

Illinois RTSRC

Child Care Resources & Referral Network – <https://www.ccrn.com/Contact-Us.php>

Contact: Kerisa (Kari) kerisa@ccrn.com

- Keri runs the east central 18 counties in Illinois. The largest population in Keri's area is 150,000. The area has a few big communities where her group provides education and mainly focuses on child passenger safety for the past few years. Before that, teen safe driving and buckling up were a higher priority. Their group used to do trinkets and paper education materials but has not in the last few years. (Perhaps, that is why there is a drop in the seatbelt usage rate)
- Keri explained that with the high usage rate there is only a small portion not using their seat belt and it is hard to reach them. Her group uses a grass roots approach by partnering with locals to send messages out on receipts or with items given to folks who make purchases (eyeglass wipes). The Illinois daytime usage rate is higher (around 93%) and night time usage rate is lower.
- The challenges in Illinois include: horse and buggy interaction with vehicles, reaching male truck drivers (25-35), effective communication with high school students.

Additional Contacts:

- Illinois DOT – Occupant Protection leader Jessie Hopkins – out of office til Friday; leader of 7 RTSRC; leads the LEL, Grants (217) 557-2564
- Can also reach out to Kathy White – southern Illinois RTSRC

Programs:

- CPS
- Keri did mention that if a person in Illinois receives a ticket for improper child passenger restraint they can attend a car seat check and take the form back to the judge and the ticket will be dropped all together.
- There are 150 CPS Technicians in Keri's area of Central eastern Illinois. Keri focuses on helping technicians and instructors with establishing car seat programs, helping work events, and running an inspection station a few times a month. There are 1600-1700 technicians in the whole state of Illinois.
- Operation teen safe driving –national school year campaign IDOT funded for 7 -8 years,
 - Encourage and assist schools to apply for grants, serve as grant manager, community to increase belt usage,
 - student led program - students completed pre and post seatbelt survey, media contests with other schools,
 - Schools received extra money to school for contest winners and top 5 places, every school received \$2000,
 - RTSRC role – keep school on task with grant requirements, visit schools to offer technical assistance and help with staying on schedule, help arrange speakers, review budget, expenditures meet grant criteria, send top 5 winners to state completion
 - Schools received extra points for pre/post prom activities
 - Goal: 115 school apply for the grant
 - Grant period: 6 weeks; final report due after grant period; students prepare report
 - Challenges: heavy workload for teacher who led program at each school; state chose not to fund program anymore

Materials for handouts:

- Place static clings – banks in drive thru windows, any drive-thru (McDonalds, Wendys, Walgreens, CVS, ChikFila, Sonny's, Hungry Howies, Carwashes)
- Printed message on receipts at local stores where demographic groups are likely to shop/visit (rural king, Harley Davidson, etc.)
- During harvest time Sept & Oct. Grain & Corn elevators (bag of goodies to drivers that come in)
 - We usually have two crops a year in most areas of the state. There are lots of silos in the panhandle area along 90, & 110.
- Folks who have motorcycles also drive trucks; print message on receipt, handout sunglass wipes with CIOT message with purchase at HD

Partners:

- Locals; boots on ground approach (going to drive-thrus to ask them to place the cling in their window, visiting schools, approaching business owners to place message on receipts)
- Banks
- Silos
- Truck Drivers
- Static Clings in drive thrus
- Schools
- Rural King
- Harley Davidson
- Grain & Corn elevators (silos)

Illinois would like help with:

- Distracted Driving campaign
- Reach students earlier to set the tone – middle school
- Provide message to middle school students
- Reaching middle school parents through schools' communication platform
- Start local coalitions – Traffic Safety Teams
- Omish community – horse and buggies

Copley Memorial Hospital <https://www.rushcopley.com/health/classes-programs/>

Contact: Rodriguez (630)-978-4989 Marketing & communication relation left message 8/16/2018

Classes:

- Car Seat Safety – free class
- Becoming a Grandparent
- Brand New Dad

Illinois Association of Chiefs of Police Foundation <https://www.ilchiefs.org/>

left message 8/16/18

Boots on the Ground – specifics

Mel or Chad contact info. CPS technician trainings Liasons provide car seats

Regional Traffic safety Liason

CPS grant provides funding for car seats

Highway traffic safety plan

Occupant Protection LEL Supervisor oversee 189 grantees

Rincon Family Services <https://www.rinconfamilyservices.org/>
counseling program leader left message 8/16/18

Saint Francis Medical Center <http://www.stfranciscare.org/kids-in-safety-seats>
left message 8/16/18

Southern Illinois University –

Chair, School of Transportation Automotive Technologies Michael Behrman 618-453-4024 mbehr@siu.edu left message and sent email 8/16/2018

RTSRC agrees:

- a) To implement the Regional Traffic Safety Resource Center (RTSRC) program detailed in the grant application.
- b) The RTSRC must employ a CPS Technician who has successfully completed the National Standardized CPS Training program approved by NHTSA and has been certified as a CPS Technician for a minimum of two (2) years. National CPS Certified Instructor status is desirable but not mandatory
- c) The RTSRC's are required to participate in the annual Child Passenger Safety Week Campaign, the annual Memorial Day "Click It or Ticket" Campaign and the annual Labor Day "Drive Sober or Get Pulled Over" Campaign.
- d) To assist IDOT with the safety belt and Child Safety Seat use surveys.
- e) To actively participate in the IDOT/DTS Operation Teen Safe Driving Program.
- f) To coordinate or conduct a minimum of two (2) Standardized CPS Training program's in their region for new CPS technicians during the project year.
- g) To conduct a minimum of 12 educational presentations on occupant protection issues (CPS, Safety Belts, etc.) during the project year.
- h) To evaluate the effectiveness of the Regional Traffic Safety Resource Center program.
- i) To assist with alcohol-related programs such as "Drive Sober or Get Pulled Over." Campaigns.
- j) To participate in traffic safety related promotional events at the request of DTS