



# Florida Occupant Protection Coalition Occupant Protection Strategic Action Plan

**Updated March 15, 2018**

**GOAL 1: IMPROVE EDUCATION, COMMUNICATION, AND OUTREACH**

**Objective 1.1: Identify the target demographics and audiences who are riding unrestrained.**

**Strategy 1.1.1: Analyze crash, observational, and other data to identify key unrestrained audiences.**

*Strategy Leader:*

| Action Step # | Action Step Leader(s) | Description   | Performance Measures  | Notes   |
|---------------|-----------------------|---|---|---|
| 1.1.1a        | FDOT                  | Identify current and reliable sources of occupant protection data.  | 1. List of data sources compiled  |   |
| 1.1.1b        | FDOT                  | Collect occupant protection data needs and information from Florida’s Safety Coalitions via an annual survey.   | 1. Survey questions developed<br>2. Annual survey conducted<br>3. Survey results documented and presented to FOPC |   |
| 1.1.1c        | FDOT                  | Conduct analysis using Fatality Analysis Reporting System (FARS), hospital and injury crash data and observational survey data to identify and prioritize key unrestrained audiences. <ul style="list-style-type: none"> <li>• Include analysis of urban/rural, county of residence, age, gender, and other demographics data.</li> </ul> | 1. Yearly analysis conducted<br>2. Key unrestrained audiences identified and prioritized                          | FARS data has been collected and analysis is in progress. |

| Action Step # | Action Step Leader(s)       | Description   | Performance Measures                               | Notes  |
|---------------|-----------------------------|---|--|--|
| 1.1.1d        | Al Roop                     | Develop and present a white paper to the FDOT Safety Office that includes a prioritized list of suggested target audiences for material development. <ul style="list-style-type: none"> <li>Consider the list of target audiences identified during June 2017 FOPC meeting.</li> <li>Consider including children in car seats on golf carts, ATVs, and other Class 1 or Low-Speed Vehicles</li> </ul> | 1. White paper completed and delivered to the SSO  | Preusser Research Group is compiling data and development of the white paper is in progress. |
| 1.1.1e        | FDOT/ Cambridge Systematics | Post data and sources on the FOPC website   | 1. Data and sources accessible on the FOPC website |  |

**Objective 1.2: Establish a unified and comprehensive approach to deliver Florida’s occupant protection messages and materials.**

**Strategy 1.2.1: Develop an Occupant Protection Marketing and Education Plan that includes customizable materials for local partners.**

**Strategy Leader: FDOT**

| Action Step # | Action Step Leader(s)                | Description  | Performance Measures  | Notes   |
|---------------|--------------------------------------|--|---|---|
| 1.2.1a        | FDOT                                 | Establish a subcommittee, including representative(s) from FDOT Districts, law enforcement PIOs, for people with disabilities, the CPS community and marketing to support development of an Occupant Protection Marketing and Education Plan.<br><br>Include Andrea Atran, Tim Roberts, Fran Carlin-Rogers, Alison Tillman, Melissa Branca, and Kelly Powell | 1. Potential members identified and invited<br>1. Subcommittee established            | Ongoing.<br><br>Complete.   |
| 1.2.1b        | Marketing and Education Subcommittee | Identify and review current occupant protection marketing and education plan(s).   | 2. Overview of current marketing and education plans presented to FOPC                | In progress.  |
| 1.2.1c        | Marketing and Education Subcommittee | Review current special needs program(s) to determine effectiveness and strengths/weaknesses  | 1. Program(s) reviewed<br>2. Comprehensive list of strengths and weaknesses developed | Developing contact list of medical personnel to share special needs seats information with. |

| <b>Action Step #</b> | <b>Action Step Leader(s)</b>              | <b>Description</b>  | <b>Performance Measures</b>   | <b>Notes</b> |
|----------------------|---|---|---|--------------|
| 1.2.1d               | Marketing and Education Subcommittee      | Survey FDOT Districts, Florida safety coalitions, law enforcement Public Information Officers (PIOs), the child passenger safety (CPS) community, and others to identify existing occupant protection materials, programs, marketing strategies and audiences.  | <ol style="list-style-type: none"> <li>1. Survey questions developed</li> <li>2. Annual survey conducted</li> <li>3. Survey results documented and presented to FOPC</li> </ol> |              |
| 1.2.1e               | FDOT Marketing and Education Subcommittee | <p>Produce an Occupant Protection Marketing and Education Plan that:</p> <ul style="list-style-type: none"> <li>• Considers and refreshes or expands upon what is currently being done in Florida.               <ul style="list-style-type: none"> <li>○ Addresses target audiences the FDOT/SSO selects in response to the white paper developed in Action Step 1.1.1c.</li> </ul> </li> <li>• Includes a diverse set of print and digital informational/marketing materials.</li> <li>• Details toolkits and event materials for occupant protection professionals and law enforcement that can be branded for local use and/or distributed by community partners.</li> <li>• Identifies the various professionals and champions and provides talking points to promote occupant protection.</li> <li>• Identifies distribution networks for materials.</li> </ul> | <ol style="list-style-type: none"> <li>1. Plan finalized and delivered to SSO</li> <li>2. Plan presented to the FOPC</li> </ol>   |              |

**Strategy 1.2.2: Implement the Occupant Protection Marketing and Education Plan that resonates with unrestrained targeted audiences and prioritizes outreach and distribution efforts.**

**Strategy Leader: Subcommittee** - Andrea Atran; Tim Roberts Fran Carlin-Rogers; Alison Tillman; Melissa Branca; Kelly Powell

| Action Step # | Action Step Leader(s)   | Description  | Performance Measures   | Notes |
|---------------|---|--|--|-------|
| 1.2.2a        | FDOT  | Conduct focus groups to identify branding and messaging for targeted audiences identified in the Occupant Protection Marketing and Education Plan.   | 1. Focus groups convened<br>2. Focus group results presented to FOPC   |       |
| 1.2.2b        | FDOT (marketing representative)   | Develop branding strategies to deliver occupant protection messages that are consistent and can be localized.  | 1. Potential branding strategies presented to FOPC for input<br>2. Final branding strategies presented to FOPC   |       |
| 1.2.2c        | CUTR Design Team  | Develop a diverse set of FDOT/FOPC “branded” informational/marketing materials including digital, print, high-visibility content, social media, toolkits, and speaking points for each audience, as appropriate.   | 1. Draft information/marketing materials and formats presented to FOPC for input<br>2. Final information/marketing materials presented to FOPC                       |       |
| 1.2.2d        | M.R. Street<br>Fran Carlin Rogers<br>Danielle Brandiforte<br>Leilani Gruener<br>Juan Cardona<br>Janice Martinez<br>Karen Morgan | Develop strategic partnerships with Florida’s other safety and public health coalitions to gain their support and assist them with promoting occupant protection strategies to their key audiences.<br><ul style="list-style-type: none"><li>Develop or expand partnerships with other agencies, businesses, and coalitions to incorporate occupant protection information in their materials.</li></ul> | 1. List of potential partners developed<br>2. Number of new coalitions, agencies, and businesses that incorporate occupant protection information in their materials |       |
| 1.2.2e        | TBD   | Identify community partnerships best suited to distribute informational/marketing materials to identified target audiences   | 1. List developed  |       |

| Action Step # | Action Step Leader(s) | Description   | Performance Measures  | Notes |
|---------------|-----------------------|---|---|-------|
| 1.2.2f        | TBD                   | Distribute informational/marketing materials to target audiences through identified distribution networks.                              | <ol style="list-style-type: none"> <li>1. Number of target audiences reached</li> <li>2. Number of individuals reached within each target audience</li> <li>3. Number of materials distributed</li> </ol> |       |
| 1.2.2g        | TBD                   | Conduct surveys with occupant protection professionals and other partners every two years to assess efficacy of materials and approach. | <ol style="list-style-type: none"> <li>1. Survey questions developed</li> <li>2. Surveys conducted every other year</li> <li>3. Survey results documented and presented to FOPC</li> </ol>                |       |

**Objective 1.3: Expand Florida’s diversion program to educate CPS violators and provide an alternative to the financial consequences of CPS citations.**

**Strategy 1.3.1: Increase the number of diversion classes available for CPS law violators.**

**Strategy Leader: Leilani Gruener**

| Action Step # | Action Step Leader(s) | Description   | Performance Measures  | Notes |
|---------------|-----------------------|---|---|-------|
| 1.3.1a        | Morya Willis          | Identify the counties/agencies that have the diversion program available and usage data. <ul style="list-style-type: none"> <li>• Coordinate with team working on Action Step 4.2.1a.</li> </ul>              | <ol style="list-style-type: none"> <li>1. Summary of counties/agencies and available data provided to FOPC (combine with needs identified in 4.2.1a)</li> </ol> |       |
| 1.3.1b        | Morya Willis          | Identify best practice programs. <ul style="list-style-type: none"> <li>• Review CPS “classes” provided by County Health Departments to determine if they could be used for the diversion program.</li> </ul> | <ol style="list-style-type: none"> <li>1. Review of CPS “classes” completed</li> <li>2. Best practices programs/program components presented to FOPC</li> </ol> |       |

| Action Step # | Action Step Leader(s)    | Description  | Performance Measures  | Notes |
|---------------|--------------------------|--|---|-------|
| 1.3.1c        | Judge Grube<br>Vin Petty | Identify judicial champions to promote/encourage the diversion program.  | 1. List developed   |       |
| 1.3.1d        | TBD                      | Develop training, and materials in a quick reference format, for law enforcement on the diversion program.                           | <ol style="list-style-type: none"> <li>1. Draft program and materials presented to FOPC for input</li> <li>2. Program and materials developed</li> <li>3. Number of training sessions offered</li> <li>4. Number of officers trained</li> <li>5. Number of agencies with trained officers</li> </ol>                          |       |
| 1.3.1e        | TBD                      | Create a template for a diversion program handout that can be customized by law enforcement and given with a ticket.                 | <ol style="list-style-type: none"> <li>1. Draft handout template presented to FOPC for input</li> <li>2. Final handout presented to FOPC</li> <li>3. Number of agencies receiving template</li> <li>4. Number of agencies distributing handout with ticket</li> <li>5. Number of handouts distributed to motorists</li> </ol> |       |
| 1.3.1f        | TBD                      | Create a uniform certificate of attendance for all diversion classes and make available to diversion program managers for their use. | <ol style="list-style-type: none"> <li>1. Draft certificate presented to FOPC for input</li> <li>2. Final certificate presented to FOPC</li> <li>3. Number of diversion programs using certificate</li> </ol>   |       |

**Objective 1.4: Research possibilities of an annual or biannual state traffic safety symposium to include occupant protection, CPS, and occupant protection-related law enforcement tracks.**

**Strategy 1.4.1: Form a subcommittee to research, plan, and oversee the symposium’s occupant protection-related tracks designed to strengthen Florida’s occupant protection community and partnerships through professional education and networking.**

**Strategy Leader: Subcommittee – Melissa Branca; M.R. Street; Andrea Atran; Ginger Regalado; David Summers**

| Action Step # | Action Step Leader(s)      | Description   | Performance Measures  | Notes   |
|---------------|----------------------------|---|---|---|
| 1.4.1a        | Subcommittee will identify | Partner with other Florida traffic safety coalitions to plan and organize the symposium.  | 1. Funding and sponsors secured<br>2. Dates and location confirmed  | Identified Institute of Police Technology and Management (IPTM) as a potential partner. |
| 1.4.1b        | Subcommittee will identify | Determine beneficial information/presentations for each track.<br><ul style="list-style-type: none"> <li>Present national data/trends and how Florida compares and affects the statistics.</li> </ul> | 1. Speakers and moderators confirmed  |   |
| 1.4.1c        | Subcommittee will identify | Offer training/recertification for law enforcement and certified Child Passenger Safety Technicians (CPST).   | 1. Number trained (by group)<br>2. Number certified (by group)<br>3. Number recertified (by group)  |   |
| 1.4.1d        | Subcommittee will identify | Promote the conference among a broad array of traffic safety professionals and stakeholders.  | 1. Draft promotional material presented to FOPC for input<br>2. Final materials presented to FOPC<br>3. Distribution networks identified<br>4. Number of individuals registered<br>5. Diversity (by representation) of conference attendees |   |
| 1.4.1e        | Subcommittee will identify | Conduct the symposium.  | 1. Symposium conducted<br>2. Attendee post event survey presented to FOPC   |   |

**GOAL 2: ENCOURAGE ENFORCEMENT OF OCCUPANT PROTECTION LAWS AND INCREASE OCCUPANT PROTECTION AWARENESS AMONG LAW ENFORCEMENT**

**Objective 2.1: Reduce the number of law enforcement officers who are killed or injured due to not wearing their safety belt.**

**Strategy 2.1.1: Increase safety belt usage among law enforcement officers.**

**Strategy Leader: Law Enforcement Liaisons (LELs)**

| Action Step # | Action Step Leader(s)                          | Description   | Performance Measures   | Notes                       |
|---------------|--|---|--|-----------------------------|
| 2.1.1a        | Greg Rittger<br>Charles Kane<br>Michael Binder | Conduct a survey of law enforcement officers to determine whether or not they are wearing their safety belts.   | <ol style="list-style-type: none"> <li>1. Survey questions developed</li> <li>2. Annual survey conducted</li> <li>3. Survey results documented and presented to FOPC</li> </ol>  | Survey questions developed. |
| 2.1.1b        | Charles Kane                                   | <p>Support the LEL Program developed training that includes occupant protection information and best practices.</p> <ul style="list-style-type: none"> <li>• Provide data analysis from crashes involving emergency vehicles including contributing factors, <b>costs</b>, and liability data (injury claims).</li> <li>• Compile costs across the state to promote benefits of the training.</li> <li>• Develop a “leave behind” informational piece on the key information from the program.</li> </ul> | <ol style="list-style-type: none"> <li>1. Data analysis, including statewide cost comparison completed and summary presented to FOPC</li> <li>2. Draft informational piece presented to FOPC for input</li> <li>3. Final informational piece presented to FOPC</li> <li>4. Number of agencies receiving informational piece</li> </ol> |                             |
| 2.1.1c        | Tim Roberts                                    | Seek support of the Florida Sheriffs and Police Chiefs Associations (endorsements) to encourage law enforcement officers to become champions for safety belt use within their respective agencies.  | <ol style="list-style-type: none"> <li>1. Number of endorsements received</li> <li>2. Number of champions promoting safety belt use</li> </ol>   |                             |



**Objective 2.2: Deploy a comprehensive approach to deliver occupant protection information, messages, and materials to law enforcement officers.**

**Strategy 2.2.1: Increase the number of law enforcement officers who deliver messages on proper restraint use.**

**Strategy Leader: LELs**

| Action Step # | Action Step Leader(s)                              | Description   | Performance Measures  | Notes   |
|---------------|--|---|---|---|
| 2.2.1a        | Charles Kane                                       | Identify and promote programs that help law enforcement officers identify child restraint usage problems and solutions.   | <ol style="list-style-type: none"> <li>1. List of programs</li> <li>2. Number of agencies receiving information about programs</li> <li>3. Number of officers completing a program</li> </ol>   |   |
| 2.2.1b        | Charles Kane<br>Fran Carlin-Rogers<br>Morya Willis | Increase law enforcement officer participation in community CarFit training and events.   | <ol style="list-style-type: none"> <li>1. Number of officers participating in training</li> <li>2. Number of officers participating in events</li> </ol>  |   |
| 2.2.1c        | Charles Kane<br>Fran Carlin-Rogers<br>Morya Willis | Provide or create an “in a box” reference kit to help law enforcement officers recognize when restraints are not being used properly, particularly for children and older drivers. Reference kit to be included as materials in the Marketing Plan. | <ol style="list-style-type: none"> <li>1. Potential/draft reference kit presented to FOPC for input</li> <li>2. Final kit presented to FOPC</li> <li>3. Number of officers receiving reference kit</li> </ol>   | Law Enforcement Occupant Protection Instruction Card developed. |
| 2.2.1d        | Charles Kane<br>Fran Carlin-Rogers<br>Morya Willis | Develop “cookie-cutter” templates for law enforcement agencies to provide to the public that includes local information for CPS resources/fitting stations and CarFit events. Templates to be included as materials in the Marketing Plan.          | <ol style="list-style-type: none"> <li>1. Draft template presented to FOPC for input</li> <li>2. Final template presented to FOPC</li> <li>3. Number of agencies receiving template</li> <li>4. Number of agencies distributing handout</li> <li>5. Number of handouts distributed to the public</li> </ol> |   |

| Action Step # | Action Step Leader(s) | Description   | Performance Measures   | Notes                                  |
|---------------|-----------------------|---|--|--|
| 2.2.1e        | TBD                   | Incorporate proper restraint use, particularly for children and older drivers, into the law enforcement Academy/basic training.   | <ol style="list-style-type: none"> <li>1. Proper restraint use incorporated into Academy training</li> <li>2. Proper restraint use incorporated into basic training</li> </ol>   |  |
| 2.2.1f        | LELs                  | Identify roll call videos that align with FOPC’s mission, as well as reflect current law, policies, guidance, and best practices, and encourage their use to increase law enforcement participation in occupant protection enforcement and activities.  | <ol style="list-style-type: none"> <li>1. Roll call videos which meet the criteria identified annually</li> <li>2. List of videos meeting criteria provided to law enforcement agencies annually</li> <li>3. Number of agencies using videos which meet the criteria tracked annually</li> </ol> | Potential roll call videos identified. |
| 2.2.1g        | Charles Kane          | <p>Increase law enforcement awareness of external resources available for occupant protection, including:</p> <ul style="list-style-type: none"> <li>• Information available on the FOPC and Occupant Protection Resource Center websites;</li> <li>• Data hubs such as Florida’s Integrated Report Exchange System (FIRES), Signal 4, etc.; and</li> <li>• Train street level officers on the connection between traffic safety (including occupant protection) and crime data to target traffic safety hot spots.</li> </ul> <p>List of external resources to be included as materials in the Marketing Plan.</p> | <ol style="list-style-type: none"> <li>1. Number of officers accessing the websites annually</li> <li>2. Number of officers accessing data hubs annually</li> <li>3. Number of DDACTS occupant protection model courses offered and number of officers trained</li> </ol>                        |  |
| 2.2.1h        | TBD                   | <p>Increase the number of occupant protection law enforcement champions.</p> <ul style="list-style-type: none"> <li>• Seek out local businesses/organizations willing to help recognize law enforcement for occupant protection efforts.</li> </ul>   | <ol style="list-style-type: none"> <li>1. Number of new champions</li> <li>2. Number of businesses/organizations participating in recognition</li> </ol>   |  |

| Action Step # | Action Step Leader(s) | Description   | Performance Measures  | Notes |
|---------------|-----------------------|---|---|-------|
| 2.2.1i        | Tim Roberts (LELs)    | Conduct an annual survey of law enforcement officers to gauge their awareness, use and participation in resources developed under this strategy (2.2.1; in future years, consider combining with survey conducted in 2.1.1a). | <ol style="list-style-type: none"> <li>1. Survey questions developed</li> <li>2. Annual survey conducted</li> <li>3. Survey results documented and presented to FOPC</li> </ol> |       |

**GOAL 3: IMPROVE AND EXPAND OCCUPANT PROTECTION FOR CHILDREN**

**Objective 3.1: Ensure the CPS community has access to data resources and related contracts.**

**Strategy 3.1.1: Increase CPS related data available to pinpoint target areas for operational improvement.**

**Strategy Leader: Florida Department of Health (DOH)/M.R. Street and Morya Willis**

| <b>Action Step #</b> | <b>Action Step Leader(s)</b>            | <b>Description</b>  | <b>Performance Measures</b>  | <b>Notes</b> |
|----------------------|---|---|--|--------------|
| 3.1.1a               | DOH                                     | Identify and post a list of current and reliable sources of occupant protection data on the FOPC website, including: crash data, hospital data, car seat installation data (when a caregiver arrives/proper usage), and Emergency Medical Services (EMS) data to identify which kids are getting hurt, how they got hurt, and related factors (alcohol, distraction, etc.). | 1. List of data sources accessible on website  |              |
| 3.1.1b               | Alison Tillman<br>Cambridge Systematics | Identify contacts for each data source to ask for specific data needs and distribute/post on the FOPC website.  | 1. List of contacts accessible on website  |              |
| 3.1.1c               | Alison Tillman<br>Leilani Gruener       | Increase awareness of CPS technicians (techs) and instructors by revising the map available through the Florida Occupant Protection Resource Center (OPRC) to accurately reflect the number and location of each and work to ensure adequate support is available in those areas where few techs/instructors.   | 1. Revised map available on OPRC website<br>2. Number of counties meeting per capita guideline for number of technicians and instructors (guideline established in 3.3.1g) |              |

**Objective 3.2: Improve CPS marketing, education, and outreach efforts within the CPS community.**

**Strategy 3.2.1: Support implementation of the Occupant Protection Marketing and Education Plan.**

**Strategy Leader: Kelly Powell with Subcommittee (M.R. Street; Sally Kreuzcher; Petra Vybrialova; Amy Artuso; Karen Morgan; Alison Tillman; Ginny Hinton; Zakkiiyah Osuigwe; Tonya Randolph)**

| <b>Action Step #</b> | <b>Action Step Leader(s)</b> | <b>Description</b>  | <b>Performance Measures</b>  | <b>Notes</b> |
|----------------------|------------------------------|---|--|--------------|
| 3.2.1a               | Kelly Powell                 | Participate in the subcommittee to support development of an Occupant Protection Marketing and Education Plan (Action Step 1.2.1c).                               | 1. Number of meetings attended   |              |
| 3.2.1b               | Subcommittee                 | Identify existing materials, programs, and communication methods suitable for multiple audiences or environments, e.g., tribes, cultural, etc. (supports 1.2.1b). | 1. Overview of current materials, programs, and communication methods presented to FOPC  |              |
| 3.2.1c               | Subcommittee                 | Create talking points for local government/legislators to promote CPS.  | 1. Draft talking points presented to FOPC for input<br>2. Final talking points presented to FOPC<br>3. Number of entities/legislators receiving talking points |              |
| 3.2.1d               | Subcommittee                 | Create a single, uniform online forum for CPS professionals.  | 1. Draft online forum concept presented to FOPC for input<br>2. Final online forum concept presented to FOPC<br>3. Online forum accessible                     |              |

| Action Step # | Action Step Leader(s)                   | Description  | Performance Measures  | Notes |
|---------------|---|--|---|-------|
| 3.2.1e        | Subcommittee                            | Provide additional media support (e.g., social media posts press release templates, talking points, B-rolls, etc.) to those involved in CPS Week events.   | <ol style="list-style-type: none"> <li>1. Draft media support materials presented to FOPC for input</li> <li>2. Final media support materials presented to FOPC</li> <li>3. Number of individuals/entities receiving media support materials</li> </ol>   |       |
| 3.2.1f        | Subcommittee                            | Create toolkits for new technicians on how to start different programs (i.e. diversion, elementary, CPS events, and parent classes). <ul style="list-style-type: none"> <li>• Topics should include donations, funding, and partners.</li> </ul> | <ol style="list-style-type: none"> <li>1. Draft toolkits presented to FOPC for input</li> <li>2. Final toolkits presented to FOPC</li> <li>3. Number of individuals/entities receiving each toolkit</li> <li>4. Number of toolkits distributed</li> </ol> |       |
| 3.2.1g        | Alison Tillman<br>Cambridge Systematics | Post lists of updated fitting stations and CPS law diversion classes on FOPC and OPRC websites.  | <ol style="list-style-type: none"> <li>1. Current fitting station list posted on both websites</li> <li>2. Current diversion classes list posted on both websites</li> </ol>  |       |

**Objective 3.3: Maintain a cadre of trained CPS professionals who are available to serve all areas of the state and at-risk populations.**

**Strategy 3.3.1: Increase the quantity and quality of certified CPS technicians (CPST) and instructors (CPST-I).**

**Strategy Leader: Leilani Gruener**

| <b>Action Step #</b> | <b>Action Step Leader(s)</b>   | <b>Description</b>  | <b>Performance Measures</b>   | <b>Notes</b>  |
|----------------------|--|---|---|---|
| 3.3.1a               | Kelly Powell<br>M.R. Street<br>Sally Kreuzscher<br>Leilani Gruener<br>Alison Tillman | Review current CPS training needs and stipend program to determine effectiveness and strengths/weaknesses.  | 1. Program(s) reviewed<br>2. Comprehensive list of strengths and weaknesses developed   |   |
| 3.3.1b               | OPRC<br>Leilani Gruener  | Determine what is needed by current CPS professionals to maintain an appropriate number of trained CPS professionals who are available to serve all areas of the state and at-risk populations.                       | 1. Criteria identified  | Identifying agencies that can register CPS Trailers to support CPS professionals.       |
| 3.3.1c               | OPRC<br>Leilani Gruener  | Provide travel and other support (including scholarships) for certification requirement items.  | 1.Types of support, associated criteria, and application process identified<br>2.List of support and requirements provided on OPRC website<br>3.Summary of support received/denied provided annually to FOPC                      |   |
| 3.3.1d               | Petra Vybrialova<br>M.R. Street<br>Leilani Gruener<br>Alison Tillman                 | Provide non-monetary assistance for soon-to-be expiring CPSTs to encourage them to meet recertification requirements, e.g., providing mechanisms to more easily get seat checks and continuing education units (CEU). | 1. Types of assistance and associated criteria identified<br>2. Consistent process to assist CPSTs established statewide and outcomes tracked<br>3. Summary of assistance and impact on recertification provided annually to FOPC | DOH and FDOT are providing certificates of recognition to CPS technicians recertifying. |

| <b>Action Step #</b> | <b>Action Step Leader(s)</b>                                      | <b>Description</b>   | <b>Performance Measures</b>  | <b>Notes</b>  |
|----------------------|---|--|--|---|
| 3.3.1e               | Kelly Powell<br>M.R. Street<br>Sally Kreuzcher<br>Leilani Gruener | Conduct CPST instructor meetings annually for support and ideas.   | 1. Instructor meetings conducted annually  | Determined that conference calls are not effective and an in-person meeting is preferred. |
| 3.3.1f               | Alison Tillman<br>Leilani Gruener                                 | Collect, analyze, and report reasons individuals provide for not maintaining their certification and post on the OPRC website. | 1. Report presented to FOPC and posted on website  | Complete.   |
| 3.3.1g               | Alison Tillman<br>M.R. Street                                     | Find travel funds for instructors to attend district meetings, technical updates, and instructor meetings.                     | 1. Source of funding secured annually  |   |
| 3.3.1h               | M.R. Street<br>Sally Kreuzcher                                    | Establish a subcommittee to develop and oversee an annual recognition program for CPSTs and instructors.                       | 1. Subcommittee established<br>2. Draft categories and criteria for recognition presented to FOPC for input<br>3. Final categories and criteria for recognition presented to FOPC<br>4. Recognition program and criteria posted on FOPC and OPRC websites<br>5. Recognition awarded annually | DOH and FDOT are providing certificates of recognition to CPS technicians recertifying.   |
| 3.3.1i               | Leilani Gruener   | Identify priority counties where the CPST and instructor rate is lower than the target rate set by FDOT.                       | 1. Rates reviewed annually   | This will be completed by the next FOPC meeting.  |



**Objective 3.4: Ensure CPS materials and resources are available to all CPS programs.**

**Strategy 3.4.1: Increase availability of car seats, resources, and materials.**

**Strategy Leader: OPRC**

| Action Step # | Action Step Leader(s)              | Description  | Performance Measures  | Notes  |
|---------------|------------------------------------|--|---|--|
| 3.4.1a        | Ginny Hinton<br>Jeffery Bissainthe | Create marketing to Florida vehicle owners and increase awareness among Department of Motor Vehicles (DMV) office staff regarding the \$2 Difference car seat donation program during the license plate renewal process. | <ol style="list-style-type: none"> <li>1. Draft program informational pieces presented to FOPC for input</li> <li>2. Program informational pieces distributed to vehicle owners</li> <li>3. Program informational pieces and/or awareness training provided to DMV staff</li> </ol> |  |
| 3.4.1b        | TBD                                | Identify sources who could provide car seats and materials and post the information on the OPRC website and promote in emails and online newsletters.  | <ol style="list-style-type: none"> <li>1. List of sources compiled</li> <li>2. Sources accessible on FOPC website</li> <li>3. Source information routinely distributed to CSPTs and instructors</li> </ol>  | Identifying additional materials for the ORPC to create and make available for purchase. |
| 3.4.1c        | TBD                                | Identify potential supporters who could provide a wider variety of materials than print items (pens, keychains, etc.).   | <ol style="list-style-type: none"> <li>1. List of potential supporters compiled</li> <li>2. Supporters' information routinely distributed to CSPTs and instructors</li> </ol>   | Researching additional funding sources for a wider variety of materials.                 |
| 3.4.1d        | Leilani Gruener<br>CPS Tech (TBD)  | Explore options to allow ORPC to provide inspection station items including pool noodles, forms, scales, measuring tape, duct tape, safety belt repair information, signage, etc. in the form of a convenient "toolbox." | <ol style="list-style-type: none"> <li>1. Options for toolbox presented to FOPC for input</li> </ol>  |  |

**GOAL 4: IDENTIFY AND SHARE MODEL LAWS THAT WOULD INCREASE USE OF OCCUPANT PROTECTION DEVICES**

**Objective 4.1: Support efforts to make Florida a full safety belt requirement state.**

**Strategy 4.1.1: Support enhancement of current safety belt laws to include all passengers in all seating positions.**

**Strategy Leader: Melissa Branca and Kelly Powell**

| Action Step # | Action Step Leader(s)    | Description  | Performance Measures   | Notes |
|---------------|--------------------------|--|--|-------|
| 4.1.1a        | Mark Solomon             | Identify best practices and data available from other states.              | 1. Summary report of best practices and recommendations  |       |
| 4.1.1b        | Judge Grube<br>Vin Petty | Identify and share model laws that require rear passenger safety belt use. | 1. Identify model laws to be presented to FOPC for input<br>2. Final model laws posted on FOPC website |       |

**Objective 4.2: Enhance Florida’s diversion program for CPS violations.**

**Strategy 4.2.1: Support mandatory diversion programs for first offenders.**

**Strategy Leader: Sally Kreuzcher**

| Action Step # | Action Step Leader(s) | Description  | Performance Measures  | Notes   |
|---------------|-----------------------|--|---|---|
| 4.2.1a        | Morya Willis          | Identify where diversion programs are available, how they are being funded, and where they are being utilized. <ul style="list-style-type: none"> <li>Coordinate with team working on Action Step. 1.3.1a, 1.3.1b, and 1.3.1c</li> </ul> | 1. Summary of diversion programs provided to FOPC (combine with needs identified in 1.3.1a) | Summary of diversion programs started.<br><br>Adjudication outcomes for unrestrained child citations compiled for analysis. |

| Action Step # | Action Step Leader(s)  | Description   | Performance Measures   | Notes |
|---------------|--|---|--|-------|
| 4.2.1b        | Judge Grube<br>Vin Petty   | Identify and share model laws that include a mandatory diversion program for first time offenders.      | 1. Identify model laws to be presented to FOPC for input<br>2. Final model laws posted on FOPC website   |       |
| 4.2.1c        | Sally Kreuzscher<br>Petra Vybrialova<br>Kelly Powell<br>Morya Willis<br>Judge Grube<br>Vin Petty | Develop a standardized CPS diversion program that private organizations would be required to adhere to. | 1. Draft concept for standardized program presented to FOPC for input<br>2. Standardized program report for approval<br>3. Final program report posted on FOPC website |       |

**Objective 4.3: Expand protection for occupants of pickup trucks or flatbed vehicles.**

**Strategy 4.3.1: Support enhancement of current laws that allow passengers to ride in the back of pickup trucks or flatbed vehicles.**

*Strategy Leader: David Summers*

| Action Step # | Action Step Leader(s)         | Description  | Performance Measures   | Notes  |
|---------------|-------------------------------|--|--|--|
| 4.3.1a        | FDOT<br>Cambridge Systematics | Submit a request, on behalf of the FOPC, that pickup truck bed injuries and fatalities are included in the Crash Facts report.   | 1. Request submitted to TRCC   |  |
| 4.3.1b        | Judge Grube<br>Vin Petty      | Identify and share model laws that establish that a vehicle transporting occupants under 18 in areas primarily used for cargo shall not exceed certain low-speed restrictions. | 1. Identify model laws to be presented to FOPC for input<br>2. Final model laws posted on FOPC website | Coordinating with Judge Grube for additional guidance. |