



# Florida Occupant Protection Coalition

## Meeting Report

October 25-26, 2017

*Prepared for:*

**Florida Department of Transportation**

*Prepared by:*

**Cambridge Systematics, Inc.**



## 1.0 Attendees

The participants in the October 25-26, 2017 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 checked="" type="checkbox"/>
Jeffery Bissainthe	Florida Highway Patrol	<input type="checkbox"/>
Danielle Branciforte	Florida Students Against Destructive Decisions (SADD)	<input checked="" type="checkbox"/>
Melanie Brocato	Broward Sheriff Fire Rescue	<input type="checkbox"/>
Art Bodenheimer	Chief, Lake Alfred Police Department	<input checked="" type="checkbox"/>
Fran Carlin-Rogers	CarFit	<input type="checkbox"/>
Robet 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 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 type="checkbox"/>
Doreen Kobelo	Florida A&M University, Construction/Civil Engineering Technology	<input type="checkbox"/>
Sally Kreuzscher	The Children's Hospital of South Florida, Child Advocacy Program	<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"/>
Carmin 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 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 type="checkbox"/>
M.R. Street	Florida Department of Health	<input checked="" 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 checked="" type="checkbox"/>
Moyra Willis	Tallahassee Community College	<input checked="" type="checkbox"/>
<b>Coalition Support</b>		
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"/>

Others in Attendance:

- Melissa Branca, Florida SADD

## 2.0 Meeting Notes – October 25

### Welcome and Introductions

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

### FOPC Action Plan Review

Lorrie Laing, Cambridge Systematics, reviewed the FOPC Action Plan with coalition members. She identified action steps that were adjusted based on comments from the previous meeting and asked members to verify the adjustments were accurate. She also asked committee members to review and update action step leaders. A copy of the updated Occupant Protection Action Plan can be found on the meeting materials tab of the FOPC Website – <http://floccupantprotection.com/materials.html>.

### FOPC Strategic Plan Review

Lorrie provided coalition members with copies of the draft Occupant Protection Strategic Plan. She reviewed the plan, asked for member input, and made updates based on input from coalition members. A copy of the updated Occupant Protection Strategic Plan can be found on the meeting materials tab of the FOPC Website - <http://floccupantprotection.com/materials.html>.

### 2016 Crash Data Update

Danny Shopf, Cambridge Systematics, provided an update on fatality and serious injury data related to unrestrained occupants. Danny provided preliminary numbers for 2016 related to total unrestrained occupant fatalities and serious injuries; fatalities and serious injuries by sex; and fatalities and serious injuries

by time of day. Danny noted that this data would be included in an Occupant Protection Handout FDOT is developing to be used for educational purposes.

### **Health Data Update**

M.R. Street, Florida Department of Health, gave a presentation on the impact of motor vehicle-related injuries on public health, public health goals, and data sources. She reviewed useful health data sources (available at <http://floccupantprotection.com/resources.html>) including Florida CHARTS, Occupant Protection Resource Center, Safe Kids Worldwide, and Children's Safety Network.

### **Click It Or Ticket Phone Surveys – Overview of 2016 and Results**

Chris Craig presented on FDOT's Click It Or Ticket media survey and highlighted the following points during his presentation:

- A vast majority of all respondents (91.8%) claim to wear a seat belt "All of the time" when driving a motor vehicle.
- The Gainesville Designated Market Area (DMA) contains the most respondents that claim to "Rarely" or "Never" wear a seat belt when driving a motor vehicle at 5.3 percent of respondents.
- Compared to the total sample, individuals ages 18-34 were less likely to respond that they wear their seat belts "All of the time" at 87.2 percent.
- Respondents ages 55 and older are the most likely to wear their seat belt "All of the time" compared to other ages groups (96.0%).
- Respondents are more likely to believe that they are "Very likely" to receive a ticket if they do not wear their seat belt in 2017 (34.1%) compared to 2015 (28.5%).
- In 2015, 21.4 percent of respondents believed that seat belt laws were enforced "Very strictly", which has increased to 31.4 percent in 2017.
- Respondents believe they are more likely to have been stopped and ticketed for not wearing their seat belt if they "Rarely" or "Never" wear their seat belt (41.7%) than if they wear their seat belt "All of the time" (11.2%).
- A majority of the sample has seen or heard the Click It or Ticket message (85.8%).
- Over half of the sample has seen the Click It or Ticket message on an "Electronic Message Board over the Road" (53.1%) and on an "Outdoor Billboard" (52.6%).
- Of all respondents, 23.9 percent believe that "Advertising" would be the most effective way of encouraging seat belt use.

### **Observational Surveys – Overview and 2016 Results**

Mark Solomon, Preusser Research Group, provided an update on the results of Florida's 2016 Statewide Survey of Safety Belt Use and an update on Florida's first Observational Survey for Child Restraint Use. Mark provided background on the Statewide Survey of Safety Belt Use methodology and reminded members that

survey locations were reselected this year. He reported that Florida's 2017 statewide front seat safety belt usage rate reached an all-time high of 90.2 percent based on the results of this survey. Mark made the following comments about the results of the Statewide Survey of Safety Belt Use:

- For the first time, Florida front seat observed safety belt usage topped 90% statewide.
- Safety belt usage has generally shown an upward trend over time, increasing 8.5 percentage points since 2008 (81.7% to 90.2%).
- The 2017 results show that progress has been made but there is room for improvement.
  - Local roadways have lower belt use compared to higher volume roadways.
  - Occupants in pickup trucks have a downward pull on the statewide use rate.
  - Male occupants, occupants ages 16-34, and black occupants are lower use groups.
- Occupant protection programs should seek to use proven countermeasures that work to address disproportionately low use groups.

Mark then discussed Florida's first Observational Survey for Child Restraint Use. He gave a background on the types of child restraints surveyors that were trained and the target age ranges they were tasked with observing. The survey objectives were to:

- Provide an estimate of statewide child passenger restraint usage;
- Develop a method for year-to-year comparisons;
- Look at level of compliance for restraint type; and
- Track adherence to the recommendation that children up to age 12 ride in the rear seat.

Mark then commented on the results of the Observational Survey for Child Restraint Use:

- The 2017 survey found that 14 percent of the children observed were clearly unrestrained.

#### Children Ages 0-3

- The observations found these children were mostly in the second or third rear row of the vehicle (98%).
- Nearly all of these children were using some sort of restraint device (95%).
- Overwhelmingly this age group appeared using an age appropriate device (92%).

#### Children Ages 4-5

- The observations found this age group mostly riding in a second or third row of the vehicle (91%).
- Close to half of this age group (46%) were using booster seats or safety belts (22%).
- 22 percent of children in this age group were clearly unrestrained.

#### Children Ages 6-12

- The observations found this age group more split among front and rear rows of the vehicle.
- 16 percent of children in this age group were clearly unrestrained.
- Safety belt usage was more likely in the front row of the vehicle compared to the rear rows (89% vs 80%).

#### Role of the Parent/Guardian

- The survey found that children travelling with an unbuckled driver were far more likely to be unrestrained.

## 3.0 Meeting Notes – October 26

### **Recap of Day 1**

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

### **News from the National Safety Council**

Next Lorrie discussed an update from the National Safety Council (NSC) provided via handout by Coalition member Amy Artuso. Key points included:

- The NSC, with support from the National Highway Traffic Safety Administration (NHTSA), is working on an online Child Passenger Safety (CPS) basic awareness course specifically for Law Enforcement. The NSC welcomed involvement from Florida's law enforcement community. Chris Craig and Tim Roberts will represent Florida.
- The NSC stated they are very supportive of legislative advocacy on child restraints that aligns with NSC's mission and vision.
- The NSC and the National Child Passenger Safety Board (NCPBSB, of which Amy is Secretariat) would likely be able to highlight the many resources the FOPC Action Plan outlines for development once they are complete.

### **Kids (and Adults) As Cargo**

David Summers, Trauma Agency, Health Care District Palm Beach County, gave a presentation on legislation related to passengers riding in the cargo areas of vehicles. David provided an overview of the current statutes regarding passengers riding in cargo areas of vehicles and how the statutes have changed over time. David reviewed data between 2003-2009 (the most recent date the data was published in the Florida Department of Highway Safety and Motor Vehicles (DHSMV) Florida Traffic Crash Statistics report) related to fatalities and serious injuries to passengers (both adults and children) riding in the cargo area of a vehicle. David provided recommendations on how the statutes could be changed, specifically related to children riding in the cargo area of a vehicle, and shared an example of educational materials related to this issue.

FOPC members offered the following suggestion and question (response is in italics):

- We should review the fatality and serious injury data related to passengers in the cargo area of a vehicle. Is there a way to get that information even though it is no longer reported in the DHSMV Florida Traffic Crash Statistics report?

- *Yes, FDOT will work with DHSMV to get that data and provide it to the coalition at the next meeting. This information should help us understand if and how the situation has changed since 2009.*

### **Action Plan Implementation – Breakout Groups**

Lorrie asked coalition members to divide into three groups representing the first three goals in the FOPC Action Plan. Each group was asked to determine which action steps they will focus on and/or implement in 2018, identify three to five activities they will take to begin implementation including what resources they need to be successful. The groups identified the following actions to focus on in 2018:

#### **Education, Outreach, and Communications**

##### **Action Step 1.1.1a & b**

1. Andrea Atran will lead the development of an occupant protection (OP) and child passenger safety (CPS) survey to send to FOPC and the CPS community.
  - a. Danielle Branciforte will contact NSC to inquire if they can provide sample questions. (Lorrie Lynn, NSC already responded and said that the NSC research team is ready and willing to assist with the survey).
  - b. Chris Craig will send the NHTSA Occupant Protection Assessment questions sent to stakeholders to this action step team.

Notes: 1) include one or more questions about special needs programs to address 1.1.1b , and 2) include a question asking the respondent about their OP and/or CPS program to set up for the survey under action step 1.1.1c.

2. Draft questions will be presented at the March 2018 FOPC meeting for member input and the survey will be revised based upon the input received.
3. Matthew Muller will develop the survey in Qualtrics.
4. Alison Tillman, and Danny Shopf will send the survey via email in and request that FOPC members forward it to their members/individuals on their distribution list(s).

Resources Needed: May request Al Roop, Mark Solomon and Dr. Binder to assist with questions.

##### **Action Step 1.2.1c**

1. Andrea Atran will lead the development of a survey to identify existing occupant protection materials, programs, marketing strategies and audiences to be sent to key occupant protection and CPS partners and stakeholders.
2. Draft questions will be presented at the June 2018 FOPC meeting for member input; Chris Craig will send the survey to the Law Enforcement Liaisons (LELs) and others from whom input is needed; and the survey will be revised based upon the input received.
3. Matthew Muller will develop the survey in Qualtrics.
4. Alison Tillman, and Danny Shopf will send the survey via email in and request that FOPC members forward it to their members/individuals on their distribution list(s).

Note: Provide a link in the email message to the OPRC website to upload information or a photo of their materials. Consider adding a disclaimer for respondents that do not want their materials replicated and branded/tagged with the Florida occupant protection logo. Allow them to indicate that their program could be added to a list on the OPRC and FOPC websites as a resource for materials (if they choose this option they would need to include contact information for inquiries that would be posted on the websites).

Resources Needed: May request input on questions from Al Roop, Mark Solomon and Dr. Binder.

**Action Step 1.2.2e**

1. Andrea Atran will compile a list based upon the information provided in the surveys conducted in 1.1.1b and 1.2.1c and send to the FOPC.

Resources Needed: N/A

**Action Step 1.3.1a**

1. Morya Willis will contact agencies that have diversion programs, request data about who and how many are using the program, and report results at the March FOPC meeting.

Note: Kelly Powell (Occupant Protection for Children team) agreed to assist with this task and contact half of the agencies.

Resources Needed: N/A

**Action Step 1.1.1d**

1. Al Roop will secure Preusser's services to develop the white paper that includes a prioritized list of suggested target audiences for material development.
2. Preusser will review the Action Step 1.2.1c survey results and obtain input from the Education, Outreach, and Communications team to determine priorities for target audiences.

Resources Needed: Survey results from Action Step 1.2.1c.

**Law Enforcement**

**Action Step 2.1.1a** (2.2.1i will be the follow up to the initial survey of 2.2.1a)

1. Determine how best to distribute/collect response for the survey (e.g., by agency, county, Sheriff's Office, and/or officers?)
2. Develop survey questions
  - a. Greg Rittger has a draft list of questions and will send them out to the Goal Team Members. Add pre-questions for 2.2.1i.
3. Implement the survey
  - a. Qualtrics—Tim Roberts will send out survey(s).

Resources Needed: Contact lists, individuals to analyze the survey responses.

**Action Step 2.1.1c**

1. Draft/develop a letter from the FOPC to these two organizations to encourage their support.
2. Tim is meeting with the President of the Florida Sheriff's Association (FSA) in November 2017.
3. Tim is meeting with the Florida Police Chiefs Association (FPCA) Highway Safety Committee in January

Resources Needed: N/A

**Action Step 2.2.1g**

1. Identify historical orders of law enforcement (LE) agencies from the OPRC and other websites to promote materials on the ORPC.
2. Provide LELs with examples of the materials available for order from the OPRC to promote to their agencies (Local Area Network meetings).
  - a. Tim will get these materials at the end of this FOPC meeting and distribute November 2-3, 2017.
3. Plan a specialized training to provide prior to the Click It Or Ticket (CIOT) mobilization (April 2018).

Resources Needed: N/A

**Action Step 2.2.1b**

1. Thomas Banks (LEL) currently promoting CarFit participation by law enforcement officers (LEOs).
2. Promote within districts at LEL LAN meetings.
3. Work with Fran Carlin-Rogers to schedule CarFit events as needed.

Resources Needed: Work with Thomas Banks and the Safe Mobility for Life Coalition to determine other needs.

**Action Step 2.2.1f**

1. Publish availability of videos for 24 hour access.
2. Promote videos through LEL LAN meetings.
3. Continual review of available roll call videos for improvement (make sure the videos provided and promoted aren't old and outdated).

Resources Needed: IACP (International Association of Chiefs of Police) approved videos.

**Occupant Protection for Children**

**Action Step 1.3.1.a**

1. Petra will provide information on her CPS Course to Mark Solomon to create the framework of the Diversion Program Database/matrix.
2. MR Street will contact all Safe Kids Coordinators to identify available diversion programs and the counties they serve.

3. Petra will reach out to Judge Grube to identify available diversion programs and the counties they serve.
4. Kelly will reach out to Safety Councils to identify available diversion programs and the counties they serve.
5. Sally will perform an online search to identify additional diversion programs and the counties they serve.
6. Mark Solomon will take information provided in step 1-5 and create an inventory of available diversion programs.
7. Subcommittee will provide research to Mark Solomon by January.

Resources Needed: Potential questions for diversion programs - Does it exist; How is it funded; How is it utilized; Usage data (get program numbers and court numbers); Summarize.

**Action Step 3.1.1c**

1. Alison will contact Safe Kids to discuss the potential of allowing a CPS technician be listed in multiple counties to improve the map.
2. Create additional map that accounts for CPS instructors that work in multiple counties.

Resources Needed: N/A

**Action Step 3.2.1d**

1. Alison will work with IT to add map to the ORPC website.

Resources Needed: N/A

**Action Step 3.2.1b**

1. Alison will reach out to CPS technicians throughout the state to take inventory of the materials commonly used by CPS technicians in various different classes (diversion, elementary, CPS events, etc.).
2. Kelly will compile all information received from CPS technicians.
3. Danny will send out a Doodle Poll to the CPS Subcommittee to set up a recurring meeting (monthly/bi-monthly).

Resources Needed: N/A

**Action Step 3.3.1a; 3.3.1c; and 3.3.1d**

1. Alison will set up a call with the subcommittee to identify potential locations and potential vendors.

Resources Needed: N/A

**Action Step 1.4.1a**

1. MR has a grant that could fund an injury prevention conference specifically related to Occupant Protection.

Resources Needed: N/A

### **Next Steps**

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

- March 14-15, 2017 – Gainesville, Florida
- June 27-28, 2017 – Gainesville, Florida

Contact information for occupant protection questions:

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