Strategy 6: Initiate an annual or biannual state traffic safety symposium to include OP, CPS, and LE tracks.

Strategy Leader:

Step #	Action Step Leader	Description
6.1		Partner with other Florida Traffic Safety Coalitions to plan and organize the symposium.
6.2		Identify dates, speakers, funding, location, etc.
6.3		Determine beneficial information/presentations for each track.
6.4		Present national data/trends and how Florida compares and affects the statistics.
6.5		Offer training/recertification for LE and CPSTs.

Occupant Protection for Children

Strategy 1: Have data readily available to pinpoint target areas.

Strategy Leader: Alan

Step #	Action Step Leader	Description
1.1	Alan	List current sources of reliable data including: crash data, hospital data, car seat installation data (when a caregiver arrives)/proper usage, and EMS data to identify which kids getting hurt, how they got hurt, and related factors (alcohol, distraction, etc.)
1.2	Alan	Identify contacts to ask for specific data needs and distribute/post on FOPC website.
1.3	FDOT	Maintain current CPS technicians and instructors map and make publicly available.

Strategy 2: Improve marketing, education, and outreach efforts.

Strategy Leader: Kelly P.

Step #	Action Step Leader	Description
2.1	Kelly P.	Identify existing communication methods to multiple audiences or environments (tribes, cultural, etc.).
2.2	Petra V.	Create talking points for local government/legislators to promote CPS.
2.3	Kelly P.	Create a single, uniform online forum for technicians.
2.4	Kelly P.	Provide more media support (e.g., social media posts press release templates, talking points, B-rolls, etc.) to those doing CPS Week events.
2.5	Sally K	Create roll call video for law enforcement participation incentive.
2.6	Kelly P.	Create toolkits for new technicians on how to start different programs (i.e. diversion, elementary, cps events, and parent/caregiver classes).
2.7	Petra V.	Have more diversion classes available for CPS law violators; create informational materials (including location information) for law enforcement on the diversion classes to give with a ticket. Create uniform certificate of attendance for all classes to have available publicly online for anyone to use.
2.8	Alison T.	Keep list of updated fitting stations and list of CPS law offender classes in one online location for marketing materials.
2.9	Alison T.	Determine partners who can accept donations for programs (offender class; providing car seats).

Notes: 2.4 - Safe Kids provides great support for media promotion but that's only available to official coalitions of whom only a small portion are a part). 2.5 - Notes: Need a mechanism to update the roll call video as needed based on any recommendations or law changes. The video should be less than 20 minutes, point out obvious misuse, and

include a one minute check with clerk of court to identify if there is an offender class. 2.8 - consider using the FOPC website for this list.

Strategy 3: Increase the quantity and quality of certified CPS technicians and instructors in areas of low technicians per capita.

Strategy Leader: Sally K.

Step #	Action Step Leader	Description
3.1		Provide travel and other incentives (including scholarships) for certification requirement items.
3.2	Petra	Assist soon-to-be expiring technicians with non-monetary recertification requirements. Provide mechanisms to more easily get seat checks, continuing education units (CEUs).
3.3	Kelly P.	Hold instructor meetings for support and ideas.
3.4	Alison T.	Collect, analyze and distribute reasons for declining retention.
3.5	Alison T.	Find travel funds for instructors to attend district meetings/tech. updates/instructor meetings.
3.6		Provide recognition/ceremony Additional Notes: Need to identify who is recognized, what are the criteria for recognition, who will develop criteria, and who will give awards.
3.7		Create a per capita guideline for number of technicians and instructors per capita.

Notes: 3.3 - Chris mentioned a "roadshow" or doing one CPST update per district within a set time frame (7 updates in 7 districts over 2 weeks?) Instructor meetings could be conducted before/after the update. OPRC would probably be hosting and with an instructor leading. 3.4 - Ask techs for common reasons they hear for declining retention and provide to other techs, instructors, and any other interested parties (FOPC, FDOT, etc.) to understand how instructors and interested techs can help alleviate the retention problems. 3.5 - If travel funds are not from state, consider sponsorship by a company.

Strategy 4: Make more car seats and resources/materials available.

Strategy Leader: Ginny H.

Step #	Action Step Leader	Description
4.1	Ginny H.	Create marketing to Florida vehicle owners for donating to \$2 Difference car seat program when they renew their tag.
4.2	Petra V.	Identify sources who could provide car seats and materials (FOPC, other) to post on the FOPC website and promote in emails and online newsletters.
4.3	Kelly P.	Broaden OPRC resources to include more age ranges, cultural groups, and other target audiences and a wider variety of materials than print items.
4.4		Provide inspection station items including pool noodles, forms, scales, measuring tape, duct tape, etc. in the form of a convenient "toolkit."

Notes: 3.1 - This program already exists but may need additional education for employees of tag office to ensure they are addressing the donation with each of their customers.

3.0 Meeting Notes – June 15

Recap of Day 1

Lorrie provided a brief overview of the Day 1 discussion and outlined the Day 2 agenda.

Action Plan Development Break-Outs

Lorrie asked members to return to the groups they worked with the previous afternoon and noted that she reviewed their Day 1 strategies and action steps and provided comments. Each group was asked to consider her comments, finalize their strategies and actions, and prioritize their strategies and actions steps. *See Day 1 Summary for the final list of strategies and actions identified by each group.*

Legislative and Policy Strategy/Action Step Development

Lorrie showed the coalition a list of legislation and policy strategies from the recommendations in the Occupant Protection Assessment report. She led a discussion with members on the strategies and asked for input on associated action steps and any additional strategies/action steps. The draft strategies and action steps developed by the FOPC are in the tables below.

Legislative and Policy

Strategy 1: Enhance current safety belt law to require every operator and passengers in all seating positions to be secured by an appropriate restraint device.

Strategy Leader:

Step #	Action Step Leader	Description
1.1		No Action Steps were identified for this strategy.

Strategy 2: Enhance the current booster seat law to be consistent with the American Academy of Pediatrics booster seat recommendations.

Strategy Leader:

Step #	Action Step Leader	Description
2.1		No Action Steps were identified for this strategy.

Strategy 3: Support legislation that requires first offenders attend a mandatory diversion program.

Strategy Leader:

Step #	Action Step Leader	Description
3.1		Identify where diversion programs are available and where they are being utilized.
3.2		Legislate that the first offence includes a mandatory diversion program.
3.3		Develop a standardized CPS program that private organizations would be required to adhere to.

Notes: 3.1 – Are additional resources needed and are funding sources available? 3.2 -This would create buy in from private sector (with state oversight). 3.3 - This action step is included in the CPS Section.

Strategy 4: Develop consistent and current talking points, fact sheets, and other materials and make them available online for those who educate decision makers on the importance of the requirement of the child restraint system.

Strategy Leader:

Step #	Action Step Leader	Description
4.1		No Action Steps were identified for this strategy.

Strategy 5: Enhance laws that allow passengers to ride in the back of pickup trucks or flatbed vehicles.

Strategy Leader:

Step #	Action Step Leader	Description
5.1		Revised legislation to include language that prohibits passengers under 18 from riding in an area primarily used for cargo.
5.2		Draft model legislation that establishes that a vehicle transporting individuals in areas primarily used for cargo cannot exceed 35 miles per hour.

Notes: 5.1 - This cannot be enforced under safety belt law that requires anyone under 18 to wear a safety belt because 316.2015 Florida Statutes allows them to ride in the back if it is not a limited access facility.

Strategy 6: Pass legislation to require manufactures to repair faulty occupant restraint systems (safety belts, airbags, etc.) regardless of the mileage of the vehicle.

Strategy Leader:

Step #	Action Step Leader	Description
6.1		Need to explore different options, legislation might not be the only way to resolve this. Can we create a reimbursement fund to repair these safety belts? Are there other programs we could consider?

New FOPC Website

Danny Shopf demonstrated the functionality of the new FOPC website. He noted that most of the content is intended as placeholder content and asked members to comment on the overall design of the site and recommend content to be published online.

- Members provided feedback on the different resources they believed should be available on the website, including those presented by Alan Mai on Day 1 of the meeting. The navigation menu will be adjusted to accommodate the additional resources.
- Members noted that the font size was too small and should be increased to improve readability.

Occupant Protection Printed Materials Update

Alison Tillman, University of Florida, provided a variety of occupant protection materials for members to review. She asked members to select their favorite materials, comment on any incorrect or missing information, and recommend any additional materials they would like the University of Florida to print. Coalition members reviewed the materials and indicated which materials they believed would be most useful to Florida's Occupant Protection partners.

Next Steps

Alison Tillman distributed forms and discussed the travel reimbursement requirements and related information. Chris Craig announced the next FOPC meeting will be held at the University of Florida. Chris recommended developing an online poll to gauge availability and book FOPC meetings in 2018.

Contact information for Occupant Protection questions:

Leilani Gruener, FDOT
Traffic Safety Program Manager
Phone: 850.414.4048
Leilani.Gruener@dot.state.fl.us

Alison Tillman, UF T2 Center
Training Specialist
Phone: 352.273.1671
alisonk@ufl.edu