



Florida Occupant Protection Coalition

Meeting Report

March 14–15, 2018

Prepared for:

Florida Department of Transportation

Prepared by:

Cambridge Systematics, Inc.



1.0 Attendees

The participants in the March 14–15, 2018 Florida Occupant Protection Coalition (FOPC) meeting are listed below.

Name	Organization	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"/>
Melissa Branca	Florida Students Against Destructive Decisions (SADD)	<input type="checkbox"/>
Melanie Brocato	Broward Sheriff Fire Rescue	<input type="checkbox"/>
Art Bodenheimer	Chief, Lake Alfred Police Department	<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 checked="" type="checkbox"/>
Jacqueline Edwards	Florida SADD	<input type="checkbox"/>
Leilani Gruener	Florida Department of Transportation, State Safety Office	<input 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 checked="" type="checkbox"/>
Sally Kreuzscher	The Children's Hospital of South Florida, Child Advocacy Program	<input checked="" type="checkbox"/>
Bevin Maynard	St. Joseph's Children's Hospital, Child Advocacy Center	<input type="checkbox"/>
Karen Morgan	AAA	<input type="checkbox"/>
Zakkiyyah Osuigwe	Escambia-Santa Rosa Safety Coalition	<input checked="" type="checkbox"/>
Kelly Powell	Safe Kids	<input type="checkbox"/>
Carmin Pullins	Florida Department of Transportation—District 4	<input type="checkbox"/>
Ginger Regalado	Florida Department of Transportation—District 7	<input type="checkbox"/>
Tonya Randolph	St. Joseph's Children's Hospital, Child Advocacy Center	<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"/>
M.R. Street	Florida Department of Health	<input checked="" type="checkbox"/>
David Summers	Trauma Agency, Health Care District Palm Beach County	<input type="checkbox"/>
Petra Vybrialova	Johns Hopkins All Children's Hospital	<input type="checkbox"/>
Moyra Willis	Tallahassee Community College	<input checked="" type="checkbox"/>
Coalition Support		
Danny Shopf	Cambridge Systematics	<input checked="" type="checkbox"/>
Alison Tillman	University of Florida	<input checked="" type="checkbox"/>

Others in Attendance:

- Krista Ott, Gainesville Fire Rescue

2.0 Meeting Notes – March 14

Welcome, Introductions, and Agenda

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

Chris asked Coalition members to divide into the three subcommittee—Education, Outreach, and Communications; Law Enforcement; and Occupant Protection for Children. He asked each group 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.

FOPC Communications Plan Update

Chris said FDOT is working with a consultant to draft a Communications Plan that includes information about what Florida is already doing for occupant protection and identifies key recommendations for improving Florida’s communications related to occupant protection. Coalition members had the following questions and comments:

- Is there a reason we are only doing a single week wave for Child Passenger Safety (CPS) Week? Sometimes the week or days selected for CPS week are not convenient for certain communities.

- Nationally, there is a focus on a single week with a seat check Saturday. However, there is nothing preventing Florida from expanding CPS Week to multiple weeks or doing multiple waves per year.
 - If Florida decided to do this, there would not be any support from the National Highway Traffic Safety Administration (NHTSA) on these additional efforts.
- Could we pair Click It Or Ticket (CIOT) with a CPS efforts? This would give us a national platform to increase the focus.
 - Law enforcement always includes child restraint violations in their CIOT Challenges.
 - Some agencies ask their child seat experts to participate in their enforcement check points so they can help adjust child safety seats when drivers are in violation.

Click It Or Ticket Update

Chris gave a presentation on the upcoming CIOT wave. Coalition members had the following questions and comments:

- When running Spanish ads, are we including “Click It Or Ticket” (in English) or are we translating that into Spanish as well?
 - We need to understand how we are promoting CIOT so we can have a better understanding of awareness in our post-survey process.
- Has any of our paid media gone toward advertising at movie theaters, especially targeted at films our target age group is interested in?
 - We have not done this type of advertising because of restrictions on what types of advertisements can happen at what times. We would only be eligible for advertising 30 minutes to 45 minutes before a movie which has become less effective. The marketing firm FDOT works with on the CIOT campaign rarely recommends investing in advertisements prior to movie screenings.
- Should we expect to have any change in how much we are spending on our media and communications outreach? Now that Florida has over 90% observed safety belt usage rates, will that change how much we are spending on advertising?
 - We have a similar budget as we did in 2017 so we should have something very similar in terms of a media package.
 - We are expecting more participation from law enforcement during the upcoming wave.
- If we do not have over 90% observed safety belt usage rate after this wave, will Florida be negatively affected?
 - There are different ways funding can be applied for states with an observed safety belt usage rate over 90%. However, Florida did not adjust their funding so we don’t expect any major negative affects due to a lower observed safety belt usage rate.

- Are there print materials that can be used to promote the CIOT wave?
 - About half of what is available in the Occupant Protection Resource Center (OPRC) is focused on general passenger restraint/safety. We are continually working on developing materials that would be helpful to promote the CIOT waves.
- Some businesses and organizations are uncomfortable with the CIOT message.
 - FDOT is working on identifying an appropriate alternative to “Click It Or Ticket” that businesses and organizations may be more comfortable using. FDOT would still encourage using the “Click It Or Ticket” message because it is consistent with NHTSA’s national message but would rather them perform some sort of marketing rather than doing nothing.

NHTSA National Data Report

Mark Solomon gave an update on data from a national perspective. He said there is a focus on nighttime safety belt use and rural safety belt use. With high observed safety belt usage, Florida will need to identify innovative enforcement methods to continue to improve the usage rate.

Mark said some states are considering different ways they can focus on messaging. NHTSA is giving attention to rear seat safety belts, which is an overlooked issue in occupant protection. NHTSA is encouraging laws that require safety belts for all seating positions because it would reduce the number of serious injuries and fatalities. NHTSA is conducting a nine-state study on rear passenger safety belt usage (Florida is not one of them). For the study, the nine states are divided into three groups—one group has a primary law for all positions, one has a primary law for front occupants but not occupants in the back, and the third has a secondary law for rear seat occupants. Coalition members had the following questions and comments:

- Is there anything that indicates that nighttime safety belt enforcement efforts are effective?
 - Some studies indicate that a daytime program will affect daytime usage rates and nighttime programs affect nighttime usage rates.
 - Some states require that a certain portion of their grants need to be focused on campaigns at nighttime.

Data Needs Discussion

Danny Shopf reminded the Coalition that FDOT is working on developing an Occupant Protection Fact Sheet that will include critical data and information about Florida’s occupant protection efforts. He said the fact sheet will be a good tool to share with partners to illustrate the efforts of the Coalition and high-level information about safety belt usage and unrestrained occupant fatalities and serious injuries in Florida. Danny presented several data points that FDOT is considering including in the fact sheet and asked Coalition members to identify additional data points they would find useful. Coalition members had the following questions and comments:

- Related to the age breakdowns, 75 is very different than 85. Could we have an additional break to separate the 85+ group?

- Related to age breakdowns, it is important to show 1–6, 6–12, and 13–15. That is how Florida’s law is delineated and could provide us with information necessary to illustrate the need for a change in Florida law.
 - We could also break up the data by school ages. Children 1–5, elementary school (6–10), middle school (11–13), and high school (14–18).
 - Consider breaking down further to under 2 since those are the rear facing and then 3–5 to cover Florida law. Then do the school ages (which lines up nicely with the NHTSA guidance).
 - This helps us focus on who we are targeting. This will also help us develop our materials for those age groups.
- Demographics could be a good addition.
- Consider including county and state of residence.
- Is there a way to include back seat fatalities?
- Inclusion of information on pickup trucks and occupants riding in the bed of pickup trucks was also discussed.

3.0 Meeting Notes – March 15

Recap of Day 1

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

FOPC Charter

Danny reviewed the FOPC Charter with Coalition members and asked them to provide comments and approve the Charter. Chris asked if any members were interested in volunteering to be the Chair of the FOPC.

- Coalition members agreed they would like to consider the responsibilities of becoming the Chair and would volunteer by the next FOPC meeting.

FOPC Membership Update

Danny asked Coalition members to consider the membership guidelines identified in the Charter and identify any potential gaps in membership that should be included on the Coalition. Members had the following recommendations:

- Remove Janice Martinez, Law Enforcement Liaison. She is no longer available to participate.
- The Coalition needs to have another representative from Florida Highway Patrol.
- The Coalition has included Judge Grube and Vin Petty (Traffic Safety Resource Prosecutor) on specific actions in the FOPC Action Plan related to diversion programs and model legislation. We will need to include them in future FOPC communications or identify someone with a prosecution/judicial perspective to include on the Coalition.
- Consider including representation from a medical school.
 - Do we have enough representation that is focused on pediatrics?
 - Zakkiiyah Osuigwe can reach out to medical representation.
 - We could ask Dr. Morya Willis what hospitals are receiving seats and ask if they would be interested in participating in the Coalition.
- NHTSA recommends Tribal Representation on all safety coalitions.
 - Alison Tillman may be able to identify someone.
 - MR Street may have a contact as well.
- Consider including rental car companies.
 - Sally Kreuzer can identify a potential contact at Hertz.
- It would also be beneficial to have insurance representation.
 - AAA is included on the FOPC and may be able to provide this perspective.
- The Coalition would benefit from a media/marketing representative.
 - Would someone from Saint John and Partners (SJP) be interested in participating as a volunteer?
 - The Florida Department of Transportation—District 2 uses Favorite Studios. Danielle Kessenger will reach out and gauge interest in participation.

- Steve Montiero is a retired FHP officer and now newscaster in Orlando. Greg Rittger may be able to make contact with him.
 - Consider identifying an earned media expert.
- Is there enough representation from our target groups?
 - Latino representation, for example.
- Should we include a representative from the Department of Highway Safety and Motor Vehicles (DHSMV)?
- We need to identify an education representative. Ideally, we would find someone that can provide us access to the schools.
 - Are there any consultant agencies that provide teaching assistance for schools?
 - School representation is easier to work with from the bottom up.
 - The Florida Parent Teacher Association (PTA) could be an option.
 - MR Street can work on identifying a representative from the School Nurse Association.
 - The Florida Association of Superintendents of Schools could be another option.
- Is the Coalition able to bring in experts from other states to present for one meeting to provide some best practices or strategies for carrying out our action plan?
 - Yes, we have that ability and have done this for other coalitions. Generally, we work as a Coalition within our subgroups to identify potential solutions and then bring in national experts to provide additional guidance. We prefer to approach it this way rather than getting them involved too early in the process.
- We could consider including judicial representation as needed.

Action Plan Implementation – Group Report Out

Danny asked each Coalition subcommittee to report out on their activities since the previous FOPC Meeting and their group discussions from Day 1.

Education, Outreach, and Communications

Al Roop provided an update on the Education, Outreach, and Communications Subcommittee's activities. He said a contract has been executed with Preusser Research Group and the CPS observational survey is coming up soon. He noted that CIOT is in May and the official observational survey is in June. The Public Opinion Research Lab is doing the post-wave public opinion research to identify who is hearing our messaging. Al gave updates related to the following actions:

- 1.1.1d – Preusser Research Group is compiling data and working on developing the white paper. A NHTSA representative has been identified and asked to pull occupant protection data for Florida from the FARS system.
- 1.1.1c – The subcommittee has the FARS data to work on additional data analysis that supports decision making.
- 1.2.1a – The subcommittee is identifying different marketing and education plans that are currently available and developing a survey to better understand what occupant protection actions are currently being taken. The subcommittee wants to identify what actions are happening and how they

are reducing unrestrained occupant fatalities and serious injuries. This will help with identifying gaps in our actions or audiences. The subcommittee will work with Coalition members to distribute the survey to their partners and networks. The subcommittee would like to have this completed by the end of the summer.

- 1.4 – The University of North Florida, Institute of Police Technology and Management (IPTM) hosts a traffic safety symposium and is working on getting safety belts and occupant protection representation at this symposium.

Law Enforcement

Charles Kane gave an update on what the Law Enforcement Subcommittee accomplished since the last FOPC Meeting. Charles reviewed the Law Enforcement portion of the FOPC Action Plan and provided a status update for the following:

- 2.1.1a – The Law Enforcement Subcommittee also developed a survey for Law Enforcement on safety belt usage, enforcement, and knowledge. The survey will be posted on the Florida Law Enforcement Liaison (LEL) website (www.floridalel.org) and be accessible by all law enforcement partners. Coalition members had the following questions and comments:
 - Could we ask specifically, what is the result of child seat violations?
 - Can we gather additional information such as county or agency type (police department or sheriffs department)? It would be good to understand how many responses you're getting from each region of the state.
 - This would only work if we include a disclaimer that users are completely anonymous.
- 2.2.1 – Charles reviewed the Law Enforcement Occupant Protection Instruction Card that includes a summary of Florida's Child Restraint Law and recommendations for the types of child restraints for each age group. The subcommittee is planning to create a training video that provides additional information to officers about CPS and supports the information on the Law Enforcement Occupant Protection Instruction Card. Coalition members had the following questions and comments:
 - Would we be able to incorporate the statute about children left in cars? Maybe this is something we could incorporate in the training video.
 - It would be helpful to incorporate a link to a website to provide to offenders so they can find additional resources on how to properly restrain themselves and their families.
 - We reference the OPRC and their web link on the card that should be a good resource for officers to follow up and find additional information to provide to offenders.
 - A commercial exception is not included on the Law Enforcement Occupant Protection Instruction Card to simplify the card and keep it small enough for officers to keep on their person at all times.

Occupant Protection for Children

Alison Tillman reviewed the Occupant Protection for Children portion of the FOPC Action Plan and provided a status update for the following:

- 1.2.1b – The subcommittee is working on identifying a contact list of medical personnel to share special needs seats information with and get their feedback.

- 3.3.1b – The subcommittee is working on identifying which agencies can agree to register the trailers for CPS trainings and events.
 - They are working on identifying additional technicians that can conduct seat checks and are focused on identifying quality instructors and quality technicians that consistently and effectively participate in CPS activities.
- 3.3.1e – There is a need for an annual CPS Instructor meeting. We have tried conference calls and they aren't as effective as in-person meetings. The in-person meetings help to validate the instructor and provide opportunities for coordination and collaboration. This will create better instructors and technicians.
 - Florida currently has 99 instructors with a little more than half of them active.
- 3.3.1f – Complete.
- 3.3.1d & h – The Department of Health (DOH) and FDOT are partnering to provide certificates of recognition for those technicians recertifying.
- 3.4.1a – Working with Ginny Hinson to get \$2 Difference materials for the OPRC to create and make available for purchase and distribution.
- 3.4.1b – The subcommittee is reviewing options for procedures for distribution of car seats from OPRC.
- 3.4.1c – The subcommittee is working on identifying a resource that can pay for items that cannot be purchased with NHTSA grant funds.
- 4.2.1a – Dr. Willis has a list of diversion programs for FDOT District 2 and FDOT District 3 started. The subcommittee will continue working on creating an inventory of diversion programs. Mark Solomon and Robert Chaffe downloaded the adjudication outcome for each unrestrained child citation in 2017. It is difficult to identify if these are truly diversions or if they are something else but the data should still be useful.
- 4.4.1b – Petra Vybrialova scheduled a meeting with Judge Grube to discuss Action Item 1.3.1c (Identify judicial champions to promote/encourage CPS diversion program).

Next Steps

Alison Tillman distributed travel forms and 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:

- June 27–28, 2018 – Gainesville, Florida
 - Will be staying at the DoubleTree Hotel on Butler Plaza instead of the Home2Suites.
- September 5–6, 2018 – Gainesville, Florida
 - Gainesville Police Department is the preference.

Coalition members had the following questions and comments:

- Multiple agencies are asking how the distribution of the car seats will go. How do we handle the extra car seats that weren't distributed due to the hurricanes?
 - The seats that weren't distributed due to the hurricane are still being distributed.

- Alison can provide members with a list of technicians that still have seats from 2017. The LELs will keep this list and can direct parents to the technicians that have extra seats.
- Half of 2018 funding will go toward seats for CPS week. The other half will go to the Matrix counties and CPS certification class events. Resources are being focused on our priority counties.

Contact information for occupant protection questions:

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