



Florida Occupant Protection Coalition Meeting Report

June 27-28, 2018

Prepared for:

Florida Department of Transportation

Prepared by:

Cambridge Systematics, Inc.



1.0 Attendees

The participants in the June 27-28, 2018 Florida Occupant Protection Coalition (FOPC) meeting are listed below.

Name	Organization	Attendance
Andrea Atran	Florida Department of Transportation—District 2	<input checked="" type="checkbox"/>
Michael Binder	University of North Florida	<input checked="" type="checkbox"/>
Art Bodenheimer	Florida Police Chiefs Association	<input type="checkbox"/>
Melissa Branca	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"/>
Danielle Campbell	Florida SADD	<input type="checkbox"/>
Robert Chaffe	Preusser Research Group	<input type="checkbox"/>
Chris Craig	Florida Department of Transportation, State Safety Office	<input checked="" 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 checked="" type="checkbox"/>
Carrisa Johns	Orange County Sheriff's Office	<input checked="" type="checkbox"/>
Charles Kane	Florida Law Enforcement Liaison Program	<input checked="" type="checkbox"/>
Danielle Kessenger	The PLAYERS Center for Child Health and Wolfson Children's Hospital	<input checked="" type="checkbox"/>
Doreen Kobelo	Florida A&M University, Construction/Civil Engineering Technology	<input type="checkbox"/>
Sally Kreuzscher	Golisano Children's Hospital of Southwest Florida - SafeKids	<input checked="" type="checkbox"/>
Zakkiyyah Osuigwe	Miami-Dade County Parks, Recreation, and Open Spaces Department	<input checked="" type="checkbox"/>
Krista Ott	Gainesville Fire Rescue	<input checked="" type="checkbox"/>
Dewy Painter	South East American Indian Council, Inc.	<input checked="" type="checkbox"/>
Kelly Powell	Safe Kids	<input checked="" type="checkbox"/>
Carmin Pullins	Florida Department of Transportation—District 4	<input type="checkbox"/>
Tonya Randolph	St. Joseph's Children's Wellness and Safety Center – Safe Kids	<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 type="checkbox"/>
Carlos Sarmiento	Florida Department of Transportation—District 6	<input type="checkbox"/>
Mark Solomon	Preusser Research Group	<input type="checkbox"/>
Joe Steward	Florida Department of Transportation—District 5	<input checked="" type="checkbox"/>

M.R. Street	Florida Department of Health	<input 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 type="checkbox"/>
Moyra Willis	Tallahassee Community College	<input type="checkbox"/>
Coalition Support		
Danny Shopf	Cambridge Systematics	<input checked="" type="checkbox"/>
Alison Tillman	University of Florida	<input checked="" type="checkbox"/>

2.0 Meeting Notes – June 27

Welcome, Introductions, and Agenda – Chris Craig, FDOT

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

FOPC Action Plan Implementation – Group Breakouts

Coalition members divided into the three subcommittee groups—Education, Outreach, and Communications; Law Enforcement; and Occupant Protection for Children. Each group was instructed to discuss activities they have been working on since the last FOPC meeting, review their section(s) of the FOPC Action Plan, and update one another on progress toward achieving their assigned actions.

Click It Or Ticket Mobilization – Greg Rittger, Orange County Sheriff’s Office

Greg gave a presentation on the Click It or Ticket Mobilization effort conducted by the Orange County Sheriff’s Office from May 21–June 3, 2018. He provided an overview of the planning that goes into the high-visibility enforcement effort including identifying hot spots based on crash and citation data, deploying electronic messaging boards, conducting pre-compliance surveys, and preparing media press releases. Following the campaign, post compliance surveys are conducted and reports are developed to indicate the increase/decrease in safety belt usage.

Law Enforcement Survey and Roll Call Video – Tim Roberts, LEL and Charles Kane, LEL

Tim and Charles gave a presentation on the Law Enforcement Survey they have been developing (Action Step 2.1.1a). The purpose of the survey is to understand how many officers choose not to wear a safety belt while on duty and the reasons for that choice. The survey also includes questions related to officers’ knowledge of safety belt and child restraint enforcement options. All survey responses will be completely anonymous so the officer or agency the officer works for cannot be tied to the responses. Andrew Hopkins and Michael Binder from the University of North Florida (UNF) reviewed and provided feedback for the draft survey and their comments have been incorporated. Coalition members had the following questions/comments:

- Can we add a question to the survey asking officers if they are issuing citations and recommending a course for further education or assistance?
 - Is there a referral program available to you? Do you refer users to this program?

Tim and Charles also gave an update on the Law Enforcement Instruction Card (Action Step 2.2.1c). One side of the card is designed to give officers a quick visual prompt for various child restraint devices and the age ranges of children required to be restrained by each restraint type. The other side of the card provides statutory references to Florida's laws on how children should be restrained. They noted the card was approved and 30,000 copies are being printed and will be distributed through the Law Enforcement Liaison (LEL) Program network.

Tim and Charles noted that the Institute for Police Technology and Management (IPTM) at UNF have facilities for video production and several LELs have received training on its use. They are currently in the process of identifying ideas for one or more short videos to enhance law enforcement knowledge related to child restraint use.

Passengers on the Exterior of Trucks Data Discussion – Leilani Gruener, FDOT

Leilani gave a presentation on passengers on the exterior of trucks fatality and serious injury data which was requested during the October 2017 Coalition meeting as a follow up to David Summers presentation "Kids (and Adults) as Cargo." The data discussion centered around what action steps, if any, should be added to the Coalition Action Plan to address this issue. Between 2006 and 2018, fatalities peaked at nine in 2009 and have declined since then. In 2018, only one person riding in the bed of a pickup truck during a crash was killed. Coalition members had the following questions and comments:

- Based on the fatality and serious injury data, it seems more effective to focus on education rather than working with legislators to make a change.
- Can we look at the data and determine the age of the occupants injured or killed? Is this a regional issue or are these crashes spread out across the state.
 - FDOT will look in to whether this data is available and see if a specific group or region in the state is most commonly affected by these types of crashes.

Review of "Safety Officer" Character – Chris Craig, FDOT

FDOT is working with the Center for Urban Transportation Research (CUTR) at the University of South Florida to develop a law enforcement/safety character and campaign for occupant protection materials which will be made available on the Occupant Protection Resource Center (OPRC). Coalition members reviewed five options for characters to include in materials to hand out to children. Characters included a Seagull, a Pelican, a Panther, an Alligator, and a Manatee. Coalition members had the following questions and comments:

- Consider using Sgt. Seagull.
- Consider creating a costume for events.
- Consider developing an additional character, a Sea Turtle.

- The panther looks a little strange. The coalition agrees this is their least favorite option.
- An alligator may be an issue due to the colleges in the state.
- Consider using orange instead of red. Orange is associated with safety, red often has a negative association.
- Blue is a universal police officer color. Most agencies would be comfortable with blue.
- Generally, the coalition preferred the seagull and likes the name Sgt. Seagull.

3.0 Meeting Notes – June 28

Recap of Day 1 – Chris Craig, FDOT

Chris provided an overview of the Day 1 discussion and outlined the Day 2 agenda.

FOPC Membership Update – Leilani Gruener, FDOT

Leilani provided an update on new membership and provided a status update on previous membership recommendations made during the March 2018 meeting. Coalition members were asked to consider gaps in membership and recommend potential membership to fill those gaps. Coalition members had the following recommendations:

- **Education**
 - Joe could reach out to local Community Traffic Safety Teams (CTSTs) for recommendations on representation from education.
 - Krista recommended the state Parent Teacher Association (PTA). Zee has a contact with the PTA and she can provide her contact information.
- **Department of Highway Safety and Motor Vehicles**
 - We no longer have an active Florida Highway Patrol (FHP) representative. Alison will follow up with a potential member.
 - Tim said there is a Lake Placid police officer that is passionate about child passenger safety (CPS). He will find his contact information and provide it to FDOT.
 - David said he has an FHP contact he can reach out to that would be a good representative.
 - Following up with Kim Montes is ideal because she understands the type of trooper we are looking for.
 - Could we continue to coordinate with Captain Bissanthe and ask him for his input as needed?
- **Media/Marketing Representation**
 - Greg said Trooper Steve, a newscaster in Orlando, would like to be a part of the FOPC. He could not attend this meeting but will attend in the future.
 - Danielle will reach out to her contact at Favorite Studios to determine if they would be interested in participating as a media/marketing representative.

- **Medical**
 - David will encourage Emergency Medical Services (EMS) participation through the EMS Advisory Council
 - Association for Florida Trauma Program Managers. David can reach out to them to see if they have someone that would like to participate.
 - Florida Emergency Nurses Association is another agency David can reach out to and ask if they would like to participate.
 - Zee has contact information for another medical representative.
- **Judicial/Legal**
 - The Coalition is comfortable continuing to work with Judge Grube and Vin Petty as needed rather than identifying prosecution or judicial membership.
- **Other**
 - The Treasure Coast area has an excellent Safe Kids Coordinator. Our coalition has a lot of good representation for CPS but she would be a good contact to identify other potential members.
 - Do any of these potential members have a school bus safety focus? That perspective would be good to include on this coalition. Kelly said Sue Gorbie is an option.
 - Sally reached out to Hertz Rental Cars and was not able to secure a representative.

FOPC Fact Sheet – Danny Shopf, Cambridge Systematics

Coalition members reviewed the FOPC Fact Sheet. Danny asked coalition members to provide comments. Coalition members provided the following questions and comments:

- Change male to blue and female to red in the pie charts.
- We like having the resident/visitor graphs because it confirms that it is truly a Florida problem, not an out-of-state visitor problem.
- Could we provide an analysis of how many fatalities and serious injuries occurred in our focus groups related to total fatalities and serious injuries.
 - Is race still an element on the crash report? We may not be able to identify our focus groups using this data.
 - Look into the options for including race or socioeconomic status as it relates to our focus groups as a data point.

2017 National Safety Belt Use Rates – Leilani Gruener, FDOT

Leilani gave a presentation on 2017 national safety belt use rates. Florida is now considered a high-use state and as usage rate increases it becomes more and more difficult to improve upon that rate. Currently 21 states and the District of Columbia have higher usage rates than Florida. Coalition members were asked to help identify new or innovative ideas on how to continue improving use rates. The following members volunteered to contact other states to gather information on their occupant protection programs and initiatives and to provide an update for the September 2018 meeting.

State	FOPC Member
GA	Charles Kane
HI	Danielle Kessenger
OR	Leilani Gruener
CA	Kelly Powell
WA	Kelly Powell
MI	Alison Tillman
NJ	Sally Kreuzscher

State	FOPC Member
IL	Alison Tillman
DC	Greg Rittger
NY	Tonya Randolph
IN	Karen Morgan
AL	Ginny Hinton
SC	David Summers
MD	Greg Rittger

State	FOPC Member
MN	Karen Morgan
TX	Kelly Powell
NM	Robert Chaffe/ Mark Solomon
IA	Karen Morgan
NC	David Summers
DE	Greg Rittger
NV	Tim Roberts

In addition, members had the following questions and comments:

- CarFit resolves the issues older drivers tend to have that prevent them from wearing their safety belt (can't reach, hurts neck, etc.).
- Consider developing a campaign related to the dangers of wearing a safety belt under an arm or behind a back instead of over the shoulder.
 - Need to make it clear the safety belt and airbag work together and are not as effective on their own.
 - These are great points that would make for excellent social media marketing posts.
- Can we target pre-driving aged youth? If we can get them making good habits before they are drivers, they are more likely to continue wearing their safety belt.
 - Countdown2Drive is a Safe Kids online program for 13-15 year old kids where the kids and parents make an agreement/contract. It creates an expectation between parents and kids prior to them getting behind the wheel.
 - Kelly Powell was asked and agreed to do a presentation on Countdown2Drive at the September FOPC Meeting.
 - Consider incorporating school resource officers in the Countdown2Drive program or other safety belt efforts.
- Put a greater focus on driver's education.
- How do we target the 19-34 age group? Do we need to get more targeted advertisement to this age group?
 - Consider incorporating some sort of driver safety program in introductory college/technical school courses or orientations.
- Starting education early and continuing the education throughout school (while adjusting the program to target the age group appropriately) could be very effective. Social media campaigns would probably be more effective for the younger age group.
- Do we have data on states with high restraint use for certain age groups or focus groups that we could look to for guidance? We could identify some best practices they use and apply them to

Florida. We should also ask them about materials they are using that have been proven effective. Will provide an update at the next meeting.

- California is targeting the other people in the car, encouraging them to be the ones who tell others in the vehicle to put on their safety belt.
- Consistent social media presence related to occupant protection would be extremely beneficial for getting the message out to a broader and younger audience.
- Could we include the character we discussed yesterday and broaden it for multi-generational engagement? Can we provide resources to parents and grandparents to encourage their kids to wear their safety belts?
- The National Highway Traffic Safety Administration (NHTSA) has a How States Achieve High Seat Belt Use Rates publication. Review this and see if there is anything we could incorporate for Florida.

Action Plan Update – Danny Shopf, Cambridge Systematics

Coalition members reviewed the FOPC Action Plan and Danny asked them to provide updates to actions they are working on. Danny made updates to the FOPC Action Plan on-screen. Coalition members had the following questions and comments:

- LifeSavers is coming in 2020 so we could partner our Traffic Safety Symposium in coordination with LifeSavers?

Next Steps – Alison Tillman, University of Florida

Travel forms were distributed and Alison discussed travel reimbursement requirements and related information. Coalition members reviewed calendars to confirm the next meeting date and identify the date for the following FOPC meeting. Meeting dates are listed below:

- September 5–6, 2018 – Gainesville, Florida
 - The meeting will be held at the Gainesville Police Department and a room block is booked at the Double Tree Hotel
- Alison will send a Doodle Poll for the winter meeting to identify the two days most convenient to everyone.

Contact information for occupant protection questions:

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