



Florida Occupant Protection Coalition

Meeting Report

May 15-16, 2024

Prepared for:

Florida Department of Transportation

Prepared by:

Cambridge Systematics, Inc.

1.0 Attendees

The participants in the May 15-16, 2024 Florida Occupant Protection Coalition (FOPC) meeting are listed below.

Name	Organization	Attendance
Amy Artuso	National Safety Council	<input checked="" type="checkbox"/>
Thomas Aspey	Seminole Police Department	<input type="checkbox"/>
Andrea Atran	Florida Department of Transportation—District 2	<input type="checkbox"/>
William Berger	Florida Highway Patrol	<input type="checkbox"/>
Michael Binder	University of North Florida	<input type="checkbox"/>
Mark Boatright	Florida Highway Patrol	<input type="checkbox"/>
Art Bodenheimer	Lake Alfred Police Department	<input type="checkbox"/>
Danielle Campbell	Orlando Police Department	<input checked="" type="checkbox"/>
Ronda Cerulli	Florida Department of Health	<input checked="" type="checkbox"/>
Robert Chaffe	Preusser Research Group	<input type="checkbox"/>
Chris Craig	Florida Department of Transportation, State Safety Office	<input type="checkbox"/>
Kirk Geweniger	Brevard County Sheriff's Office	<input type="checkbox"/>
Jacob Gonzalez	Tampa Police Department	<input checked="" type="checkbox"/>
Willem de Greef	Florida Department of Transportation, State Safety Office	<input checked="" type="checkbox"/>
Leilani Gruener	Department of Highway Safety and Motor Vehicles	<input checked="" type="checkbox"/>
Ryan Hathaway	Okeechobee County Fire Rescue	<input type="checkbox"/>
Sarah Haverstick	Goodbaby International	<input type="checkbox"/>
Ginny Hinton	University of Florida	<input type="checkbox"/>
Andrew Hopkins	University of North Florida	<input type="checkbox"/>
Adam Harpstrite	University of North Florida, Institute of Police Technology and Management	<input type="checkbox"/>
Carrisa Johns	Orange County Sheriff's Office	<input checked="" type="checkbox"/>
Danielle Kessenger	Silver Linings Safety	<input checked="" type="checkbox"/>
Doreen Kobelo	Florida A&M University, Construction/Civil Engineering Technology	<input type="checkbox"/>
Margaret Susie Kolb	DeMond Kolb and Associates	<input checked="" type="checkbox"/>
Sally Kreuzscher	The Children's Hospital of South Florida, Child Advocacy Program	<input type="checkbox"/>
Alan Mai	Florida Department of Health	<input type="checkbox"/>

Name	Organization	Attendance
Gerald McCable	Florida Department of Transportation, District 7	<input type="checkbox"/>
Erin McDade	Florida Department of Transportation	<input checked="" type="checkbox"/>
Marilyn Merced	Traffic Safety Partner	<input type="checkbox"/>
Lisa Nichols	Wolfson Children's Hospital	<input type="checkbox"/>
Sharon Murchison	University of North Florida, Institute of Police Technology and Management	<input type="checkbox"/>
Julie Noble	Golisano Children's Hospital-Safe Kids SWFL	<input checked="" type="checkbox"/>
Christopher Norwood	Hendry County Sheriff's Office	<input checked="" type="checkbox"/>
Zakkiyyah Osuigwe	Santa Rosa County Development Services	<input checked="" type="checkbox"/>
Krista Ott	Gainesville Fire Rescue	<input checked="" type="checkbox"/>
Dewey Painter	Southeast American Indian Council, Inc.	<input type="checkbox"/>
Andrew Pidgeon	Palm Bay Police Department	<input type="checkbox"/>
Thomas Pikul	Florida Highway Patrol	<input type="checkbox"/>
Kelly Powell	Safe Kids	<input type="checkbox"/>
Tonya Randolph	St. Joseph's Children's Wellness and Safety Center – Safe Kids	<input type="checkbox"/>
Patrick Riordan	Florida Highway Patrol	<input type="checkbox"/>
Gregory Rittger	Orange County Sheriff's Office	<input type="checkbox"/>
Tim Roberts	Florida Law Enforcement Liaison Program	<input type="checkbox"/>
Al Roop	University of North Florida	<input type="checkbox"/>
Miranda Sargent	Santa Rosa County Sheriff's Office	<input type="checkbox"/>
Amy Stafford	Hendry County Public Safety	<input type="checkbox"/>
Morgan Stirling	Fort Walton Beach Police Department	<input type="checkbox"/>
Bob Smallacombe	Palm Beach County Fire and Rescue	<input type="checkbox"/>
Mark Solomon	Preusser Research Group	<input type="checkbox"/>
Petra Stanton	Johns Hopkins All Children's Hospital	<input checked="" 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"/>
Tony Threatts	Department of Highway Safety and Motor Vehicles	<input type="checkbox"/>
Stacy Tyrell	Florida Department of Transportation, District 7	<input type="checkbox"/>
Melissa Valido	Florida Teen Safe Driving Coalition	<input type="checkbox"/>
Kathryn Wall	Safe Kids Program Director	<input checked="" type="checkbox"/>

Name	Organization	Attendance
Mark Welch	Department of Highway Safety and Motor Vehicles	<input checked="" type="checkbox"/>
Moyra Willis	Traffic Safety Partner	<input type="checkbox"/>
Nick Wollschlager	Florida Law Enforcement Liaison Program	<input checked="" type="checkbox"/>
Coalition Support		Attendance
Jasper Masciocchi	University of Florida	<input checked="" type="checkbox"/>
Jacob Stevens	University of Florida	<input type="checkbox"/>
Wanda Tison	University of Florida	<input checked="" type="checkbox"/>
Patty Turner	University of Florida	<input checked="" type="checkbox"/>
Danny Shopf	Cambridge Systematics	<input checked="" type="checkbox"/>
Crystal Mercedes	Cambridge Systematics	<input checked="" type="checkbox"/>
Alan Amidon	Cambridge Systematics	<input checked="" type="checkbox"/>

2.0 Meeting Notes – May 15, 2024

Welcome, Introductions, and Agenda

Danny Shopf, Cambridge Systematics (CS), welcomed participants to the Florida Occupant Protection Coalition (FOPC) meeting and thanked everyone for joining. He facilitated a round of introductions, gave an overview of the agenda, and the meeting followed.

FOPC Strategic Action Plan Subcommittee Breakout

Coalition members split into subcommittee groups organized around each goal of the Strategic Action Plan. The subcommittee groups are organized around three goals:

- Enforcement
- Child Passenger Safety (CPS)
- Occupant Protection (OP) for Low Use Groups.

The subcommittee groups reviewed the action steps for their respective objectives. Each subcommittee will have a virtual check in meeting before the next coalition meeting.

CIOT Paid Media Presentation

Chris Craig, Florida Department of Transportation (FDOT), presented on the paid media activities for the Click It Or Ticket (CIOT) national enforcement and awareness campaign. He provided a timeline of the Memorial Day 2024 media and enforcement activities noting that paid media started on May 13th and will continue through June 2nd. The enforcement component will start on May 20th and continue through June 2nd. Chris emphasized that the Post CIOT awareness survey and the safety belt usage surveys will be conducted following the Memorial Day paid media and enforcement wave.

Next, Chris discussed the marketing strategy employed by the media vendor purchasing the advertisements in Florida's ten Designated Market Areas (DMAs) with an overall budget of \$1.5 million to reach the target audience of men ages 18-34. Chris then discussed the different mediums for the advertisements being purchased which included:

- 30 second spots on television and cable networks
- 30 second commercials on digital streaming applications
- 30 second video ads on Vizio smart TVs
- 30 second commercials on HULU
- 15 or 30 second video adds on YouTube
- 30 second video ads on Univision

Additional advertising spots included:

- 30 second radio spots
- 30 second audio on streaming services such as Spotify, Pandora, and Soundcloud.

Chris played examples of the radio and digital audio ads. He said additional video ads will be run on Facebook, Instagram, and Snapchat. Other types of advertisements included in the paid media strategy included billboards, vehicle wraps for transit vehicles, and gas station tv ads. Chris noted that Dynamic Messaging Signs (DMS) on the Florida Highway System will also be utilized to spread safety belt usage awareness. In total, the CIOT awareness campaign media investment is approximately \$1,500,000 for an estimated 30,608,818 impressions.

Chris emphasized the importance of the law enforcement partners participating in the enforcement component of the campaign. He noted that all agencies that receive subgrant funding are required to participate in the campaign. He said approximately 250 agencies participated last year and commended the efforts of the Law Enforcement Liaison (LEL) program for distributing educational and awareness materials for participating agencies to enhance their enforcement efforts.

Participants had the following questions and comments:

- Danielle Kessenger, Silver Linings Safety, asked if any ads were being run in movie theaters as part of the pre-roll prior to the film previews?
 - For pre-roll advertising, the national awareness campaigns would have priority for the ten minutes before previews, regional campaigns would have the preceding ten minutes, and the state campaigns would be slated for the ten-minute slot before the regional campaign. This means that state level campaigns would likely be playing thirty to twenty minutes before film previews start, which are already ten to fifteen minutes before the actual movie starts. There is also compelling market research that the target demographic of men ages 18-34 arrives right when the film is slated to begin. In many ways, state public information campaigns have almost completely stopped running ads in movie theaters.
- Danny asked if there was a difference in the cost of paid media this year due to the current election cycle.
 - It varies by media, the general trend is less time for higher cost, but the election cycle has not affected prices too dramatically yet, but that could change substantially in August.

Statewide Services and Support for Florida Child Passenger Safety Technicians and Instructors

Jasper Masciocchi and Patty Turner, University of Florida, (UF), presented on services provided through the Occupant Protection Resource Center (OPRC). Jasper reviewed the purpose, goals, objectives, and initiatives of the OPRC. She then discussed the programs and support services the OPRC provides. These programs and resources include:

- Resources for Diverse Safety Partners
- Child Passenger Safety Technicians/Instructors (PST/I) Education Support
- Child Passenger Safety (CPS) Outreach Support

The OPRC provides resources for a diverse set of safety partners through public education efforts and Jasper highlighted different examples for each type of partner. In reviewing the top five resources distributed over the past five years, Jasper emphasized that there were over 6,900 activity books and 3,750 bookmarks distributed totally overing 10,000 public education resources, many of which were available in Spanish and Creole. Additionally, the OPRC provides resources for CPST-I and law enforcement partners. Statewide services and support for Florida child passenger safety technicians and instructors included over 1,000 LATCH (Lower Anchors and Tethers for Child Restraints) manuals and 670 CPST student packages. Jasper noted that in Florida there are 1,356 CPS technicians, 88 instructors, and 2 instructor candidates. Additionally, the OPRC distributed 1,050 car seats with 180 car seats donated from the Florida Department of Highway Safety and Motor Vehicles (FLHSMV) from 2022-2023. Jasper noted that the CPS week is September 15-21, 2024, and that events associated with CPS week are eligible for car seat distribution as are CPST courses and events in other OP focus areas. The 2023-2024 FDOT Car Seat Focus Counties are as follows, counties where partners received car seats are denoted by an asterisk (*).

- | | |
|-----------------|----------------|
| - Bay* | - Indian river |
| - Broward | - Jackson |
| - Citrus* | - Levy |
| - Columbia | - Miami-Dade* |
| - Desoto | - Okeechobee* |
| - Duval* | - Orange* |
| - Gadsden | - Palm Beach* |
| - Hardee | - Pasco* |
| - Hendry | - Pinellas |
| - Hernando | - Putnam |
| - Highlands | - Sumter* |
| - Hillsborough* | - Suwanee |

The OPRC also provides educational support to CPSTs and CPST-Is. As of May 2024, 210 scholarships had been awarded, with 52 percent of the scholarship funds going to technicians and instructors in the FDOT Car Seat Focus Counties. Another component of the educational support provided by the OPRC is the Instructor Stipend Program which provides teaching stipends for CPS instructors who teach certification courses. She reviewed the program, eligibility, and the stipend amounts. The 2023-2024 CPST Focus Counties are as follows:

- | | | |
|-------------|----------------|---------------|
| - Baker | - Hernando | - Pasco |
| - Bay | - Hillsborough | - Polk |
| - Brevard | - Indian River | - Putnam |
| - Broward | - Levy | - Saint Johns |
| - Charlotte | - Marion | - Seminole |
| - Clay | - Monroe | - Suwannee |
| - Columbia | - Nassau | - Volusia |
| - Dade | - Okaloosa | - Walton |
| - Dixie | - Orange | |
| - Duval | - Osceola | |

The last component of the OPRC’s CPST-I Educational Support Program is the enrichment course, Safe Travel for All Children (STAC) which the OPRC supports through course announcements, approvals, license fees, materials preparation, and instructor teaching stipends.

Additionally, the OPRC also provides CPS outreach support through National Digital Car Seat Form (NDCF) Training, CPS Fitting Stations tracking, and other statewide and community services. New initiatives pending FDOT approval include NDCF data entry training, biannual newsletters related to the NDCF dashboard, additional CPS courses and car seat checks, and a CPST-I survey to document and share best practices with CPS partners.

Participants had the following questions and comments:

- Amy Artuso, National Safety Council, applauded the OPRC’s development and distribution of educational materials, noting that it’s a higher standard of support than in other places. She also noted the significance of the NDCF data entry training and how that could be a model for other states.
- Zee Osuigwe, Santa Rosa County Development Services, praised the continuous improvement with the NDCF training.
- Wanda Tison, UF, asked what the OPRC can do to make reporting easier for CPS instructors and technicians and what ideas and recommendations they have for improving the OPRC educational and support services.
 - Petra Stanton, Johns Hopkins Children's Hospital, said that it's good for the OPRC to know that many CPS professionals are often away from their desks.

- Wanda thanked Petra for reminding participants of that fact and noted that instructors and technicians can also call the OPRC as opposed to using email.
- Zee suggested the development of a catalog of all materials to streamline the ordering process.
 - This is a good suggestion that will be realized once the Florida Traffic Safety Resource Center (FTSRC) is finalized and published online.
- Krista Ott, Gainesville Fire Rescue, commended the CPS fitting station mapping project since before that project there was not a way to track what was requested and what was received.
- Julie Noble, Golisano Children's Hospital-Safe Kids SWFL, thanked the OPRC team for being open to hearing and implementing the coalition's feedback.

Public Comment Period

There were no public comments.

Day 1 Recap

Danny provided a brief recap of Day 1, thanked everyone for their participation and reminded coalition members that Day 2 of the FOPC meeting would be at the Gainesville Police Department at 9 am.

3.0 Meeting Notes – May 16, 2024

Recap of Day 1

Danny welcomed participants and thanked everyone for attending Day 2 of the FOPC meeting. He gave a brief recap of Day 1, reviewed the Day 2 agenda, and the meeting followed.

Occupant Protection Model Language Review

Danny led the coalition through the latest drafts of the Occupant Protection Model Language documents that describe existing Florida Statutes (F.S.), their limitations, proposed changes, and justification for the proposed changes to **F.S. 316.614 – Safety Belt Usage** and **F.S. 316.613 – Child Restraint Requirements**.

The FOPC recommended changing the model language format so that the strikethrough and fonts do not hinder the readability of the document so that strikethrough is changed to red font, language that is added is green font, and modified language is yellow.

The FOPC agreed to the proposed changes to F.S. 316.614 and recommended the following changes:

- Change “seated position” to “seating position” throughout.
- Consult the Traffic Safety Resource Prosecutor for the last line of section (2), “as entered on July 17, 1984...” and consider changing “entered” to “amended.”
- Under (2) Consider changing “car” to “motor vehicle” or “passenger vehicle” based on Federal Motor Vehicle Safety Standard 208.
- Under section (3) consider adding subsection (d) that defines seating position.
- Under section (5) strikethrough 18 years or older.

The FOPC agreed to the proposed changes to F.S. 316.613 and recommended the following changes

- Consider updating the statistics in the rationale section utilizing the following sources:
 - [American Academy of Pediatrics Child Passenger Safety Policy Statement – November 2018](#)
 - [American Academy of Pediatrics CPS webpage](#)
 - [American Association for the Surgery of Trauma – Child Passenger Safety Recommendations](#)
 - [NHTSA’s Car Seats and Booster Seats webpage](#)

Legislative Updates

Danny provided an overview of recent legislative updates and opened the floor for coalition members to discuss items of interest that occurred during the 2024 Florida Legislative Session. The coalition noted that April is now Hot Car Prevention Month due to the passage of Ariya's law, [SB 554 \(2024\)](#). In addition to the designation, the law encourages Florida state agencies such as the Department of Children and Families, the Department of Health, the Department of Highway Safety and Motor Vehicles, as well as local governments, to sponsor events that promote public awareness of leaving a child unattended in a motor vehicle and methods to prevent hot car deaths of children. [SB 690 - Prevention of Pediatric Vehicular Heatstroke](#) which would have required motor vehicles be equipped with an alarm system that prompts the driver to inspect the vehicle for unattended occupants before exiting did not pass and died in the transportation committee. The coalition noted that there were not bills related to seat belts or child passenger safety introduced this legislative session despite often being introduced in previous years

Participants had the following questions and comments:

- Petra and Amy said that there is traction for a heat stroke coalition and task force starting in Florida
- Lelani Gruener, FLHSMV, noted that FLHSMV's legal analysis did not recommend passage of SB 690 due to inconsistencies in the pricing of alarm systems, as well as the limited ability to maintain and monitor the alarm systems.
- Danielle Kessenger, noted that National Car Death Prevention Day is May 1st and asked if Texas and California have similar or different awareness campaigns. According to the [National Safety Council Hot Car Deaths Dashboard](#) Texas leads the nation in child heatstroke deaths in vehicles with 144 deaths since 1998. Florida follows with the second highest number of child heatstroke deaths in vehicles since 1998 at 111. California is third with 57 total child heatstroke deaths in vehicles since 1998.
- Rhonda Cerulli, Safe Kids Treasure Coast, noted that the awareness campaign may be considered an unfunded mandate that can stretch already overburdened event coordinators without providing additional resources.
 - Chris Craig noted that social media qualifies as awareness and said that the new law does not specify the level and extent of the awareness campaign so that agencies with limited capacity to take on new initiatives can still engage the public.
- Danielle Kessenger noted that the new hot death prevention task force could create a prestigious award that incentivizes agency participation. She also asked for a status update on the hot car tip card the coalition has been developing over the last several meetings.
 - Chris Craig said that the tip card is awaiting approvals from NHTSA and FDOT Communications before printing.

Florida Laws Vehicle Definitions

Nick Wollschlager, LEL, presented on the many vehicle definitions detailed in Florida's laws. He said he will be presenting this information on a quarterly basis throughout his LEL district and noted that the presentation will be provided and distributed to partner agencies as well. Nick noted that the presentation is due to feedback expressing confusion related to the numerous and sometimes conflicting statutes defining a motorcycle, an autocycle, bicycle, electric bicycle, scooter, moped, or other micromobility device.

Action Plan Report Out

Danny led the coalition in the Action Plan Report out. Action Step leaders provided updates on their respective action steps. Updates are available in Appendix A.

Public Comment Period

There were no comments from the public.

Wrap Up and Next Steps

Danny noted the following FOPC meetings are scheduled to be held in-person in Gainesville, Florida.

- August 5-6, 2024

Adjourn

The coalition meeting ended at 11:23 pm

Contact information for occupant protection questions:

Chris Craig, FDOT

Traffic Safety Administrator

Phone: 850.414.4009

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Willem de Greef, FDOT

Traffic Safety Program Manager

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Patricia Turner, UF T2 Center

Safety Resource Center Program
Manager

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Florida Occupant Protection Strategic Action Plan

Updated May 16, 2024

GOAL 1: PROGRAM MANAGEMENT

Objective 1A: Meeting Facilitation and Progress Tracking

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	May 2023	Nov 2023	Feb 2024	May 2024
1A.1	FDOT Cambridge Systematics	Quarterly	Conduct quarterly Florida Occupant Protection Coalition (FOPC) meetings.	Number of meetings conducted annually	In-person meeting conducted 05/10/2023 & 05/11/2023	In-person meeting conducted 11/15/2023 & 11/16/2023	In-person meeting conducted 02/21/2024 & 02/22/2024	In-person meeting conducted 05/15/2024 & 05/16/2024
1A.2	Cambridge Systematics	Quarterly	Update progress on Occupant Protection (OP) Strategic Action Plan strategies to include recent implementation activities.	Action Plan progress updated quarterly	Posted on website	Posted on website	Posted on website	Posted on website

Objective 1B: Data Analysis/Reporting

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	May 2023	Nov 2023	Feb 2024	May 2024
1B.1	Cambridge Systematics	Annual	Develop an Annual OP Fact Sheet.	Fact sheet developed and posted on FOPC website and publicized	Will present at August FOPC meeting.	Waiting on FLHSMV Data.	CS analyzing data	Under Review. Will present at Q4 FOPC Meeting
1B.2	Robert Chaffe Mark Solomon	Annual	Review Florida's OP traffic records related data annually and determine if target audiences have changed.	Data analyzed and target audiences adjusted (if applicable)	Reviewed latest traffic records; no change needed at this point	Reviewed latest traffic records; no change needed at this point	Reviewing latest traffic records; will update accordingly	Reviewing latest traffic records; will update accordingly
1B.3	Andrew Hopkins Amy Stafford	Annual	Increase the number and availability of OP data sources.	Information for all applicable data sources available on FOPC website and publicized (i.e., Signal Four, etc.)	Working on identifying a DOH representative to provide a data perspective	Working on identifying a DOH rep.	Exploring Biospatial	Exploring Biospatial
1B.4	Patty Turner Andrew Hopkins	Annual	Analyze OP data to understand trends and challenges specifically for minority populations.	Data analysis conducted annually and posted on FOPC website and publicized	Reviewed FARS data related to minority populations. Will provide an update at a future meeting	Using COIT Awareness Survey to identify minority population awareness.	Analyzed survey history. Low awareness for primarily Spanish speaking households.	Analyzed survey history. Low awareness for primarily Spanish speaking households.

Objective 1C: Policies and Best Practices

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	May 2023	Nov 2023	Feb 2024	May 2024
1C.1	Jasper Masciocchi	Biennial	Review literature and interview states above the national average observed use rate to identify innovative strategies and best practices.	Research conducted; Interviews conducted.	Ongoing.	Considering an approach to evaluate national best practices rather than states.	Reviewing national and peer state best practices	Identifying priority best practices for FOPC consideration
1C.2	Jasper Masciocchi Danielle Kessenger	Biennial	Review literature and interview states above the national average observed CPS use rate to identify innovative strategies and best practices.	Research conducted; Interviews conducted.	Priority states identified.		Ongoing	Ongoing
1C.3	Willem de Greef	Quarterly	Regularly coordinate with other Florida traffic safety coalitions to identify education and enforcement opportunities across Strategic Highway Safety Plan (SHSP) Emphasis Areas.	Number of traffic safety coalitions coordinated with (annually).	Attending upcoming coalition meetings.	Attending upcoming coalition meetings.	Attending upcoming coalition meetings.	Attending upcoming coalition meetings.

Objective 1D: Maintain a Robust and Active FOPC Membership

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	May 2023	Nov 2023	Feb 2024	May 2024
1D.1	FDOT	Quarterly	Review meeting attendance of existing membership and connect with members that have not attended the previous two meetings to ensure they still intend to participate.	Members contacted; meeting attendance increased.	Focused on increasing representation on outreach and low use groups.	Focused on increasing representation on outreach and low use groups.	Focused on increasing representation on outreach and low use groups.	Focused on increasing representation on outreach and low use groups.
1D.2	Susie Kolb Dewey Painter Petra Stanton	Quarterly	Expand FOPC membership to include Florida business leaders, tourism leaders, civic organizations, trade and medical associations, insurance companies, Florida Highway Patrol (FHP), and Florida Department of Education, and others deemed to benefit the Coalition's mission and objectives.	Potential members identified and contacted; number of new representatives participating.	In contact with Miccosukee Tribe (Susie) Coordinating with school district (Susie) - Brevard (Andrew) - Orange (Danielle)	In contact with Miccosukee Tribe (Susie) Coordinating with school district (Susie) - Brevard (Andrew) - Orange (Danielle)	Ongoing coordination with Miccosukee Tribe (Susie)	Ongoing. Also looking at Pediatricians

Objective 1E: Research and Track Best Practices Related to Emerging Technologies Impacting OP Strategies

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	May 2023	Nov 2023	Feb 2024	May 2024
1E.1	Danielle Campbell Carissa Johns	Annual	Annually inventory vehicle safety features related to occupant protection to determine if educational materials need to be created.	Safety feature inventory updated (annually).				Resources available at www.mycardoeswhat.org/
1E.2	Carissa Johns Petra Stanton	Annual	Annually review the latest research on connected and automated vehicle (CAV) technology to determine potential (positive and negative) impacts on occupant protection.	Annual review complete (white paper?)				

GOAL 2: ENFORCEMENT

Objective 2A: Improve Law Enforcement Awareness of Important OP Challenges

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	May 2023	Nov 2023	Feb 2024	May 2024
2A.1	Tim Roberts	Annual	Create a <i>Click It or Ticket</i> (CIOT) Resources Toolbox.	Toolbox created and posted on Law Enforcement Liaison (LEL) Website and publicized.	Available through LELs	Available through LELs	Available through LELs	Available through LELs
2A.2	Tim Roberts	Annual	Encourage Florida law enforcement agencies to participate in the national <i>Click It or Ticket</i> campaign and enforcement activities.	Number of agencies participating in <i>Click It or Ticket</i>	LEL's coordinating with agencies	Will present after action report at next meeting.	Tim presented After Action report at Q2 meeting	Tim presented After Action report at Q2 meeting
2A.3	Tim Roberts	Quarterly	Distribute Child Passenger Safety (CPS) Tip cards to Florida law enforcement agencies.	Number of tip cards distributed.	Distribution ongoing	Distribution ongoing	Distribution ongoing	Distribution ongoing
2A.4	Tim Roberts Carissa Johns Danielle Campbell	Quarterly	Meet with law enforcement agencies in counties with a higher-than-average rate of fatalities involving unrestrained or improperly restrained children to share CPS Tip cards and other resources.	Number of agency meetings.	Trainings available through LELs.	Met with Tampa PD. Ongoing work with other agencies.	Ongoing. Focusing on the Highway Safety Matrix.	Ongoing. Focusing on the Highway Safety Matrix.
2A.5	Nick Wolschlagler	Quarterly	Develop and distribute tip cards for aging road users.	Number of tip cards distributed.	Coordinating with Safe Mobility for Life Coalition.	Printed and ready for distribution.	Printed and ready for distribution. Complete.	Printed and ready for distribution. Complete.
2A.6	Nick Wolschlagler	Annual	Increase law enforcement participation at CarFit events.	Number of officers participating at CarFit events.	Ongoing.	Ongoing. Palm Bay has an event in late November.	Ongoing.	Ongoing.
2A.7	Tim Roberts Willem de Greef	Annual	Encourage Florida law enforcement agencies to continue nighttime enforcement activities when possible.	Number of notifications distributed and publicized.	Ongoing.	Added to OP Grantees this FY.	Complete	Complete

Objective 2B: Improve Law Enforcement Usage

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	May 2023	Nov 2023	Feb 2024	May 2024
2B.1	Tim Roberts Jacob Gonzalez	Annual	Conduct annual survey targeted at law enforcement officers to determine officer use practices.	Survey conducted.	Will present at August 2023 FOPC Meeting.	Will present at next meeting. Next Survey is in January.	Tim presented at Q2 meeting	Tim presented at Q2 meeting
2B.2	Tim Roberts	Short-Term	Develop and distribute educational materials demonstrating the myths and facts about law enforcement usage and proper restraint use for law enforcement officers.	Number of materials distributed and publicized.	Under development	Under development	Under development	Under development

Objective 2C: Law Enforcement Tools and Resources

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	May 2023	Nov 2023	Feb 2024	May 2024
2C.1	Jacob Gonzalez Nick Wollschlager	Annual	Develop and distribute an occupant protection guide and/or presentation for law enforcement executives about occupant protection best practices and opportunities.	Number of guides distributed and publicized.	Under development	Will review NSC presentation and adapt for our purposes	Presented at Q2 meeting How do we promote and distribute?	Presented at Q2 meeting
2C.2	Tim Roberts	Annual	Present at Florida Sheriff's Association (FSA) and Florida Police Chief's Association (FPCA) meetings annually on Florida's OP challenges and how their membership can help address these challenges.	Presented to FSA and FPCA.	Will present at August 2023 meeting.	Presented in July 2023. Another schedule in January 24 and July 24	Ongoing. Presented at FPCA in January and will present in August	Ongoing. Will present to FPCA in August.
2C.3	Nick Wollschlager	Quarterly	Review and update the LEL website quarterly to ensure the most recent and relevant tools and resources are available.	LEL website updated and publicized.	Complete	Complete	Complete	Complete
2C.4	Tim Roberts	Annually	Develop a best practice guide for Observational Surveys conducted by law enforcement agencies.	Guide developed and posted on LEL website and publicized.	Complete	Complete	Complete	Complete

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	May 2023	Nov 2023	Feb 2024	May 2024
2C.5	John Askins Petra Stanton		Distribute Florida's Battle of the Belts best practices guide/toolbox.	Guide/toolbox posted on LEL website and publicized.	Coordinating with FDOT and FTSDC	Presented materials at November 2023 FOPC Meeting.	Coordinating with FDOT and FTSDC	Coordinating with FDOT and FTSDC

GOAL 3: CHILD PASSENGER SAFETY

Objective 3A: Expand, Improve, and Retain CPS Technicians and Instructors

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	May 2023	Nov 2023	Feb 2024	May 2024
3A.1	FDOT	Annual	Annually review list of CPS Technicians (CPSTs) and CPS Technician Instructors (CPST-Is) across the state to identify active instructors and potential gaps.	List of active instructors created and updated annually.	List and map are complete and will be sent monthly.	List and map are updated.	Presented Q2 meeting	Ongoing. Waiting on website.
3A.2	Willem de Greef Patty Turner	Annual	Annually contact CPST-Is and encourage them to reach out to inactive technicians to offer additional support and resources.	CPTS-Is contacted.		4 Quarterly instructor meetings have been conducted. Not yet scheduled for 24.	Responsibility of CPS State Coordinator	Annual survey conducted.
3A.3	Carissa Johns Danielle Kessenger Danielle Campbell Petra Stanton Sarah Haverstick	Annual	Conduct annual CPST-I (in person or virtual) meeting(s) to share ideas and best practices.	Annual meeting conducted.	Conference in Orlando on June 5, 2023.	Just going to do a 1 hour meeting this year.	Met in February and will meet again May. Will be hosting quarterly virtual meeting. Networking meeting at Kids In Motion in Orlando in August	Networking meeting at Kids In Motion in Orlando in August
3A.4	Willem de Greef Patty Turner	Annual	Coordinate with CPST-Is to contact CPSTs that need to renew their certification.	Number of CPSTs recertified (annually).	Having trouble getting commitment for recertification.	Consider removing/ revising. Will discuss prior to next meeting.	Responsibility of CPS State Coordinator	Included in the survey. Automated email system.

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	May 2023	Nov 2023	Feb 2024	May 2024
3A.5	Petra Stanton Sarah Haverstick	Annual	Conduct Safe Travel for All Children (STAC) training to improve and expand CPST-Is' knowledge, skills, and capabilities.	Number of CPST-Is trained.	There was a high demand and interest in another training session.	Content not yet published but working on hosting a course in January 24.	Conducted in January.	Working on scheduling future trainings.

Objective 3B: Expand CPS Digital and Print Resources and Materials

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	May 2023	Nov 2023	Feb 2024	May 2024
3B.1	Patty Turner Danielle Kessenger	Annual	Annually review materials available on the Florida Traffic Safety Resource Center (FTSRC) to identify potential gaps or existing material revisions.	TSRC reviewed; materials updated or replaced annually.	In progress	Ongoing.	Ongoing.	Ongoing.
3B.2	Chris Craig Willem de Greef Leilani Gruner	Short-Term	Develop and distribute educational materials on child seats and safety belts on golf carts (partnership with law enforcement, Visit Florida, FDOH, Safe Kids, etc.).	Number of materials distributed.	Will review at August 2023 FOPC Meeting	Will review at next FOPC meeting.	Updates ongoing	Updates ongoing
3B.3	Danielle Kessenger Danielle Campbell Carissa Johns	Short-Term	Develop and distribute educational materials on child seats and safety belts at school pick-up/drop-off lines	Number of materials distributed	Will review and finalize via email prior to August 2023 FOPC Meeting.	Complete and being distributed.	Complete and being distributed. Well received.	Complete and being distributed.
3B.4	TBD	Short-Term	Develop and distribute educational materials on the risks of heat stroke and other dangers of children in hot vehicles.	Number of materials distributed	Will review at August 2023 FOPC Meeting.	Will review at next subcommittee meeting.	Reviewed at Q2 meeting	Will review at Q3 Subcommittee Meeting

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	May 2023	Nov 2023	Feb 2024	May 2024
3B.5		Medium-Term	Develop and distribute CPS Responsibility Guide to potential CPST Supervisors to ensure they understand expectations of CPSTs	Number of materials distributed				Could have this tied to the stipend/scholarship. Maybe something separate that's just for information?

Objective 3C: Support Mandatory Diversion Programs for First-Time Child Restraint Offenders

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	May 2023	Nov 2023	Feb 2024	May 2024
3C.1	Zee Osuigwe Ginny Hinton Susie Kolb Ronda Cerulli	Short-Term	Conduct an inventory of existing CPS Diversion programs and post results to FOPC website.	Inventory conducted.	Working on compiling all Diversion info in one location.	Coordinating as a subcommittee to get additional info.	Complete – Orange and St. Lucie.	Complete – Orange and St. Lucie.
3C.2	Zee Osuigwe Ginny Hinton Susie Kolb Ronda Cerulli Amy A	Medium-Term	Develop a model CPS diversion program based on Florida and national best practices, including input from judicial and prosecution representation and approval by FLHSMV.	Model diversion program developed.	To be completed after 3C.1	To be completed after 3C.1	Working on a grant to document best practices.	Ongoing
3C.3	Zee Osuigwe Ginny Hinton Susie Kolb Ronda Cerulli	Long-Term	Analyze CPS crash and citation data to determine potential locations for CPS diversion program pilot.	Potential locations identified.	To be completed after 3C.2	To be completed after 3C.2	To be completed after 3C.2	To be completed after 3C.2
3C.4	Zee Osuigwe Ginny Hinton Susie Kolb Ronda Cerulli	Medium-Term	Develop and distribute a CPS Diversion Program fact sheet for LE to distribute when issuing a citation for improper child restraint.	Number of fact sheets developed.	To be completed after 3C.2	To be completed after 3C.2	To be completed after 3C.2	To be completed after 3C.2

Objective 3D: Support Enhancement of Florida’s CPS Laws and Policies

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	May 2023	Nov 2023	Feb 2024	May 2024
3D.1	Julie Noble Danielle Kessenger	Annual	Annually review CPS model language and make adjustments based on shifting priorities and emerging best practices.	Model language reviewed annually; Adjustments made as needed.	Will review and update prior to next legislative session.	Reviewed at November 2023 FOPC Meeting.	Reviewed at Q1 meeting	Reviewed and revised at Q3 Meeting
3D.2	Julie Noble Petra Stanton	Annual	Annually review Florida’ legislative proposals to identify opportunities for improved CPS specific model legislative language.	Legislative language reviewed annually and reported to FOPC.	No CPS-related changes emerging from 2023 legislative session	Nothing yet.	Nothing yet.	Nothing relevant.
3D.3	Petra Stanton	Medium-Term	Coordinate with the Florida Department of Children and Families to update their Child Transportation Log to include confirmation of proper child restraint usage.	Transportation Log updated.	Working on connecting with another point of contact.	Will coordinate with 3C activities.	Will coordinate with 3C activities.	Will coordinate with 3C activities.
3D.4		Long-Term	Develop standardized Child Transportation Course for local Department of Children and Families representatives			Will coordinate with 3C activities.	Will coordinate with 3C activities.	Will coordinate with 3C activities.

GOAL 4: OP FOR LOW-USE GROUPS

Objective 4A: Focus Paid Media Activities on Low-Use Groups

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	May 2023	Nov 2023	Feb 2024	May 2024
4A.1	Michael Binder	Annual	Review and update the OP Communications Plan to ensure communications strategies and target audiences (Action Step 1B.2) remain effective.	Communications plan reviewed annually.	To be completed after 1B.2	To be completed after 1B.2	To be completed after 1B.2	To be completed after 1B.2
4A.2	Michael Binder	Annual	Conduct post-CIOT Awareness Survey annually and present results to the FOPC.	Survey conducted and results presented.	Will present in August 2023	Results presented at November 2023 FOPC Meeting.	Will update at Q4 meeting	Will update at Q4 meeting
4A.3	FDOT	Annual	Provide annual updates to the FOPC on paid media strategies, activities, and results.	Presentation given to FOPC.	Presented in May 2023		Will present at Q3 meeting	Presented at Q3 FOPC Meeting
4A.4	Andrea Atran Dewey Painter David Summers	Annual	Implement targeted education and outreach program using the Buckle Up Florida campaign focused on low-use groups.	Number of Buckle Up Florida impressions.	Considering a vendor booth to distribute these materials.		Materials available.	Materials available.

Objective 4B: Expand Digital and Print Resources and Materials for Low-Use Groups

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	May 2023	Nov 2023	Feb 2024	May 2024
4B.1	Andrea Atran	Annual	Annually review materials available on the TSRC to identify potential gaps or existing material revisions.	TSRC reviewed.	Ongoing	Ongoing	Ongoing	Ongoing
4B.2	Jasper Masciocchi	Short-Term	Develop and distribute OP materials for low-use groups (including males 18-34, pickup drivers, and minority populations).	Number of materials distributed.	Looking at Texas examples we can adapt.	Identifying best practices for distribution of materials.	Identifying best practices for distribution of materials.	Identified African American Seatbelt Safety Toolkit.
4B.3	Chris Craig David Summers	Short-Term	Develop and distribute materials related to passengers riding in the bed of a pickup truck.	Number of materials distributed.	Kids Aren't Cargo is available on the OPRC.	Kids Aren't Cargo is available on the OPRC.	Kids Aren't Cargo is available on the OPRC.	Kids Aren't Cargo is available on the OPRC.
4B.4	Andrea Atran Dewey Painter David Summers	Medium-Term	Evaluate existing OP-related materials and develop new materials focused on minority populations.	Materials reviewed annually, updated as needed, and publicized.	Reviewing TSRC	Reviewing TSRC	Reviewing TSRC	Reviewed materials. Focused on creating pickup trucks and Spanish materials

Objective 4C: Support the Expansion of Programs that Encourage and Support Occupant Protection for Low-Use Groups

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	May 2023	Nov 2023	Feb 2024	May 2024
4C.1	TBD	Short-Term	Partner with the Safe Mobility For Life Coalition to increase the number of CarFit Events in Florida	Number of CarFit events conducted			Engaging new coordinator. Meeting in Hendry in January.	Expect CarFit coordinator in Q4
4C.2	Chris Craig	Short-Term	Coordinate with Florida's Community Traffic Safety Teams (CTST) to identify regional and local occupant protection challenges	List of local and regional challenges developed	Ongoing	Ongoing	Ongoing	Ongoing. Evaluating popular materials and considering creating our own.
4C.3	Chris Craig	Medium Term	Coordinate with Florida CTSTs to identify specific occupant protection materials and best practices and implement pilot programs, where appropriate	List of materials and best practices developed. Number of pilot programs conducted	To be completed after 4C.2	To be completed after 4C.2	To be completed after 4C.2	To be completed after 4C.2

Objective 4D: Support Enhancement of Florida’s Laws and Policies

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	May 2023	Nov 2023	Feb 2024	May 2024
4D.1	Chris Craig	Annual	Annually review model language and suggest adjustments based on priorities and emerging best practices.	Model language reviewed annually; Adjustments made as needed	Ongoing.	Reviewed at November 2023 FOPC Meeting. Considering removing school bus from list of exceptions.	Reviewed at Q1 meeting	Reviewed at Q3 Meeting.
4D.2	Willem de Greef	Short-Term	Develop a model policy for consideration by state agencies and other Florida businesses.	Model language posted on FOPC website and publicized.	Under development	Under Development	Will discuss at Q3	Will present at Q4 FOPC meeting. Will discuss at Low Use Q3 subcommittee meeting.
4D.3	Julie Noble Petra Stanton	Annual	Annually review Florida’ legislative proposals to identify opportunities for improved specific model legislative language.	Legislative language reviewed and reported to FOPC	No safety belt-related changes emerging in the 2023 legislative session		Nothing. There was something about kids in hot cars (awareness month)	Not relevant this year.