



Florida Occupant Protection Coalition

Meeting Report

March 13-14, 2019

Prepared for:

Florida Department of Transportation

Prepared by:

Cambridge Systematics, Inc.



1.0 Attendees

The participants in the March 13-14, 2019 Florida Occupant Protection Coalition (FOPC) meeting are listed below.

Name	Organization	Attendance
Amy Artuso	National Safety Council	<input checked="" type="checkbox"/>
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 type="checkbox"/>
Danielle Campbell	Florida SADD	<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"/>
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"/>
Carrisa Johns	Orange County Sheriff's Office	<input checked="" type="checkbox"/>
Charles Kane	Florida Law Enforcement Liaison Program	<input 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"/>
Mostyn Mullins	Lake Placid Police Department	<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 type="checkbox"/>
Kelly Powell	Safe Kids	<input checked="" type="checkbox"/>
Carmen Blades	Florida Department of Transportation—District 4	<input type="checkbox"/>
Tonya Randolph	St. Joseph's Children's Wellness and Safety Center – Safe Kids	<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"/>
Bob Smallacombe	Palm Beach County Fire and Rescue	<input checked="" type="checkbox"/>

Mark Solomon	Preusser Research Group	<input checked="" type="checkbox"/>
Joe Steward	Florida Department of Transportation—District 5	<input type="checkbox"/>
M.R. Street	Florida Department of Health	<input type="checkbox"/>
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 checked="" type="checkbox"/>
Coalition Support		
Danny Shopf	Cambridge Systematics	<input checked="" type="checkbox"/>
Jasper Masciocchi	University of Florida	<input checked="" type="checkbox"/>
Patty Turner	University of Florida	<input checked="" type="checkbox"/>

2.0 Meeting Notes – March 13

Welcome, Introductions, and Agenda

Chris Craig, FDOT, welcomed members of the Florida Occupant Protection Coalition (FOPC) and asked each member to introduce themselves and note which agency/organization they represent. He reviewed the agenda for both days of the meeting.

Communications Plan Update

Danny Shopf, Cambridge Systematics, presented a draft of the Occupant Protection Communications Plan and asked coalition members to provide their input. He noted the goals of the plan are to increase safety restraint use among 18 to 34 year-old males and to increase safety restraint use among low use populations including African Americans, Hispanics, and pickup truck drivers. He reviewed the targeted audiences identified in the plan and outlined targeted markets with the highest representation of those targeted audiences. Danny reviewed the actions in the action plan and showed examples of media campaigns on www.clickitfla.com. Coalition members had the following questions and comments:

- It would be good to have ads targeted at how non-use is dangerous, even for the people that are using a safety belt.
- The Tallahassee area offers a great opportunity for marketing focused on the African American population.
- There needs to be more than printed materials available to market to pickup drivers.
- The advertisement shown focused on pickup truck drivers wasn't rural enough. Is there a way we can work with NHTSA to create an advertisement for pickup drivers with a more apparent rural setting?
- There is not enough representation of CPS in this plan. Is there a way to incorporate something related to CPS?

- This plan is focused on Florida's paid media efforts related to occupant protection. The state doesn't have any specific paid media campaigns focused on CPS and no funding sources available to start one.
- There is a perception that people are not very dissuaded by authority and law enforcement. Can the coalition work with NHTSA to make media focused on personal values and less about getting in trouble? It would be more effective to appeal to the emotions of people and their families.
- Could the FOPC coordinate with high schools and colleges with communications and graphic design programs to generate a wider variety of marketing materials. The coalition could sponsor a contest for students to design media that we can use for more targeted engagement.

Law Enforcement Survey Results

Tim Roberts, Law Enforcement Liaison (LEL), gave a presentation about the results of a survey given to law enforcement. The anonymous survey was designed to gather information about Florida law enforcement officers' understanding and perceptions of occupant protection issues. Coalition members had the following questions and comments:

- The FOPC should ensure there is adequate education for judges and officers to make them aware of and encourage the recommendation of diversion programs where they are available.
- Consider asking officers in a future survey if they would be more inclined to write a ticket if the fine was lower. Some officers have a hard time writing a ticket that is so expensive and this could be a good way to encourage more tickets related to safety belt usage.

CPS Mascot Update

Leilani Gruener, FDOT, shared an example of the ticket book with a CPS mascot FDOT has been developing with support from the FOPC for the Occupant Protection Resource Center (OPRC). She asked members to review and provide suggestions on the ticket book example. Coalition members had the following questions and comments:

- Coalition members made several design suggestions including:
 - The mascot is missing a glove on his left hand.
 - The space inside the letters on the cover needs to be filled in.
- Coalition members suggested replacing the text about how to wear a safety belt/child safety seat with images of what is correct and incorrect since many of the children receiving this ticket book are not yet reading.
 - Include an image of correct safety belt usage and child safety seat usage as well as a demonstration of non-usage and improper usage as examples of what is correct and incorrect.
- Consider giving the ticket book to CPS Technicians when they are doing their car seat checks. They can include it with the materials they are already giving the parents.

- Consider replacing the legislative references on the back page of the booklet with something designed for the children because the officer will already be providing the tip card with legislative references to the parents. Options include:
 - Word Search
 - Certificate to hang on the wall
 - Cutout safety badge

Safety Belt and CPS Survey Results

Mark Solomon, Preusser Research Group, provided an update on the observational safety belt usage survey and child passenger safety survey conducted in 2018. For the observed safety belt usage survey, 165 sites were observed during one-hour sessions conducted from 7 a.m. – 6 p.m. during all days of the week. The results of the survey indicate Florida safety belt usage increased again and is up to 90.6 percent, an all-time high for Florida!

For the child passenger safety survey, 200 sites were observed in the two highest population counties in each of Florida's designated market areas (DMA). Observers were located near daycares, shopping centers, recreational areas, and restaurants, as they are mostly likely to see vehicles transporting children. This survey was conducted between 8 a.m. and 6 p.m. on all days of the week for one-hour observation periods. The survey indicated that 94 percent of children between 0 to 3 were restrained, 78 percent of children between 4 to 5 were restrained, and 81 percent of children between 6 to 12 were restrained.

3.0 Meeting Notes – March 14

Recap of Day 1

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

FOPC Action Plan Implementation – Group Breakouts

Danny indicated that the FOPC Action Plan was reorganized to provide a more streamlined and easy to follow action plan. He asked coalition members to briefly review the action plan after which 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.

Action Plan Update

Subcommittee members provided updates to their action steps and Danny updated the FOPC Action Plan on-screen. A revised FOPC Action Plan can be found at www.floccupantprotection.com.

Next Steps

Chris reminded members about travel reimbursement and asked Jasper Masciocchi, University of Florida T2 Center to review the travel forms. She introduced Alyssa Mercadante who reviewed the travel reimbursement process. Chris noted the next meetings will be held in Gainesville and are scheduled for:

- May 22-23, 2019
- August 14-15, 2019

Contact information for occupant protection questions:

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

Jasper Masciocchi, UF T2 Center
Training Specialist
Phone: 352.273.1685
j.masciocchi@ufl.edu