



Florida Occupant Protection Coalition Meeting Report

November 20-21, 2019

Prepared for:

Florida Department of Transportation

Prepared by:

Cambridge Systematics, Inc.



1.0 Attendees

The participants in the November 20-21, 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 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"/>
Danielle Campbell	Orlando Police Department	<input checked="" 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 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 checked="" type="checkbox"/>
Carrisa Johns	Orange County Sheriff's Office	<input checked="" 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 checked="" type="checkbox"/>
Sally Kreuzscher	The Children's Hospital of South Florida, Child Advocacy Program	<input checked="" type="checkbox"/>
Alan Mai	Florida Department of Health	<input type="checkbox"/>
Carol Mazzocco	Kidz In Motion Inc	<input checked="" type="checkbox"/>
Mostyn Mullins	Lake Placid Police Department	<input checked="" type="checkbox"/>
Zakkiyyah Osuigwe	FCS Agent II, UF/IFAS Extension Miami-Dade County	<input checked="" 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 type="checkbox"/>
Kelly Powell	Safe Kids	<input checked="" 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 checked="" 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 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 checked="" type="checkbox"/>
Petra Vybrialova	Johns Hopkins All Children's Hospital	<input type="checkbox"/>
Mark Welch	Department of Highway Safety and Motor Vehicles	<input type="checkbox"/>
Moyra Willis	Concerned Citizen	<input checked="" type="checkbox"/>
Coalition Support		
Jasper Masciocchi	University of Florida	<input checked="" type="checkbox"/>
Patty Turner	University of Florida	<input checked="" type="checkbox"/>
Danny Shopf	Cambridge Systematics	<input checked="" type="checkbox"/>
Nusrat Sharmin	Cambridge Systematics	<input checked="" type="checkbox"/>

Others in Attendance

- Juanita Donaldson, Florida Department of Transportation

2.0 Meeting Notes –November 20

Welcome, Introductions, and Agenda

Chris Craig, Florida Department of Transportation (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.

Action Plan Implementation – Group Breakouts

Coalition members divided into the three subcommittee groups — Education, Communication, and Outreach; 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, Communication, and Outreach

Subcommittee members provided updates to their action steps and discussed actions to be completed prior to the next FOPC meeting. A revised FOPC Action Plan is attached as an Appendix of this summary report and can also be found at www.floccupantprotection.com.

Kids Aren't Cargo Update

David Summers, Health Care District Palm Beach County, gave a presentation on passengers riding unrestrained in the bed of pickup trucks. He reviewed the current language included in Florida Statutes (Motor Vehicles Law 316.2015) stating it is unlawful for person to ride on exterior of a vehicle. The law specifies that minor children (under age 18)

are not allowed to ride unrestrained in a cargo bed upon limited access highway facilities. He reviewed historical data on crashes and injuries related to occupants riding in cargo beds in Florida and noted it is no longer published in Florida Highway Safety and Motor Vehicles (FLHSMV) Annual Crash Facts report. David suggested the most effective approach to improve the law is to focus on children rather than all passengers. To focus on reducing fatalities and serious injuries caused by unrestrained occupants riding in cargo beds, he recommended some key actions such as- make data more accessible, review laws from other states to identify best practices, and draft model language making riding on cargo beds illegal. David also shared an educational handout with the coalition members that is being updated and will be added to the Occupant Protection Resource Center (OPRC).

Coalition members had the following questions and comments:

- Chris Craig volunteered to reach out to FDOT data team to repull injury and fatality data for 2010 to recent available year and send that over to David.
- Outreach materials were made for the Northeast Florida region in 2012 using the campaign “Buckle Up In Your Truck”. This program was successful and these materials could be updated and included on the OPRC for other regions to use.
- Chris asked coalition members to help him draft model language to include in educational materials.
 - Kids Aren’t Cargo is a good headline to include in these materials.
 - There is an opportunity to have a two-sided educational handout, with one side targeting occupants inside the vehicle and the other targeting riders on the cargo bed.
 - A subcommittee will be developed with David Summers, Danielle Kessinger, and Doreen Kobelo to develop recommendations for the educational materials.

Occupant Protection Data White Paper Update

Mark Solomon, Preusser Research Group, gave a presentation on occupant protection data, focusing on occupant restraint problem identification. He reviewed total crash (2007-2018) data of Florida’s transportation system, noting that there was a decline in the number of crashes between 2010 to 2014. During the same time, the number of unrestrained occupants also declined, likely influenced by the Florida’s primary safety belt law implementation; while the number of restrained occupants remained fairly constant. According to the data, there are 2.4 times more unrestrained males than females in Florida, suggesting that educational campaigns should continue to focus on males. Moreover, restraint usage for children under age 3 and among individuals age 65 and older were the highest among all age groups and is the lowest in the teen age group. Mark noted, in 2016, the 75 years and older age group experienced the largest increase in unrestrained fatalities and while this age group contains a low number of drivers, it should be monitored. Data suggests that the non-use rate for minority occupants is higher than that for the white occupants. Occupant fatalities in pickup trucks were unrestrained more often than any other vehicle type, signifying that education should be targeted at this vehicle type to reduce number of unrestrained fatalities. According to the data, 62 percent of unrestrained fatalities occurred during nighttime hours even though it accounts for fewer vehicle miles traveled than daytime. Mark said there is a much lower rate of unrestrained fatalities in rear seating positions, but the usage rate is also much lower. He showed an analysis that ranks Designated Market Areas (DMAs) in Florida based on percentage of unrestrained fatalities and average number of unrestrained fatalities, which provides an insight on where educational campaigns could be focused on.

Coalition members had the following questions and comments:

- Trauma data is available through Florida’s trauma centers. This data can be used to help supplement the crash data to further refine Florida’s occupant protection challenges.
- Discomfort with safety belts, medical restrictions, etc. could be responsible for increased unrestrained occupants in the 75+ age group. This topic should be explored further by reviewing 2017-2018 crash data.
- Are the street legal golf cart or e-scooters causing any issue with the crash and injury data?
 - FLHSMV thinks these vehicles types might be an issue and is thereby adjusting the crash report to account for them in the next release. This could give some insight into whether the golf cart or e-scooters are impacting crash and fatality data.

3.0 Meeting Notes – November 21

Recap of Day 1

Leilani Gruener, FDOT, 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 discussed actions to be completed prior to the next FOPC meeting. A revised FOPC Action Plan is attached as an Appendix of this summary report and can also be found at www.floccupantprotection.com.

Media Available on the Florida LEL Website

Tim Roberts, Florida Law Enforcement Liaison (LEL) Program, provided an overview of the floridalel.info website. The website includes videos focused on numerous safety campaigns. Tim emphasized this website could be a good resource to have an overview of the traffic safety topics for the Law Enforcement (LE) Officers. He asked coalition members to identify and share potential videos and other media that would be beneficial to include as a resource on this website.

Children Occupant Protection Ticket Booklets

Charles Kane, Florida LEL Program, gave a presentation on the distribution of occupant protection ticket booklets for children. He said the LELs started distributing booklets throughout the state on September 27, 2019. The LELs developed a tracking form for agencies to submit information on the number of books that were distributed, which also allows them to identify the districts or agencies that have received the books and better identify the gaps. To date, 11,076 books have been distributed.

Coalition members had the following questions and comments.

- The Great American Teach-In is a good opportunity to distribute these materials directly to kids.
- Has there been any feedback from LE officers?

- Most officers are very happy to have something educational to distribute during a traffic stop. Even if a ticket isn't issued, materials like this help to alleviate some of the tension and present a positive educational opportunity.

Occupant Protection Safety of Aging Road Users

Charles Kane, Florida LEL Program, gave a presentation on occupant protection as it relates to aging road users. He presented some priorities of occupant protection safety such as, use of safety belts, mobility, steering wheel angle, head restraint position, etc. that could be used to develop a reference card for aging road users. He emphasized that LE officers should be sensitive to the reason aging road users are not wearing their safety belt. Often, aging road users aren't wearing a safety belt because they feel uncomfortable with the belt and this issue can be quickly resolved with a minor adjustment to the position of the safety belt or seat height that they may not be aware is available. Officers should be aware of the resources available to aging road users, such as easy reach safety belt handles, to recommend to the aging road users and encourage their safety belt usage. Charles highlighted any modifications to the safety belt should not interfere with the way the safety belt retracts or functions. He also reviewed some basic rules regarding distance between driver's chest and steering wheel, proper usage of head restraint, and noted some National Highway Traffic Safety Administration (NHTSA) publications on aging road users.

Charles asked coalition members for support in drafting a tip card for LE officers to help educate aging road users on occupant protection during routine traffic stops.

Coalition members had the following questions and comments:

- Consider including a reference to hand placement on the steering wheel as a reference on this tip card, as well as a reference to buckling up in all seating positions.
- Fall prevention programs and other aging road users safety resources could be leveraged to distribute this information.
- The tip card can include local CarFit website address for reference. Rather than highlighting a specific driver rehab specialist, the tip card can include a statement about getting a reference from a medical professional for a driver rehab specialist.
 - Safe Mobility for Life is a great resource with occupant protection data by county. We can provide a link to the Safe Mobility for Life resources as a reference to where aging road users can find additional support in their county.

Changes in Florida's Children Restraint Requirement law

Greg Rittger, Orange County Sheriff's Office, gave an update on House Bill 533 legislation proposing a change in the age requirement for safety seat usage for children in all seating positions from age 5 to age 6. If the bill passes, children age 0 to 3 will be required to be in a child safety seat, and children age 4 to 6 (instead of 5) will be required to use a child safety seat or booster seat. He also provided an overview of the Below 100 program, focused on driving down the annual LE fatality below 100, encouraging officers to wear their safety belt.

Strategic Action Plan Goal 3—Occupant Protection for Children

Subcommittee members provided updates to their action steps and discussed actions to be completed prior to the next FOPC meeting. A revised FOPC Action Plan is attached as an Appendix of this summary report and can also be found at www.floccupantprotection.com.

Countdown2Drive Program

Kelly Powell, Safe Kids, gave a presentation on the Countdown2Drive (C2D) program. She highlighted teen driver education starts when children are as young as two years old because kids start thinking about driving and learning driving by continually observing their parents. The C2D program is designed to create a communication between parents and their pre-driving aged children (13-14 years old) and start the driver education process. The program allows students to consider their reasons for driving and allows parents to set guidelines for new drivers (commitment to always wear a safety belt, never distract the driver, avoid riding with unsafe drivers, etc.). The C2D program creates opportunities for parents and their children to start the driving dialogue at an early age and make safe decisions before the children get behind the wheel. Kelly said the C2D program provides a classroom presentation on Teen driving education to share at middle schools, which creates a platform to initiate a conversation between the students and instructors about teen driving education.

Coalition members had the following questions and comments:

- The C2D curriculum is currently being updated.
- How do we get this program into schools?
 - There is a period of time before the school year starts when teachers are meeting to prepare for the upcoming year. This is a good opportunity to meet with the schools and present the C2D concept as a pre-drivers education program.
- Recently, some students are waiting until after they graduate high school to get their driver's license. In Florida, a person over 18 does not have to have any driving experience to get a driver's license.

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

Subcommittee members provided updates to their action steps and discussed actions to be completed prior to the next FOPC meeting. A revised FOPC Action Plan is attached as an Appendix of this summary report and can also be found at www.floccupantprotection.com.

Safety Belt Use Observation Survey 2019

Mark Solomon, Preusser Research Group, gave a presentation on the recently completed safety belt observational survey. He reminded members that the survey is limited to daytime hours and only observed front seat occupants. The statewide survey covers 165 sites in 15 counties across Florida. According to the survey results, the observed safety belt use rate in Florida declined slightly to 89.8 percent in 2019. While Florida's safety belt use rate reduced slightly (0.8%) from 2018, it has been higher than the national average since 2017. Survey results indicate that interstates and principal arterials have higher usage rates than the slower speed, local roads. Mark noted, pickup trucks continue to have the lowest rate of safety belt usage by a significant margin when compared to other vehicle types. Male occupants are observed to be unrestrained more often than female occupants, and occupants age 16-34 are found to be unrestrained more often when compared to other age groups. When considering race/ethnicity, only

black occupants have an observed usage rate below 90 percent. Based on the average of three-year safety belt observation survey, only three counties measured highest-to-date usage rates in 2019.

Coalition members had the following questions and comments:

- Has there been any consideration of changing the messaging or media market? Are people getting tired of the messaging and starting to ignore it?
 - Florida is continuing to focus on Click It Or Ticket, but is also working on shifting to additional media sources that takes a different approach and brings a different perspective.
- Have there been campaigns that do a better job reaching our target audiences from where they are getting the safety messages?
 - FDOT changes its media strategy annually based on information about where the target audiences are most likely to see educational materials.

Occupant Protection Messaging

Chris Craig shared a new messaging strategy with the coalition. He said FDOT created a “Buckle Up Florida” message to support Click It Or Ticket and allow partners uncomfortable with the Click It Or Ticket messaging to use an alternative. Chris said the OPRC already has some rebranded materials available online.

Coalition members had the following questions and comments:

- The message works very well for everyone, including law enforcement.

Next Steps

Chris reminded members about travel reimbursement. He noted all the next meetings will be held in Gainesville and are scheduled for:

- February 26-27, 2020
- June 10-11, 2020
- September 2-3, 2020

Contact information for occupant protection questions:

Leilani Gruener,
FDOT Traffic Safety Program Manager
Phone: 850.414.4048
Leilani.Gruener@dot.state.fl.us

Jasper Masciocchi, UF T2 Center
Training Specialist
Phone: 352.273.1685
j.masciocchi@ufl.edu



Florida Occupant Protection Coalition Occupant Protection Strategic Action Plan Updated November 21, 2019

GOAL 1: EDUCATION, COMMUNICATION, AND OUTREACH

Objective 1: Identify the target demographics and audiences who are riding unrestrained.

Strategy 1.1: Analyze crash, observational, and other data to identify key unrestrained audiences.

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
1.1A	December 2018	FDOT	Identify current and reliable sources of occupant protection data.	<ul style="list-style-type: none"> List of data sources compiled 	Complete
1.1B	April 2019	Michael Binder Andrea Atran Morya Willis	Develop annual survey to collect occupant protection data from Florida's Safety Coalitions	<ul style="list-style-type: none"> Survey questions developed 	Complete
1.1C	Annually	Andrea Atran Morya Willis	Distribute annual survey to Florida's Safety Coalitions	<ul style="list-style-type: none"> Annual survey conducted 	In Progress - 2019
1.1D	Annually	Michael Binder	Document annual survey results and report to FOPC	<ul style="list-style-type: none"> Results of annual survey presented at FOPC meeting 	To be completed after 1.1C
1.1E	Annually	FDOT	Conduct analysis of Fatality Analysis Reporting System (FARS), hospital and injury crash data, and observational survey data to identify and prioritize key unrestrained audiences	<ul style="list-style-type: none"> Key unrestrained audiences identified and prioritized 	Complete - 2019

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
1.1F	November 2019	Mark Solomon	Develop and present a white paper to the FDOT Safety Office that includes a prioritized list of suggested targeted audiences for materials development. White paper should consider: <ul style="list-style-type: none"> • Target audiences identified in during June 2017 FOPC meeting • Children in car seats on golf carts, ATVs, and other Class 1 or low speed vehicles 	<ul style="list-style-type: none"> • White paper completed and submitted to FDOT Safety Office 	Complete
1.1G	August 2019	FDOT	Post data, sources, and white paper on the FOPC website	<ul style="list-style-type: none"> • Data, sources, and white paper available on the FOPC website 	To be completed after 1.1C; 1.1E; and 1.1F

Objective 2: Establish a unified and comprehensive approach to deliver Florida’s occupant protection messages and materials.

Strategy 2.1: Develop occupant protection education best practices and a customizable materials inventory that can be used by local partners.

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
2.1A	December 2018	Michael Binder Andrea Atran Morya Willis	Develop survey questions to identify existing occupant protection materials, programs, marketing strategies and audiences	<ul style="list-style-type: none"> • Survey questions developed 	Complete
2.1B	April 2019	Andrea Atran Morya Willis	Distribute survey to FDOT Districts, Florida Safety Coalitions, law enforcement Public Information Officers (PIOs), the child passenger safety (CPS) community, and others	<ul style="list-style-type: none"> • Survey conducted 	Complete
2.1C	August 2019	Michael Binder	Document survey results and present at FOPC meeting	<ul style="list-style-type: none"> • Results of survey presented at FOPC meeting 	In Progress
2.1D	February 2020	FDOT	Interview states with a safety belt usage rate greater than 92 percent to identify suggestions for innovative strategies and best practices	<ul style="list-style-type: none"> • Interviews conducted 	Preliminary research started
2.1E	February 2020	TBD	Develop and distribute Occupant Protection Toolbox(es) that includes materials, model programs, marketing strategies, and audiences identified through the survey and interviews	<ul style="list-style-type: none"> • Occupant Protection Toolbox(es) developed • Toolboxes distributed 	To be completed after 2.1C

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
2.1F	April 2020	Jasper Masciocchi	Make Occupant Protection Toolbox(es) available on OPRC website	<ul style="list-style-type: none"> Occupant Protection Toolbox(es) available on OPRC website 	To be completed after 2.1E
2.1G	June 2020	TBD	Draft and promote a Battle of the Belts program for all FDOT Districts	<ul style="list-style-type: none"> Program template drafted Number of programs conducted by District 	
2.1H	August 2019	Andrea Atran Morya Willis	Identify community partnerships best suited to distribute informational/marketing materials to identified target audiences based on analysis conducted in Strategy 1.1	<ul style="list-style-type: none"> List of partnerships developed 	To be completed after 1.1G
2.1I	Annually	FDOT Andrea Atran Morya Willis	Distribute informational/marketing materials to target audiences through identified distribution networks	<ul style="list-style-type: none"> Number of target audiences reached Number of individuals reached within each target audience Number of materials distributed 	
2.1J	June 2020	Micheal Binder Andrea Atran Morya Willis	Develop survey questions to assess the efficacy of occupant protection education/marketing materials and approach	<ul style="list-style-type: none"> Survey questions developed 	To be completed after 2.1I
2.1K	Every Other Year	Michael Binder	Conduct surveys with occupant protection professionals and other partners to assess efficacy of materials and approach	<ul style="list-style-type: none"> Survey conducted 	To be completed after 2.1J
2.1L	Every Other Year	Michael Binder	Document survey results and present at FOPC meeting	<ul style="list-style-type: none"> Results of survey presented at FOPC meeting 	To be completed after 2.1K

Strategy 2.2: Develop an Occupant Protection Communication Plan that identifies existing paid media efforts and future communications strategies.

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
2.2A	December 2018	FDOT	Draft Occupant Protection Communications Plan that outlines existing media campaigns and efforts conducted by FDOT	<ul style="list-style-type: none">• Occupant Protection Communications Plan draft completed	Complete
2.2B	March 2019	FDOT	Present Draft Occupant Protection Communications Plan to FOPC for review and comment	<ul style="list-style-type: none">• Occupant Protection Communications Plan presented to FOPC	Complete
2.2C	May 2019	FDOT	Finalize Occupant Protection Communications Plan based on input from FOPC	<ul style="list-style-type: none">• Occupant Protection Communications Plan finalized	Complete

GOAL 2: LAW ENFORCEMENT AWARENESS OF OCCUPANT PROTECTION

Objective 3: Reduce the number of law enforcement officers who are killed or injured due to not wearing their safety belt.

Strategy 3.1: Increase safety belt usage among law enforcement officers.

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
3.1A	July 2018	Greg Rittger Charles Kane Michael Binder	Develop survey questions to determine whether or not law enforcement officers are wearing their seatbelt	<ul style="list-style-type: none"> Survey questions developed 	Complete
3.1B	Annually	Greg Rittger Charles Kane Michael Binder	Distribute survey to all law enforcement agencies in Florida through the Florida LELs	<ul style="list-style-type: none"> Survey conducted 	Complete -2019
3.1C	Annually	Greg Rittger Charles Kane Michael Binder	Document survey results and present at FOPC meeting	<ul style="list-style-type: none"> Results of survey presented at FOPC meeting 	Complete - 2019
3.1D	June 2019	Charles Kane	Support the LEL Program-developed training that includes occupant protection information and best practices <ul style="list-style-type: none"> Provide data analysis from crashes involving emergency vehicles including contributing factors, costs, and liability data (injury claims) Compile costs across the state to promote benefits of the training Develop a “leave behind” informational piece on the key information from the program 	<ul style="list-style-type: none"> Data analysis, including statewide cost comparison completed and summary presented to FOPC Draft informational piece presented to FOPC for input Final informational piece presented to FOPC Number of agencies receiving informational piece 	In Progress
3.1E	June 2019	Tim Roberts	Seek support of the Florida Sheriffs and Police Chiefs Associations (endorsements) to encourage law enforcement officers to become champions for safety belt use within their respective agencies	<ul style="list-style-type: none"> Number of endorsements received Number of champions promoting safety belt use 	In Progress Drafting letters on behalf of FOPC for FPCA and FSA.

Objective 4: Research possibilities of an annual or biannual state traffic safety symposium to include occupant protection, CPS, and occupant protection-related law enforcement tracks.

Strategy 4.1: Form a subcommittee to research, plan, and oversee the symposium’s occupant protection-related tracks designed to strengthen Florida’s occupant protection community and partnerships through professional education and networking.

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
4.1A	April 2021	TBD	Establish safety symposium planning subcommittee	<ul style="list-style-type: none"> Subcommittee established 	In Progress
4.1B	Annually	Symposium Planning Subcommittee	Partner with Florida’s Safety Coalitions to plan and organize the symposium	<ul style="list-style-type: none"> Funding and sponsors secured Dates and location confirmed 	To be completed after 4.1A
4.1C	Annually	Symposium Planning Subcommittee	Determine beneficial information/presentations for each track. <ul style="list-style-type: none"> Present national data/trends and how Florida compares and affects the statistics 	<ul style="list-style-type: none"> Speakers and moderators confirmed 	To be completed after 4.1B
4.1D	Annually	Symposium Planning Subcommittee	Offer training/recertification for law enforcement and certified Child Passenger Safety Technicians (CPST)	<ul style="list-style-type: none"> Number trained (by group) Number certified (by group) Number recertified (by group) 	To be completed after 4.1C
4.1E	Annually	Symposium Planning Subcommittee	Promote the conference among a broad array of traffic safety professionals and stakeholders	<ul style="list-style-type: none"> Draft promotional material presented to FOPC for input Final materials presented to FOPC Distribution networks identified Number of individuals registered Diversity (by representation) of conference attendees 	To be completed after 4.1C
4.1F	Annually	Symposium Planning Subcommittee	Conduct the symposium	<ul style="list-style-type: none"> Symposium conducted Attendee post event survey presented to FOPC 	To be completed after 4.1E

Objective 5: Deploy a comprehensive approach to deliver occupant protection information, messages, and materials to law enforcement officers.

Strategy 5.1: Increase the number of law enforcement officers who deliver messages on proper restraint use.

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
5.1A	Ongoing	Charles Kane	Identify and promote programs that help law enforcement officers identify child restraint usage problems and solutions	<ul style="list-style-type: none"> • List of programs • Number of agencies receiving information about programs • Number of officers completing a program 	Complete, Tip Card developed
5.1B	Ongoing	Tim Roberts Fran Carlin-Rogers	Increase law enforcement officer participation in community CarFit training and events	<ul style="list-style-type: none"> • Number of officers participating in training • Number of officers participating in events 	Tip Card under development
5.1C	December 2018	Charles Kane Fran Carlin-Rogers Morya Willis	Provide or create reference card to help law enforcement officers recognize when restraints are not being used properly, particularly for children and older drivers. Reference card to be included as materials in the Occupant Protection Toolbox(es) (Action 2.1E)	<ul style="list-style-type: none"> • Number of officers receiving reference kit 	In Progress Florida Fitting Station cards developed as a resource to engage law enforcement and provide them with an option to share information with offenders
5.1D	October 2019	Tim Roberts	Include occupant protection resources and information in the Florida Police Chiefs Association and Florida Sheriffs Association Newsletters.	<ul style="list-style-type: none"> • Newsletter content drafted 	

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
5.1E	Ongoing	Charles Kane Fran Carlin- Rogers Morya Willis	Post resources on the LEL website for law enforcement agencies to provide to the public that includes local information for CPS resources/fitting stations and CarFit events. Resources to be included as materials in the Occupant Protection Toolbox(es) (Action 2.1D)	<ul style="list-style-type: none"> Resources presented to FOPC for input Number of agencies receiving template Number of agencies distributing handout Number of handouts distributed to the public 	Resource inventory is already available; would like to incorporate CPS information to streamline for law enforcement.
5.1F	TBD	TBD	Incorporate proper restraint use, particularly for children and older drivers, into the law enforcement Academy/basic training	<ul style="list-style-type: none"> Proper restraint use incorporated into Academy training Proper restraint use incorporated into basic training 	No action
5.1G	August 2019	Florida LELs	Identify roll call videos that align with FOPC's mission, as well as reflect current law, policies, guidance, and best practices, and encourage their use to increase law enforcement participation in occupant protection enforcement and activities	<ul style="list-style-type: none"> Roll call videos which meet the criteria identified annually List of videos meeting criteria provided to law enforcement agencies annually Number of agencies using videos which meet the criteria tracked annually 	Complete, roll call videos identified. Complete, tracking the number of officers watching videos during Law Enforcement Challenge.

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
5.1H	December 2019	Charles Kane	Increase law enforcement awareness of external resources available for occupant protection, including: <ul style="list-style-type: none"> Information available on the FOPC and Occupant Protection Resource Center websites; Data hubs such as Signal 4; and Train street level officers on the connection between traffic safety (including occupant protection) and crime data to target traffic safety hot spots List of external resources to be included as materials in the Communications Plan (Action 2.2C)	<ul style="list-style-type: none"> Number of officers accessing the websites annually Number of officers accessing data hubs annually Number of DDACTS occupant protection model courses offered and number of officers engaged in DDACTS training/concepts 	In Progress
5.1I	Ongoing	Charles Kane	Increase the number of occupant protection law enforcement champions. <ul style="list-style-type: none"> Create award(s) to help recognize law enforcement for occupant protection efforts to encourage participation in enforcement challenges. 	<ul style="list-style-type: none"> Number of new champions 	In Progress. Considering awards for exemplary employees
5.1J	December 2019	Tim Roberts	Develop survey questions to gauge law enforcement awareness, use, and participation in resources developed by the FOPC	<ul style="list-style-type: none"> Survey questions developed 	Complete
5.1K	Annually	Tim Roberts	Distribute survey to all law enforcement agencies in Florida through the Florida LELs through existing survey (Action 3.1B)	<ul style="list-style-type: none"> Annual survey conducted 	In Progress Will review and update questions as necessary

GOAL 3: OCCUPANT PROTECTION FOR CHILDREN

Objective 6: Ensure the CPS community has access to data resources and related contracts.

Strategy 6.1: Increase CPS related data available to pinpoint target areas for operational improvement.

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
6.1A	June 2018	Alan Mai	Identify and post a list of current and reliable sources of occupant protection data on the FOPC website, including: crash data, hospital data, car seat installation data (when a caregiver arrives/proper usage), and Emergency Medical Services (EMS) data to identify which kids are getting hurt, how they got hurt, and related factors (alcohol, distraction, etc.)	<ul style="list-style-type: none"> List of data sources accessible on website 	Complete
6.1B	December 2018	Jasper Masciocchi	Identify contacts for each data source to ask for specific data needs and distribute/post on the FOPC website	<ul style="list-style-type: none"> List of contacts accessible on website 	Complete
6.1C	December 2018	Jasper Masciocchi Leilani Gruener	Increase awareness of CPS technicians (techs) and instructors by revising the map available through the Florida Occupant Protection Resource Center (OPRC) to accurately reflect the number and location of each and work to ensure adequate support is available in those areas where few techs/instructors	<ul style="list-style-type: none"> Revised map available on OPRC website Number of counties meeting per capita guideline for number of technicians and instructors (guideline established in 3.3.1g) 	Complete

Objective 7: Maintain a cadre of trained CPS professionals who are available to serve all areas of the state and at-risk populations.*Strategy 7.1: Increase the quantity and quality of certified CPS technicians (CPST) and instructors (CPST-I).*

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
7.1A	Ongoing	Kelly Powell Alan Mai Sally Kreuscher Jasper Masciocchi	Review current CPS technician and instructor recruitment needs to determine strategies to increase technicians and instructors in areas of needs	<ul style="list-style-type: none"> Program(s) reviewed Strategies developed 	In Progress
7.1B	April 2019	Kelly Powell Alan Mai Sally Kreuscher Jasper Masciocchi	Determine what is needed by current CPS professionals to maintain an appropriate number of trained CPS professionals who are available to serve all areas of the state and at-risk populations	<ul style="list-style-type: none"> Criteria identified 	In Progress
7.1C	Ongoing	Jasper Masciocchi Patty Turner	Provide travel and other support (including scholarships) for certification requirement items	<ul style="list-style-type: none"> Types of support, associated criteria, and application process identified List of support and requirements provided on OPRC website Summary of support received/denied provided annually to FOPC 	
7.1D	Ongoing	Petra Vybrialova Alan Mai Jasper Masciocchi	Provide non-monetary assistance for soon-to-be expiring CPSTs to encourage them to meet recertification requirements, e.g., providing mechanisms to more easily get seat checks and continuing education units (CEU)	<ul style="list-style-type: none"> Types of assistance and associated criteria identified Consistent process to assist CPSTs established statewide and outcomes tracked Summary of assistance and impact on recertification provided annually to FOPC 	

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
7.1E	Annually	Kelly Powell Alan Mai Sally Kreuzscher Leilani Gruener	Conduct CPST instructor meetings annually for support and ideas	<ul style="list-style-type: none"> Instructor meetings conducted annually 	In progress
7.1F	Annually	Jasper Masciocchi Leilani Gruener	Collect, analyze, and report reasons individuals provide for not maintaining their certification and post on the OPRC website	<ul style="list-style-type: none"> Report presented to FOPC and posted on website 	In progress
7.1G	Annually	Jasper Masciocchi Alan Mai	Find travel funds for instructors to attend district meetings, technical updates, and instructor meetings	<ul style="list-style-type: none"> Source of funding secured annually 	In Progress
7.1H	Annually	Alan Mai Sally Kreuzscher	Establish a subcommittee to develop and oversee an annual recognition program for CPSTs and instructors	<ul style="list-style-type: none"> Subcommittee established Draft categories and criteria for recognition presented to FOPC for input Final categories and criteria for recognition presented to FOPC Recognition program and criteria posted on FOPC and OPRC websites Recognition awarded annually 	
7.1I	Annually	Leilani Gruener	Identify priority counties where the CPST and instructor rate is lower than the target rate set by FDOT	<ul style="list-style-type: none"> Rates reviewed annually 	

Objective 8: Ensure child passenger safety materials and resources are available to all child passenger safety programs.

Strategy 8.1: Increase availability of car seats, resources, and materials.

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
8.1A	August 2019	Ginny Hinton	Identify marketing materials for Florida vehicle owners and increase awareness among Department of Motor Vehicles (DMV) office staff regarding the \$2 Difference car seat donation program during the license plate renewal process	<ul style="list-style-type: none"> • Materials Identified • Materials made available on OPRC • Awareness training provided to DMV staff 	
8.1B	Ongoing	TBD	Draft best practices for identifying and approaching partner organizations that can provide car seats and other resources not covered by the OPRC (pens, keychains, etc.)	<ul style="list-style-type: none"> • Best practices drafted 	
8.1C	December 2019	Jasper Masciocchi	Explore options to allow ORPC to provide inspection station items including pool noodles, forms, scales, measuring tape, duct tape, safety belt repair information, signage, etc. in the form of a convenient “toolbox” (to be included in Action 2.1E)	<ul style="list-style-type: none"> • Options for toolbox presented to FOPC for input 	

GOAL 4: MODEL LANGUAGE TO INCREASES USE OF OCCUPANT PROTECTION DEVICES

Objective 9: Support efforts to make Florida a full safety belt requirement state.

Strategy 9.1: Support enhancement of current safety belt laws to include all passengers in all seating positions.

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
9.1A	November 2019	Mark Solomon	Identify best practices and data available from other states	<ul style="list-style-type: none"> Summary report of best practices and recommendations 	In Progress
9.1B	February 2019	Judge Grube Vin Petty	Identify and share model laws that require rear passenger safety belt use	<ul style="list-style-type: none"> Identify model laws to be presented to FOPC for input Final model laws posted on FOPC website 	To be completed after 9.1A

Objective 10: Enhance Florida's diversion program for child passenger safety violations.

Strategy 10.1: Support mandatory diversion programs for first-time offenders.

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
10.1A	August 2019	Morya Willis	Identify where diversion programs are available, how they are being funded, and where they are being utilized	<ul style="list-style-type: none"> Summary of diversion programs provided to FOPC 	
10.2B	February 2019	Judge Grube Vin Petty	Identify and share model laws that include a mandatory diversion program for first time offenders	<ul style="list-style-type: none"> Identify model laws to be presented to FOPC for input Final model laws posted on FOPC website 	To be completed after 10.1A
10.1C	July 2019		Identify the counties/agencies that have the diversion program available and usage data	<ul style="list-style-type: none"> Summary of counties/agencies and available data provided to FOPC 	To be completed after 10.1B

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
10.1D	September 2019		Identify best practice programs <ul style="list-style-type: none"> Review CPS “classes” provided by County Health Departments to determine if they could be used for the diversion program 	<ul style="list-style-type: none"> Review of CPS “classes” completed Best practices programs/program components presented to FOPC 	To be completed after 10.1C
10.1E	TBD	Sally Kreuzscher Petra Vybrialova Kelly Powell Morya Willis Judge Grube Vin Petty	Develop a standardized CPS diversion program that private organizations would be required to adhere to	<ul style="list-style-type: none"> Draft concept for standardized program presented to FOPC for input Standardized program report for approval Final program report posted on FOPC website 	To be completed after 10.1D
10.1F	TBD		Identify judicial champions to promote/encourage the diversion program	<ul style="list-style-type: none"> List developed 	To be completed after 10.1E
10.1G	TBD		Develop training, and materials in a quick reference format, for law enforcement on the diversion program	<ul style="list-style-type: none"> Draft program and materials presented to FOPC for input Program and materials developed Number of training sessions offered Number of officers trained Number of agencies with trained officers 	To be completed after 10.1F

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
10.1H	TBD		Create a template for a diversion program handout that can be customized by law enforcement and given with a ticket	<ul style="list-style-type: none"> • Draft handout template presented to FOPC for input • Final handout presented to FOPC • Number of agencies receiving template • Number of agencies distributing handout with ticket • Number of handouts distributed to motorists 	To be completed after 10.1G
10.1I	TBD		Create a uniform certificate of attendance for all diversion classes and make available to diversion program managers for their use	<ul style="list-style-type: none"> • Draft certificate presented to FOPC for input • Final certificate presented to FOPC • Number of diversion programs using certificate 	To be completed after 10.1H

Objective 11: Expand protection for occupants of pickup trucks or flatbed vehicles.

Strategy 11.1: Support enhancement of current laws that allow passengers to ride in the back of pickup trucks or flatbed vehicles.

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
11.1A	Annually	FDOT	Collect pickup truck bed injuries and fatality data and report to FOPC.	<ul style="list-style-type: none"> Data presented at FOPC meeting 	Complete.
11.1B	February 2019	David Summers, Danielle Kessinger, Doreen Kobelo	Identify and share model laws that establish that a vehicle transporting occupants under 18 in areas primarily used for cargo shall not exceed certain low-speed restrictions.	<ul style="list-style-type: none"> Identify model laws to be presented to FOPC for input Final model laws posted on FOPC website 	Subcommittee established to identify best practices and draft model language
11.1C	May 2019	David Summers	Develop tip card that provides an overview of pickup truck bed injuries and fatalities and educational information	<ul style="list-style-type: none"> Tip card developed 	To be completed after 11.1A
11.1D	August 2019	David Summers	Include tip cards as materials in the Occupant Protection Toolbox(es) (Action 2.1E)	<ul style="list-style-type: none"> Tip cards included in toolbox(es) and distributed 	To be completed after 11.1C