



Florida Occupant Protection Coalition Meeting Report

May 22-23, 2019

Prepared for:

Florida Department of Transportation

Prepared by:

Cambridge Systematics, Inc.



1.0 Attendees

The participants in the May 22-23, 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"/>
Danielle Campbell	Orlando Police Department	<input type="checkbox"/>
Fran Carlin-Rogers	CarFit	<input checked="" type="checkbox"/>
Robert Chaffe	Preusser Research Group	<input 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"/>
Ryan Hathaway	Okeechobee County Fire Rescue	<input checked="" type="checkbox"/>
Sarah Haverstick	Goodbaby International	<input checked="" type="checkbox"/>
Ginny Hinton	University of Florida	<input type="checkbox"/>
Andrew Hopkins	University of North Florida	<input type="checkbox"/>
Carrisa Johns	Orange County Sheriff's Office	<input type="checkbox"/>
Charles Kane	Florida Law Enforcement Liaison Program	<input checked="" 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 Kreuscher	Golisano Children's Hospital of Southwest Florida - SafeKids	<input type="checkbox"/>
Alan Mai	Florida Department of Health	<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 type="checkbox"/>
Krista Ott	Gainesville Fire Rescue	<input checked="" type="checkbox"/>
Dewy Painter	South East American Indian Council, Inc.	<input type="checkbox"/>
Thomas Pikul	Florida Highway Patrol	<input checked="" type="checkbox"/>
Kelly Powell	Safe Kids	<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"/>

Bob Smallacombe	Palm Beach County Fire and Rescue	<input checked="" type="checkbox"/>
Mark Solomon	Preusser Research Group	<input type="checkbox"/>
Joe Steward	Florida Department of Transportation—District 5	<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"/>
Mark Welch	Department of Highway Safety and Motor Vehicles	<input type="checkbox"/>
Moyra Willis	Concerned Citizen	<input checked="" type="checkbox"/>
Coalition Support		
Alyssa Mercadante	University of Florida	<input checked="" type="checkbox"/>
Jasper Masciocchi	University of Florida	<input checked="" type="checkbox"/>
Danny Shopf	Cambridge Systematics	<input checked="" type="checkbox"/>

2.0 Meeting Notes – May 22

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.

Charter and Subcommittee Structure

Leilani Gruener, FDOT, said that FDOT is working on formalizing an updated FOPC Charter and subcommittee structure. She said each subcommittee (Education/Communication/Outreach; Law Enforcement; Occupant Protection for Children) would be supported by an FDOT/Consultant staff person to provide additional guidance and resources. She asked each subcommittee to identify two subcommittee leaders that would be responsible for coordinating with the subcommittee members, setting up subcommittee meetings outside of the regularly scheduled FOPC meetings, and following up with action step leaders identified in the action plan.

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.

Strategic Action Plan Goal 1 – Education, Communications, and Outreach

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

Occupant Protection Data Update

Dr. Michael Binder, University of North Florida, gave a presentation on a survey to Florida’s safety coalitions and other partners. The survey was designed to gather information on what occupant protection materials are needed, the types

of occupant protection materials being used, and which other safety coalitions and partners are distributing those materials. He said 206 responses have been received with a large representation of responses from Safe Kids, the FOPC, Healthy Start, Florida's Community Traffic Safety Teams (CTSTs) and the Teen Safe Driving Coalition. Dr. Binder indicated that additional partner mailing lists have been identified and the survey will be sent through those channels as well. The survey also includes a section where respondents can provide suggestions for creative strategies to promote occupant protection. Coalition members had the following questions and comments:

- Consider changing the language in the survey to indicate “**car seat** checkpoints” so it is not confused with other types of checkpoints, such as DUI.

Paid Media Update

Chris Craig gave a presentation on the upcoming Click It or Ticket media campaign. He said the Click It or Ticket media campaign occurs annually during the months of May and June and includes increased education and enforcement for safety belt usage. Chris shared examples of TV commercials in English and Spanish, focused on the target audience of men ages 18-34 and secondary audiences of Hispanic men ages 18-34 and African American men ages 18-34. Chris noted that digital media, including social media, is becoming a large market for Florida's target audience and showed examples of ads that have been developed for YouTube, Facebook, and Instagram. Chris also noted that Florida uses digital billboards and variable messaging signs throughout the state to promote the Click It or Ticket message. Coalition members had the following questions and comments:

- Are we asking the universities to share this media with their students?
 - Some universities have but nothing has been formalized.

3.0 Meeting Notes – May 23

Recap of Day 1

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

Strategic Action Plan Goal 2—Law Enforcement Awareness of Occupant Protection

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

Florida Occupant Protection Resource Center Update

Jasper Masciocchi, University of Florida, provided an update on the Occupant Protection Resource Center (OPRC) including a data update on the number of and types of items ordered through the OPRC. She noted that activity books and window clings are among the most common items ordered. She also provided an update on the number of CPS professionals that are certified in Florida and the percentage of professionals that are getting recertified. FOPC members had the following questions and comments:

- FOPC Members requested the development of a pledge card to be included on the OPRC resource center website.
 - When the inventory is gone, we won't need the pledge cards to be signed anymore because participants don't need to sign for print items.
 - There are already options for pledge cards available on the OPRC website
- Could we get a more detailed report on what partners are ordering?
 - Yes, we can identify what partners are ordering and how many items they are ordering over time. This would help us figure out who we are reaching and who we need to target our outreach toward to get additional participation.
- How does car seat distribution work?
 - Car seats are available to:
 - » Technicians hosting a class (up to 6 seats at a time);
 - » Technicians providing seats to families below the poverty line in priority counties (up to 24 seats at a time);
 - » Technicians having an event during CPS Week (up to 24 seats at a time) as seats are available; and
 - » Technicians providing seats to families below the poverty line that were purchased through the \$2 Difference (number of seats purchased with the \$2 Difference donations collected in that county)
 - ❖ Seats must be distributed before additional seats can be ordered
- Could we get the poverty form needed for car seat distribution in Spanish as well as English?

- Jasper will work on creating a Spanish poverty form and provide an update at the August 2019 FOPC Meeting.
- How are the counties with the highest number of donations getting the word out about the \$2 Difference?
 - Materials were developed to post in DMVs. In the past, there have been efforts to engage DMV employees and educate them about the program to encourage them to promote the program.
- Could we update the breakdown of the data to show the number of seats ordered annually with notation of which counties were priority counties each year?
 - Jasper will work on creating a summary of the number of seats ordered annually by county and provide an update at the August 2019 FOPC Meeting.

Strategic Action Plan Goal 3—Occupant Protection for Children

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.

Hot Cars Training/Check to Protect

Amy Artuso, National Safety Council (NSC), provided an overview of the NSC and gave a presentation on children in hot cars. Amy noted the National Safety Council is focused on eliminating preventable deaths at work, in homes and communities, and on the road through leadership, research, education and advocacy. She highlighted the Road to Zero plan and associated strategies to eliminate roadway deaths by 2050. Amy indicated that the NSC has published materials about the dangers of leaving children in hot cars. Deaths to children in hot cars have occurred in all but three U.S. states during all months of the year. Amy concluded her presentation with a reminder that June is National Safety Month.

Strategic Action Plan Goal 4—Model Language to Increase Use of Occupant Protection Devices

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 meeting will be held in Gainesville and is scheduled for:

- August 14-15, 2019

Contact information for occupant protection questions:

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