

Michigan Seatbelts

Impaired driving

Office of Highway Safety Planning

Use rate goal of 98%

OHSP high visibility enforcement

Supported by messages aimed at changing driving behavior

Proper use of car seats and booster seats will continue to be promoted through public education training and car seat distribution programs. Targeting booster seat use and encouraging belt use among tweens.

## **Michigan State Police Headquarters** Phone: 517-332-2521 called 8/27/2018

Strive for a Safer Drive students in development of peer to peer teen traffic safety campaigns

Competition for schools

Linda Fetch Michigan Police Dept gives out money for seat belts left message 8/27/2018

2016 94.5% Daytime Safety Belt Usage Rate

2015 92.8% Daytime rate

112 Child passengers injuries

Restricted Program Funding Sources - \$1164000 Occupant Protection FY 2018

Program Budgets FY 2018 \$1109000

Task 1 CPS \$685,000

Implement Michigan CPS Strategic Plan. Support public info and education campaigns

Provide car seats to technicians for distribution to up to 5000 low income families by 9/30/18

CPS training \$100,000 4 tech courses by 9/30/18

Fund 5 CEU by 9/30/18

CPS education and outreach by 9/30/18

One CPS tech in all 83 counties by 9/30/18

City of St Ignace \$80k Train up to 500 MDHHS employees by 9/30/18

[http://www.cityofstignace.com/index.php?page=Car\\_Seat\\_Program](http://www.cityofstignace.com/index.php?page=Car_Seat_Program)

City of St Ignace \$205k – retain all up counties participation in the KARS program by 9/30/18 . Train up to 16 new CPS techs ; distribute 1400 Car seats by 9/30/18

<http://www.cityofstignace.com/files/KARS%20Brochure%20Front.jpg>

Michigan State University

\$106k Evaluate the effectiveness of occupant protection programs – determine seat belt use rate; determine hand held device use rate

<https://www.egr.msu.edu/people/profile/gatestim>

Booster Seat Advertising and Outreach \$325k – Develop advertising to reach children ages 4-10 and parents – OHSP PI&E

Pickup truck shadow riders project 45k OHSP PI&E direct mailer

[https://www.michigan.gov/msp/0,4643,7-123-72297\\_64773---,00.html](https://www.michigan.gov/msp/0,4643,7-123-72297_64773---,00.html)



Strive for a Safer Drive (S4SD) is a teen driving initiative aimed at reducing serious traffic crashes, injuries, and fatalities among Michigan's most inexperienced drivers – teens. It is presented by Ford Driving Skills for Life (DSFL) and the Michigan Office of Highway Safety Planning (OHSP). All Michigan High Schools are eligible to apply.

Schools selected will receive \$1,000 to develop and implement a student-led, peer-to-peer traffic safety awareness campaign. Participating schools will submit a video or PowerPoint outlining campaign activities. Top-ranking schools will be presented with a plaque to recognize their outstanding work and cash prizes will be awarded to the top 5 schools.

Participating schools are eligible to send students to a free hands-on driving clinic with professional driving instructors. During the half-day Ride & Drive event, students will learn key skills and gain experience in the areas that contribute to more than 60 percent of teen crashes, including: hazard recognition, vehicle handling, speed and space management, distracted and impaired driving.

Questions about Strive For A Safer Drive may be sent to:

Tony Surman  
Program Coordinator  
Transportation Improvement Association  
[strive4asaferdrive@gmail.com](mailto:strive4asaferdrive@gmail.com)  
248-334-4971

Highway Safety Planning – Seatbelt safety coalition

S4SD teen safe driver program any high school; seat belt safety; observational seat belt program; go through within the high school; competition; possibly branch out to middle school age;

Michigan resources:

Occupant Protection program manager: Alyson Kechkaylo 517-284-3067 left message 8/27/18

[https://www.michigan.gov/documents/msp/2014MaterialsCatalog\\_460159\\_7.pdf](https://www.michigan.gov/documents/msp/2014MaterialsCatalog_460159_7.pdf)

**517-636-4256 Office Highway Safety Plan – Cindy (back next week)**

Graphics John Benallack 517-284-3048 left message 8/27/18

Section Chief Alisha Sledge 517-284-3140 left message 8/27/18

- [Media Inquiries/Public Information Officer](mailto:MediaInquiries@mi.gov): 517-284-3222

### *District 1 Headquarters*

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Lansing Post 8-4 call back before 4 pm