



Florida Occupant Protection Coalition Meeting Report

September 5-6, 2018

Prepared for:

Florida Department of Transportation

Prepared by:

Cambridge Systematics, Inc.



1.0 Attendees

The participants in the September 5-6, 2018 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 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 checked="" 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 checked="" 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 type="checkbox"/>
Dewy Painter	South East American Indian Council, Inc.	<input type="checkbox"/>
Kelly Powell	Safe Kids	<input 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 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"/>
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 checked="" 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"/>
Alison Tillman	University of Florida	<input checked="" type="checkbox"/>
Jasper Masciocchi	University of Florida	<input checked="" type="checkbox"/>

Others in Attendance:

- Ximena Smith, FDOT

2.0 Meeting Notes – September 5

Welcome, Introductions, and Agenda – Chris Craig, FDOT

Chris 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.

Uniform Traffic Citation Update – Mark Solomon, Preusser Research Group

Mark provided an update on Uniform Traffic Citation Data. Coalition members had the following questions/comments:

- Law enforcement resources are down and because of that, citations are down in all areas, not just in occupant protection.
- Data on warnings are an important factor to consider. While the citations may be going down, warnings may be increasing, especially if officers believe the cost of tickets are too high to offenders.
 - There is not always a record of the warning but including any available warning data should help to create a more complete picture.
- The cost of tickets are high and diversion programs are helpful to mitigate the cost if an offender chooses to participate in a diversion program.

- Would law enforcement officers be more likely to ticket offenders if there was an option for the offender to take a diversion course and reduce the cost of the citation?

ClickItFla Website and Non-Ticket Media Options – Lani Gruener, FDOT

Lani provided an overview of the ClickItFla website, highlighting resources and information available to the Coalition related to the *Click It Or Ticket* message. She shared two options for non-ticket focused media options – *Buckle Up Florida* and *Click It Florida*.

In the future, the OPRC will produce select materials in an enforcement version (*Click It or Ticket*) and a non-enforcement version (*Buckle Up Florida* or *Click It Florida*) to accommodate partners and advocacy groups that are uncomfortable with the “ticket” portion of the *Click It Or Ticket* message. Coalition members had the following questions/comments:

- Consider including car seat information on the ClickItFla website.
 - This website is currently focused on the *Click It or Ticket* branding and media campaign.
- FDOT needs to ensure the right graphics are being used for billboard media. The font needs to be large and easily digestible at high speeds.
 - Chris Craig emphasized that because the paid media follows the National campaign, it will remain as *Click It or Ticket* and will not utilize the non-enforcement message.
- Both *Buckle Up Florida* and *Click It Florida* were promoted heavily in Florida in the past.
- Groups that were uncomfortable with the *Click It or Ticket* message may also be uncomfortable with the *Click It Florida* message because it is so closely related. *Buckle Up Florida* is a unique phrase that is still very closely tied to the style of the *Click It or Ticket* media campaign.
- Lani will send out a poll for members to vote on their preferred logo/message.

3.0 Meeting Notes – September 6

Recap of Day 1 – Chris Craig, FDOT

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

CPS Mascot Update – Chris Craig, FDOT

Chris reminded members that FDOT developed several options for a CPS character to include on CPS materials. At the June FOPC meeting, the Coalition identified their preferred CPS character and based on their input, FDOT updated the character. Chris showed the updated CPS character and asked members if they had additional comments. Coalition members had the following recommendations:

- Consider adding more color variation to the Seagull.
- This would be an effective tool for more than just law enforcement.
- Remove the words from the ticket book.
- There is interest in both Option B and Option C.

- Consider adding the ticket book to Option B.
- Does the character’s pose in Option A reinforce the whole point of the ticket book (issuing tickets to adults not wearing safety belts)? It illustrates what the kids should be doing.
- Is there a way we can poll law enforcement and get their opinion?

Occupant Protection Resource Center Materials Update – Alison Tillman, UF

Alison provided an update on the materials available through the Occupant Protection Resource Center. She shared sample materials with Coalition members and asked them to provide suggested for additional materials they would like to see in the Resource Center. Coalition members reviewed sample materials during the break and made suggestions on materials they would like to have made available in the Resource Center.

National Safety Council Digital CPS Check Form – Amy Artuso, National Safety Council

Amy showed a video about CPS Technicians and CPS Instructors, highlighting the benefits of the program and of child safety seats. She provided an overview of the Digital CPS Check Form project including how the project began, it’s funding sources, and national release. The Digital CPS Check Form is an optional resource for CPS Technicians that is intended to organize CPS data and ease reporting.

Other State’s Innovative Ideas for Occupant Protection – Lani Gruener, FDOT

Lani reminded members that at the last FOPC meeting, they reviewed the states with the highest safety belt usage rates. Coalition members were assigned states and asked to contact those states and inquire about innovative ideas/practices they believe helped them achieve a high safety belt usage rate.

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

Coalition members had the following comments:

Hawaii – found there was better compliance overall when a law was passed in 2013 that requires safety belt use for all ages in all seating positions. Children up to 12 are required to be in a child safety seat or booster seat depending on height and weight. Otherwise, their programs are similar to Florida’s.

Oregon – has a primary law for all seating positions. Children up to 12 are required to be in a child safety seat or booster seat depending on height and weight. They noted that their educational materials and media change annually to ensure the message continues to get attention.

Nevada – has similar practices and laws to Florida. Their observed safety belt usage rate has declined slightly since last year.

Georgia – uses external grants to support increased law enforcement activity related to occupant protection. Several law enforcement networks meet monthly, plus the state is supported by 47 law enforcement liaisons (LEL). Georgia is focusing on a Labor Day wave and has recently approved a primary law for safety belts in pickup trucks.

New Mexico – passed a primary safety belt law in 1986 and is the only state that assesses points on a license for non-compliance. Each year they host a 100 Days of Summer multi-focused program aimed at sustaining safety belt compliance throughout the summer months. New Mexico’s observed usage rate has declined slightly in recent years.

Illinois – has five Regional Traffic Safety Resource Centers (RTSRC) throughout the state. CPS check stations are located at each resource center and staff is always available to help install car seats. Illinois had a slight drop in observed usage rate this year. They noted the horse-and-buggy occupants which adds an additional population the RTSRC staff need to educate about CPS. The state is focused on male pickup truck drivers as they are one of their lowest use groups. Illinois developed plastic cling educational information and posted them in drive-throughs and other strategic locations where users may unbuckle and forget to put their safety belt back on.

Michigan – has been working with high schools/teens to focus on safety belt education.

New York – uses a “Buckle Up New York – Day and Night” campaign. They have similar education campaigns to Florida. They agreed to share pamphlets as a sample of their educational materials.

Action Plan Update – Danny Shopf, Cambridge Systematics

Coalition members reviewed the FOPC Action Plan. Danny asked them to provide updates to their action steps and made updates to the FOPC Action Plan on-screen.

Next Steps – Chris Craig, FDOT

Chris reminded members about travel reimbursement and asked Alison to review the travel forms. He noted the next meetings will be held in Gainesville and are scheduled for:

- November 28-29, 2018
- March 13-14, 2019

Contact information for occupant protection questions:

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